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REVERB THC Beverages: A New Buzz From Chicago's Revolution Brewing

FOR IMMEDIATE RELEASE

CHICAGO, JUNE 4, 2025 – Revolution Brewing, the largest independent brewer in Illinois, is launching Reverb Beverage, a new commercial venture selling canned THC and CBD drinks. The initial release is Reverb Splash, a refreshing line of THC and CBD infused sparkling waters with a splash of real fruit landing at just 30 calories and no added sugars. Coming out first will be six-packs with 5MG dosages in two flavors: Concord Grape Blueberry and Black Cherry Lime. 10 MG dosage versions and a variety 12-pack with Pineapple Passionfruit and Blood Orange Mango flavors will follow later this summer. The Reverb brand will expand to include teas, lemonade and other beverages in the future as demand for these alternative beverages grows.

“We are in a new moment where adults can reach for a refreshing, non-alcoholic beverage with a low-dose of THC and CBD for a gentle buzz and good feels. Consumers clearly want innovative new beverages, and Reverb delivers with quality you can trust from a brewery with 15 years of experience,” notes Josh Deth, Revolution’s Chairman of the Party. “Our early feedback is that people are loving both the all-natural taste and the relaxing effects they feel after drinking a Reverb. We are seeing both existing cannabis consumers and those without much experience with THC giving these beverages a try.”

Reverb’s brand and packaging draws inspiration from the music scene, connecting it with the reverberating effects of THC and CBD. “Whether you’re vibing solo with your favorite record, passing cans around at a backyard show or hitting play on the perfect sunny-day playlist, Reverb is made for those music-fueled moments,” Director of Marketing Katie McNulty said.

Revolution Brewing is entering this new space following extensive research and understanding of the hemp beverage category. Reverb uses only naturally-derived Delta-9 THC and CBD from hemp and is proud to partner with Chicago-based supplier Perfectly Dosed to source the hemp emulsions that are infused into the drink. Reverb is manufactured and distributed in accordance with the 2018 Farm Bill that defines the difference between hemp and cannabis plants. Revolution is a member of the Hemp Beverage Alliance that is working to create a hemp

beverage marketplace that is transparent, sustainable, and provides consumers with the highest quality products.

Reverb six packs will be available to purchase in the Revolution Tap Room at 3340 N. Kedzie Ave. starting today, June 4th, and distribution to Illinois and Wisconsin will begin in June.

ABOUT REVOLUTION BREWING & REVERB BEVERAGE

Revolution Brewing is the largest independently-owned brewery in Illinois, proudly brewed only in Chicago for over 15 years. Reverb Beverage LLC is an offshoot of Revolution Brewing that sells naturally-derived, Delta-9 THC and CBD drinks.

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