



(ELEV8 BRANDS, INC.)

**ISSUER INFORMATION AND DISCLOSURE STATEMENT
PREPARED IN ACORDANCE WITH SEC RULE 15c2-11**

THIS STATEMENT IS COMPILED TO FULFILL THE DISCLOSURE REQUIREMENTS OF OTC PINK (OTC MARKETS, INC.); THE ENUMERATED ITEMS AND CAPTIONS HEREIN CORRESPOND TO THE ITEMS AND CAPTIONS SET FORTH BY THE OTC PINK (OTC MARKETS, INC.)VERSION 9.1 DISCLOSURE GUIDELINES

ALL INFORMATION WITHIN THIS DOCUMENT HAS BEEN PREPARED FROM THE BOOKS AND RECORDS OF VENCOR INTERNATIONAL, INC. BY THE OFFICERS AND DIRECTORS OF THE COMPANY.

**ANY REPRESENTATIONS NOT CONTAINED HEREIN MUST NOT BE RELIED
UPON AS HAVING BEEN MADE OR AUTHORIZED BY THE COMPANY.**

As of March 31, 2017

- Item 1** The exact name of the company and its predecessor (if any).
Elev8 Brands, Inc., a Utah corporation (“VATE” or the “Company”)
- Item 2** The address of the company’s principal executive offices.
5585 Schenk Ave
Rockledge, FL 32955

Website: <http://www.elev8hemp.com>
Phone: 877-525-7727
Email: info@elev8hemp.com

IR Contact:
info@elev8hemp.com
- Item 3** Trading symbol: VATE
The Company has the following classes of securities:
CUSIP: 286220 108
Common Shares Authorized: 900,000,000 (as of 3/31/17)
Common Shares outstanding: 647,435,396 (as of 3/31/17)
*FLOAT 64,063,690 (as of 3/31/17)
Holders Qualified: 409 (as 3/31/17)
Par Value: \$.00001
Preferred A Authorized: 5,000,000 (as of 3/31/17)
Preferred A Outstanding: 2,200,000 (as of 3/31/17)
Par Value: \$.01
Preferred B Authorized: 1,000,000 (as of 3/31/17)
Preferred B Outstanding: 164,000 (as of 3/31/17)
Par Value: \$.01
Preferred C Authorized: 10,000,000 (as of 3/31/17)
Preferred C Outstanding: 10,000,000 (as of 3/31/17)
Preferred Authorized: 5,000,000 (as of 3/31/17)
Preferred Outstanding: 2,880,000 (as of 3/31/17)

The name and address of the transfer agent:

VStock Transfer, LLC
18 Lafayette Place
Woodmere, NY 11598

VStock Transfer, LLC is registered under the Exchange Act.

There are no restrictions on the transfer of security

There were no trading suspension orders issued by the SEC in the past 12 months

Item 4 Issuance History

The Company issued 1,100,000 Restricted Shares to Management in lieu of compensation. The Restricted Shares hold a One (1) Year vesting period.

The Company issued 80,000,000 Free Trading Common Shares to Ian Reed DBA Investor Development. The Company has a verbal agreement from Mr. Reed that the shares will be returned to treasury.

*The company is still waiting on the shares to be returned, Certificate number 6159 was lost by Ian Reed DBA Investor Development but has been forfeited by the owner and will never be traded

*300,000,000 Restricted Common Shares have been returned so far. An additional 275,000,000 shares are set to be returned in the next 60 days. The final 275 million shares have been returned.

Previous Management approved a total issuance of 60 million free trading shares to an individual clearing the debt on the company's books.

