

## **BLUE SPIKE BEVERAGES BACK STRONGER AFTER THE HOLIDAYS**

MONTREAL, December 8th 2017- The Régie des Alcools des Courses et des Jeux du Québec (RACJ) has recently called for a halt in the production and marketing of Solar Bottling alcomalt products, including the brands Baron, Mojo, Four Loko, Octane and Seagram, not produced according to our specifications, nor the regulations in force in Quebec.

The results of the tests carried out by the RACJ and the SAQ seem to indicate that the products contain ethyl alcohol rather than alcohol resulting from malt fermentation, but that they pose no risk to the health of consumers, since this alcohol is used in many other alcoholic beverages. However, they could go against certain labeling and point of sale regulations

Blue Spike has stopped the marketing of these products and is working closely with the RACJ to determine next steps.

Blue Spike takes this situation very seriously and is dedicated to offering high quality products to its consumers. The company is therefore very pleased to announce that a bottling agreement with a new and internationally renowned supplier possessing numerous accreditations has been signed, where the bottling of all our products will begin in February 2018, date by which consumers will be able to buy our products in grocery stores and convenience stores in Quebec. Despite the temporary negative impact on sales of these products, this new agreement ensures that such a situation won't happen again, and that consumers will be able to get our products again in a few weeks.

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