

# NEVIS BRANDS INC. Announces Updates for Major™ brands for Oklahoma, New Jersey, Colorado, and Washington sales growth

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SEATTLE, WA, UNITED STATES, January 8, 2025 /EINPresswire.com/ -- NEVIS BRANDS INC.



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*John Kueber, CEO*

Announces Market Updates for Major™ brands for Oklahoma, New Jersey, Colorado, and Washington sales growth

□ The Company has completed production in New Jersey and Oklahoma and has begun initial sales to dozens of dispensaries in each market.

□ The Company has expanded its product lineup in Colorado to include Major(™) shots in three flavors.

□ Headset, an independent cannabis metrics reporting

firm reported Major(™) grew sales by 19% in calendar Q4 in Washington State.

Nevis Brands Inc. (CSE: NEVI, OTCQB: NEVIF) ("Nevis," "Nevis Brands" or the "Company"), a leading provider of cannabis beverage products, announced today it has completed production of Major(™) shots in New Jersey and Oklahoma and has expanded its product lineup in Colorado.

Major(™) shots in Blueberry, Fruit Punch and Blackberry Lemonade are now available for sale in all three markets, in addition to its existing regulated markets of Washington, Oregon, Missouri and Mississippi. Major is a doseable 100mg THC beverage that delivers the effects of cannabis within 10-20 minutes of consumption. Over 5 million bottles of Major(™) have been sold since its initial launch in Washington State in 2019.

John Kueber, CEO commented: "Our smaller 2 oz format of Major continues to rise in popularity, and we believe expansion of this format will continue to create more revenue opportunities for the brand. With the Jan 1 launch of New Jersey and Oklahoma and expansion to Colorado, the

company will realize 2 months of royalty revenues for the company's Q1 Financial quarter."

According to Headset, an independent cannabis sales reporting company, Major generated retail sales of \$1,969,652 in 2024 Q4 vs \$1,616,165 in 2024 Q3 in WA, which represent growth of 21.9% over the previous quarter. Headset also noted that the overall market grew by 9%, but that Major had a 12% outperformance differential.

"We are especially pleased to be growing sales in Washington State, our largest and most mature market," Kueber continued. "Our brand, flavors, formats, and product attributes of rapid onset continue to show strong appeal, and we look forward to building on this foundation for 2025."

#### About Nevis Brands

Nevis innovates and develops cannabis products that have been consumed by millions of consumers across the United States. Led by our flagship brand, Major™, Nevis partners with leading cannabis product manufacturers and distributors to enhance their product offerings.

Major(™) is a leading cannabis beverage available as 2oz shots and 6.7oz drinks as well as gummy formats in Washington and Oregon. Major(™) is currently available for sale in hundreds of dispensaries in 10 states and online as hemp-derived THC at GoldFish Distro:

<https://goldfishdistro.com/collections/major>

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