Item 5
FINANCIALS

Elev8 Brands, Inc.
Statements of Operations
March 31, 2017

	March 31, 2017	December 31, 2016
Revenue, net	\$ 24,065	\$ 191
Cost of Goods Sold	7,659	-
Gross Profit	16,406	191
Expenses	-	
Accounting and Legal Fees	2,255	
Consulting Fees	-	
Contract Workers	2,471	
Officer's Compensation	-	
Insurance	-	
Bank Service Charges	13	42
Dues and Subscriptions	-	30
License	136	
Office Supplies	726	191
Postage	-	
Professional Fees	269	
Rent	1,998	
Storage	231	
Meals and Entertainment	45	
Management Fee	3,000	
Telephone	276	
Shipping Cost	125	54
Utilities	-	110
Website Design	-	9
Travel Expense	450	
	11,995	436
Net loss before other income and expenses	4,411	(245)

Elev8 Brands, Inc.
Cash Flow
March 31, 2017

	<u>March 31, 2017</u>
Cash Flows From Operating Activities	
Net Income (Loss)	\$ 4,166
Adjustments to Reconcile Net Loss to Net Cash Used by Operating Activities	
Depreciation Expense	
Stock Issued to Repay Debt	
Common Stock Issued for Services	
Net Cash Used by Operation Activities	<u>4,166</u>
 Cash Flow from Investing Activities	
Increase Due to Related Party	
Purchase of FFE	
Net Cash Provided by Investing Activities	<u></u>
 Cash Flows from Financing Activities	
Proceeds from Issuance of Common Stock	
Proceeds from Issuance of Preferred Stock	
Notes Payable	
Stockholder Contributions	
Net Cash Provided by Financing Activities	<u></u>
 Net Change in Cash	
Cash in Beginning of Period	<u>433</u>
Cash at End of Period	<u><u>\$ 188</u></u>

Elev8 Brands, Inc.
Balance Sheet
March 31, 2017

	March 31, 2017
ASSETS	
Current Assets	
Cash	1,761
Prepaid Expenses	-
Accounts Receivable	-
Due to From Shareholders	-
Total Current Assets	1,761
Equipment, Net	-
Inventory	8,855
Patent cost	-
Prototype	-
Trademark	-
Accumulated Depreciation	-
Investment	-
Accumulated Amortization	-
Deposits	3,409
Good Will	-
	12,264
Total Assets	14,026
LIABILITIES AND STOCKHOLDER'S EQUITY	
Current Liabilities	
Accounts Payable	690
Total Current Liabilities	690.00
Long Term Liabilites	
Notes Payable - Related Parties	5,000
Total Long Term Liabilities	5,000
Total Liabilities	5,690.00
Stockholder's Equity (Defecit)	-
Members Draw	3,850
Capital Investment	-
Capital Stock	-
Retained Earnings	75
Net Income	4,411
Common Stock (25,000,000 Common Stock)	-
Additional Paid in Capital	-
Total Equity	8,336
	-
Total Liabilities and Stockholder's Equity	14,026

Elev8 Brands, Inc.
Statements of Stockholder's (Defecit)
31-Mar-17

	Common Stock		Preferred Stock		Additional Paid		
	Shares	Amount	Shares	Amount	in Capital	Defecit	Total Stockholder's Defecit
Capital Stock							
Retired Common Shares	(200,000,000)					(245)	
Balance December 31, 2016	647,435,396	647,435	5,080,000	50,800	2,069,887	(3,108,824)	309,455
Capital Stock							
Retired Common Shares						-	
Balance March 31, 2017	647,435,396	647,435	5,080,000	50,800	2,069,887	(3,108,824)	309,455

Item 6 Business Information

- A. Elev8 Hemp LLC is a wholly-owned subsidiary of Elev8 Brands, Inc. which focuses on the development and marketing of hemp-based food, beverage, and health care products including hemp coffee, hemp water, and hemp-based skin care products.
- B. 02 Breathe is a wholly-owned subsidiary of Elev8 Brands, Inc. which focuses on their oxygen bar while bringing in an array of CBD products. 02 Breathe carries CBD tinctures, CBD vape, CBD lotions and message products. 02 Breathe is currently looking to offer CBD at their oxygen bar.
- C. In 1981 Blue Ridge, Inc., a publically traded company, was incorporated in the State of Utah. Blue Ridge, Inc. bred champion horses. In 1984, Vencor Corporation was incorporated as a private company to produce and market DiDeeSnug Diaper, an environmentally responsible cloth diaper that was both washable and reusable. In 2016 the entity changed its name to Elev8 Brands, Inc.
- D. The Company's primary SIC code is 2080
- E. The Company's fiscal year end is December 31.
- F. Elev8 Brands, Inc. specializes in the development and marketing of products for the fitness and wellness markets. The company is founded on the basis of creating high-quality, sustainable, products for health-conscious consumers.

