

**FOR IMMEDIATE RELEASE**

**LOFT TO LAUNCH FIRST HEMP-INFUSED BEVERAGE BRAND AT BEVNET LIVE'S 'NEW PRODUCT SHOWDOWN' IN NEW YORK JUNE 14-15**

**June 7th 2016**

**Brooklyn, NY** – [LOFT](#), a Williamsburg, Brooklyn based hemp-infused beverage brand announced today that it will launch its line of first-to-market non-psychoactive, phytocannabinoid-rich 'Hemp Infused Herb Tonics' at the BEVNET LIVE New Product Showdown at Metropolitan West in New York June 14-15.

Fifteen early-stage beverage brands from around the world were selected to present new beverage products to a panel of judges sourced from beverage industry leaders at Whole Foods, First Beverage Group, Coca Cola's Venturing and Emerging Brands Unit, Powerplant Ventures and BEVNET editors. Past winners of the annual summer event have included breakout brands like Tio Gazpacho, Health-Ade Kombucha and Grady's Cold Brew, providing a launch pad for disruptive beverage startups to leading beverage distributors, investors and strategic partners.

"LOFT was born out of a desire to offer the first ready-to-drink, healthful hemp-infused herb tonic to the beverage world and is on a mission to educate American consumers on the benefits of hemp derived phytocannabinoids and their implications in providing sustainable, natural solutions for enhanced wellness", says co-founder Michael Christopher.

After two years of development, LOFT will launch three functional, hemp-infused herb tonics in the New York/Tristate area, a region that boasts an addressable market of 23 million consumers with \$1.56 trillion in GMP. With a focus on independent natural food, c-store, grocery, service, university and hospitality distribution channels, the company offers first-to-market hemp-infused beverages that celebrate the wellness benefits of non-psychoactive, phytocannabinoid-rich hemp extract, considered to be the 'superfood of the next generation' for its implications in enhancing mood, appetite, stress, sleep and memory via the human endocannabinoid system.

By offering smoke-free solutions for everyday consumers to enjoy the calming and restoring benefits of the hemp plant (*cannabis sativa L*), LOFT seeks to create a new beverage category and capture white space in the fastest growing marketplace in the U.S., expanding hemp revenue in retail stores beyond conventional hemp milk, hempseed and hemp powder product offerings.

LOFT is also announcing its partnership with BeyondBrands, a conscious products collective of over 44 natural products industry pioneers that work with new and established brands in food, beverage, beauty, fashion and cannabis therapeutics to achieve "conscious brand" status. The partnership ensures sustainable approaches to production and corporate footprint while

providing access to strategic growth opportunities, industry experts and best practices to become a trusted, national leader in healthful, smoke-free hemp-infused beverages.

## **About LOFT**

LOFT was co-founded in 2015 by former Groupon, Inc. product development manager and legal cannabis entrepreneur, Michael Christopher, alongside natural products innovator and healthy beverage pioneer, Eric Schnell, also co-founder of Steaz, the nation's largest fair trade, organic ready-to-drink tea brand.

The company seeks to capitalize on the social acceptance of legal hemp and cannabis as a source of natural wellness and nutrition for everyday consumers in a nation where 27 states have passed legal hemp and cannabis reform. LOFT taps into a \$6.7B legal hemp and cannabis market and a \$150B non-alcoholic beverage marketplace driven by better-for-you trends that have pulled away from conventional, high-sugar carbonated-soft-drinks since the mid 2000's.

"LOFT is legal for distribution in all 50 states and we intend to lead the national hemp movement by leveraging leading-edge, patented cannabinoid technology to produce soluble hemp infused beverages that improve the absorption of hemp oil into the human GI tract by 300%", says co-founder Eric Schnell.

Set to launch in the New York/Tristate region late summer 2016, LOFT has recently completed formulation with beverage development partner, MetaBev, and has assembled production, finance, sales and marketing management led by former executives at Steaz, Marley Beverages, Guayaki and Nestle. Its advisory board consists of naturopathic medical doctors, cannabinoid wellness experts, integrative health specialists and veterans from the largest coffee and hemp foods manufactures in the world.

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