



Cboe Ca: **CZZL** | OTCQB: **CZZLF** | FRA: **8YF**

Cizzle Brands' CWENCH Hydration™ Now Sold in Over 300 Sobeys Locations Across Canada

In addition to in-store availability at its supermarkets, Sobeys' grocery delivery service Voila is also now carrying five flavours of CWENCH Hydration™ in the ready-to-drink format. As part of its strategic playbook, Cizzle Brands is steadily building the presence of CWENCH Hydration™ in the grocery category through strong partnerships with grocery conglomerates such as Sobeys Inc. and its parent entity Empire Company.

TORONTO, ONTARIO, CANADA – JULY 17, 2025 - Cizzle Brands Corporation (Cboe Canada: CZZL) (OTCQB: CZZLF) (Frankfurt: 8YF) (the "Company" or "Cizzle Brands"), is pleased to announce that over 300 Sobeys locations are now carrying [CWENCH Hydration™](#) in its ready-to-drink ("RTD") format in its *Blue Raspberry*, *Rainbow Swirl*, *Tropical Flow* and *Pink Lemon Flow* flavours. As CWENCH continues to become part of more Canadians' hydration routines, consistent availability in the grocery channel is proving to be a key driver of growth for repeat purchases. As of this writing, more than 3,300 locations across Canada, the United States, and Europe carry CWENCH Hydration™ including supermarkets, convenience stores, sports arenas, and fitness clubs.

In a press release dated July 16, 2025, Cizzle Brands [announced the launch of Pink Lemon Flow](#), a new flavour of CWENCH Hydration™ developed with Coach Chippy, which will exclusively be carried in the grocery category by [Sobeys Inc.](#) banners including Sobeys, Longos, Safeway, Thrifty Foods, and Farm Boy. The introduction of additional CWENCH Hydration™ SKUs to the Sobeys chain further strengthens the brand's presence in the network of [Empire Company](#), which is the parent entity of Sobeys Inc., operating in all ten of Canada's provinces with over 1,600 retail stores and more than 350 retail fuel locations. Prior to the recent launch of *Pink Lemon Flow* across Sobeys Inc. banner stores, CWENCH Hydration™ was already being carried in nearly half of all *Farm Boy's* locations in Ontario (as announced in a [March 27, 2025](#) press release).

The *Voila* grocery delivery service operated by Sobeys Inc. is also now carrying [the full range](#) of CWENCH Hydration™ flavours. First launched in June of 2020, *Voila* picks and delivers its orders from Customer Fulfillment Centres in Toronto, Montreal, and Calgary, which can help to enhance penetration of the CWENCH Hydration™ brand in some of Canada's largest urban population centres.



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CWENCH Hydration™ is now available at over 300 Sobeys locations across Canada.

Cizzle Brands' Founder, Chairman, and Chief Executive Officer John Celenza commented, "Lockstep with the increased awareness of CWENCH Hydration™ across Canada, we're building its presence in the grocery category. We're highly selective of which retail partners we work with and focus on building solid relationships with them. This is why we're excited to be working with Sobeys and its several well-known banners. Their footprint across Canada means that Canadians can find CWENCH just about anywhere they want it. There is plenty more to come from us as we strive to become the market leader in hydration and sports nutrition for athletes of all ages."

About Cizzle Brands Corporation

Cizzle Brands Corporation is a sports nutrition company that is elevating the game in health and wellness. Through extensive collaboration and testing with leading athletes and trainers across several elite sports, Cizzle Brands has launched two leading product lines in the sports nutrition category: (i) CWENCH Hydration™, a better-for-you sports drink that is now carried in over 3,300 locations in Canada, the United States, and Europe; and (ii) Spoken Nutrition, a premium brand of athlete-grade nutraceuticals that carry the prestigious NSF Certified for Sport® qualification. All Cizzle Brands products are designed to help people achieve their best in both competitive sports and in living a healthy, vibrant, active lifestyle.

For more information about Cizzle Brands, please visit: <https://www.cizzlebrands.com/>



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For more information about CWENCH Hydration™, please visit:

<https://www.cwenchhydration.com>

On behalf of the Board of Directors of the Company,

CIZZLE BRANDS CORPORATION

“John Celenza”

John Celenza, Founder, Chairman, and Chief Executive Officer

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CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION

This news release contains "forward-looking information" which may include, but is not limited to, information with respect to the activities, events or developments that the Company expects or anticipates will or may occur in the future, such as, but not limited to: new products of the Company and potential sales and distribution opportunities. Such forward-looking information is often, but not always, identified by the use of words and phrases such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates", or "believes" or variations (including negative variations) of such words and phrases, or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Various assumptions or factors are typically applied in drawing conclusions or making the forecasts or projections set out in forward-looking information. Those assumptions and factors are based on information currently available to the Company.

Forward looking information involves known and unknown risks, uncertainties and other risk factors which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Such risks include risks related to increased competition and current global financial conditions, access and supply risks, reliance on key personnel, operational risks, regulatory risks, financing, capitalization and liquidity risks. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other factors that cause results not to be as anticipated, estimated or intended. There can be no assurance that



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such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information. The Company undertakes no obligation, except as otherwise required by law, to update these forward-looking statements if management's beliefs, estimates or opinions, or other factors change.