



GURU ORGANIC ENERGY LAUNCHES ITS LATEST INNOVATION: GURU THEANINE FRUIT PUNCH

- ***Canada-wide launch of latest great-tasting energy drink: GURU Theanine Fruit Punch, proven to enhance focus and mental performance!***
- ***Launch supported by GURU's "PUNCH UP YOUR MIND" national marketing campaign***

Montréal, Québec, March 27, 2023 – GURU Organic Energy Corp. (TSX: GURU) ("**GURU**" or the "**Company**"), Canada's leading organic energy drink brand, is delighted to announce the Canadian market launch of GURU Theanine Fruit Punch, along with its national marketing campaign.

"We are extremely excited to launch GURU Theanine Fruit Punch, the latest addition to our energy drink family, and the embodiment of everything that makes GURU great: a better-for-you, great-tasting organic energy drink with a unique ingredient, theanine, which when combined with caffeine is proven to enhance focus and mental performance," said Carl Goyette, President and CEO of GURU. "This new innovation comes on the heels of GURU Guayusa Tropical Punch, which has risen to become the #1 energy drink flavour in Quebec and one of our leading SKUs."



Take a glimpse at our [launch ad](#)

GURU's latest innovation

The all-new GURU Theanine Fruit Punch really packs a punch, all thanks to theanine, an amino-acid found in green tea. When blended with caffeine, theanine creates a synergistic effect that powers up your brain and boosts your focus and mental performance. On top of packing a big brain boost, GURU Theanine Fruit Punch is jam-packed with all-natural fruit punch flavour—a simply delicious blend of juicy tropical fruits, red berries, sweet cherry and vanilla—and the zesty freshness of yuzu. Like all GURU drinks, this one is certified organic and contains no synthetic caffeine, artificial sweeteners, synthetic preservatives or artificial colours or flavours. All in all, it is the refreshing boost your brain has been waiting for—delivered with an amazing taste and with only 50 calories.

“Our goal with GURU Theanine Fruit Punch was to combine great taste with unique functionalities, much like we did with its predecessor, and we believe we have a winner,” said Luc Martin-Privat, PharmD, Brewmaster and Vice President, R&D and Innovation of GURU. “Innovation is at the core of our strategy of cleaning up the energy drink industry, and we are constantly scanning the globe for new natural ingredients that boost energy or have other functional benefits.”

PUNCH UP YOUR MIND national marketing campaign

GURU's national marketing campaign, “PUNCH UP YOUR MIND”, is primarily dedicated to GURU Theanine Fruit Punch and will run in Canada from coast to coast until the end of May. The campaign will include in-store promotions and activations with GURU's exclusive distributor in its Canadian retailers, combined with impactful in-store displays, digital, social media and influencer engagement, university campus activities, and special events in urban centres. All these initiatives will be aimed at solidifying GURU's brand awareness across Canada and driving conversions through its large network of retailers.

GURU Theanine Fruit Punch is available across Canada, in most convenience and gas stores and a majority of grocery and drug stores, through GURU's exclusive Canadian distribution partner.

¹97 mg of theanine in combination with 40 mg of caffeine helps to focus attention during a demanding cognitive task (source: T Giesbrecht, J A Rycroft, M J Rowson, E A De Bruin. The combination of theanine and caffeine improves cognitive performance and increases subjective alertness). Each can of GURU Theanine Fruit Punch contains 100 mg of theanine and 100 mg of caffeine.

About GURU Products

All GURU energy drinks are plant-based, high in natural caffeine and free of artificial sweeteners, colours and flavours, and have no preservatives. In addition, all drinks are organic, vegan and gluten-free – and the best thing is their amazing taste.

About GURU

GURU Organic Energy Corp. (TSX: GURU) is a dynamic, fast-growing beverage company launched in 1999, when it pioneered the world's first natural, plant-based energy drink. The Company markets organic energy drinks in Canada and the United States through an estimated distribution network of over 25,000 points of sale, and through guruenergy.com and Amazon. GURU has built an inspiring brand with a clean list of organic plant-based ingredients. Its drinks offer consumers good energy that never comes at the expense of their health. The Company is committed to achieving its mission of cleaning the energy drink industry in Canada and the United States. For more information, go to www.guruenergy.com or follow us [@guruenergydrink](https://www.instagram.com/guruenergydrink) on Instagram and [@guruenergy](https://www.facebook.com/guruenergy) on Facebook.

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Forward-Looking Statements

This press release contains “forward-looking statements” within the meaning of applicable Canadian securities legislation. Such forward-looking statements include, but are not limited to, information with respect to the Company’s objectives and the strategies to achieve these objectives, as well as information with respect to management’s beliefs, plans, expectations, anticipations, estimates and intentions. These forward-looking statements are identified by the use of terms and phrases such as “may”, “would”, “should”, “could”, “expect”, “intend”, “estimate”, “anticipate”, “plan”, “believe”, or “continue”, the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking statements contain these terms and phrases. Forward-looking statements are provided for the purposes of assisting the reader in understanding the Company and its business, operations, prospects and risks at a point in time in the context of historical and possible future developments and therefore the reader is cautioned that such statements may not be appropriate for other purposes. Forward-looking statements are based upon a number of assumptions and are subject to a number of risks and uncertainties, many of which are beyond management’s control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to, the following risk factors, which are discussed in greater detail under the “RISK FACTORS” section of the annual information form for the year ended October 31, 2022: management of growth; reliance on key personnel; reliance on key customers; changes in consumer preferences; significant changes in government regulation; criticism of energy drink products and/or the energy drink market; economic downturn and continued uncertainty in the financial markets and other adverse changes in general economic or political conditions, as well as the COVID-19 pandemic, the war in Ukraine and geopolitical developments, global inflationary pressure or other major macroeconomic phenomena; global or regional catastrophic events; fluctuations in foreign currency exchange rates; inflation; revenues derived entirely from energy drinks; increased competition; relationships with co-packers and distributors and/or their ability to manufacture and/or distribute GURU’s products; seasonality; relationships with existing customers; changing retail landscape; increases in costs and/or shortages of raw materials and/or ingredients and/or fuel and/or costs of co-packing; failure to accurately estimate demand for its products; history of negative cash flow and no assurance of continued profitability or positive EBITDA; repurchase of common shares; intellectual property rights; maintenance of brand image or product quality; retention of the full-time services of senior management; climate change; litigation; information technology systems; fluctuation of quarterly operating results; risks associated with the PepsiCo distribution agreement; accounting treatment of the PepsiCo Warrants; and conflicts of interest, as well as those other risks factors identified in other public materials, including those filed with Canadian securities regulatory authorities from time to time and which are available on SEDAR at www.sedar.com. Additional risks and uncertainties not currently known to management or that management currently deems to be immaterial could also cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. Although the forward-looking statements contained herein are based upon what management believes are reasonable assumptions as at the date they were made, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Certain assumptions were made in preparing the forward-looking statements concerning availability of capital resources, business performance, market conditions, and customer demand. Consequently, all of the forward-looking statements contained herein are qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that management anticipates will be realized or, even if substantially realized, that they will have the expected consequences or effects on the business, financial condition or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking statements contained herein are provided as of the date hereof, and management does not undertake to update or amend such forward-looking statements whether as a result of new information, future events or otherwise, except as may be required by applicable law.