Item 7 Facilities

The Company recently relocated its corporate office to Rockledge, FL and is also securing additional warehouse space. Plans to have additional warehouse space by the end of the second quarter.

Item 8 A. Officers, Directors, and Control Persons

Officers and Directors

CEO, Chairman, Sole Officer and Sole Director: Ryan Medico

B. None of these persons have, in the last five years, been subject to any legal or disciplinary action by any legal authority, including the SEC.

C. Beneficial Shareholders

Persons owning more than five percent (5%) of the issuer's securities as of the date issued:

Scott Forsythe: 275,000,000 restricted common shares

***These shares have been since retired.**

Ian Reed DBA 78,683,779 Restricted Shares

Investor Development

***Certificate number 6159 was lost by Ian Reed DBA Investor Development but has been forfeited by the owner and will never be traded**

Caught In the Web, Inc. 25,000,000 shares

Item 9 Management Discussion and Analysis

In 1981 Blue Ridge, Inc., a publically traded company, was incorporated in the State of Utah. Blue Ridge, Inc. bred champion horses. In 1984, Vencor Corporation was incorporated as a private company to produce and market DiDeeSnug Diaper, an environmentally responsible cloth diaper that was both washable and reusable. On March 14, 1986, the Vencor Corporation was merged into Blue Ridge, Inc. Under the terms of the merger, the combined entity changed its name to Vencor International, Inc. From its start to October 1989, Vencor developed and test marketed the DiDeeSnug diaper. DiDeeSnug is made from 100% cotton, is form fitting and has elasticized leg openings. Its Velcro® closures at the waist allow users to adjust the diaper to the exact size of the baby's waist. Consequently, there was no use and/or need for safety pins.

Although Vencor was established as a public company in 1986 it did not start selling DiDeeSnug at the national market level until early 1990. During this interim period Vencor spent considerable time and effort developing and test marketing the DiDeeSnug diaper in order to make sure it had properly developed this product.

In late 1991 and 1992, consumers lost interest, to some degree, in the environmental issues associated with disposable diapers. Meanwhile, given the nation's economic recession, retailers no longer wanted to invest in any new product inventory. For their part, consumers did not want to make the up-front investment in reusable diapers. All of this led Vencor to start investigating other product opportunities/ideas.

Drawing on its established expertise in infant diapers, Vencor decided in August 1992 to enter the adult incontinent market. Concurrent with the incontinent effort, mentioned above, Vencor also developed a line of novelty infant sleepwear products. The decision to develop an infant sleepwear line came during the fall of 1992, while Vencor was developing its adult incontinent products. Company management realized that the adult incontinent line would take time to fully develop and that an infant sleepwear line could be introduced more quickly to boost Vencor's cash flow. As such, Vencor began to develop and merchandise a line of sleepwear products.

In October of 1999, Vencor changed its name to Regal Apparel Group, Inc. On March 29, 2003, the Company changed its name back to Vencor International, Inc.

In Mid-2003, ACCUDX became part of Vencor. ACCUDX was a development stage company offering at-home testing for HIV and Hepatitis C. These testing products could be purchased over the Internet. The Company also planned to sell them over the counter at both drug stores and grocery stores. These quick tests were in the process of being approved globally and orders were pledged in Pakistan, Thailand, Switzerland Italy and Armenia. The financing for this project was delayed so this division never went forward to full production and finally was transferred back to the original owner ACCUDX in May of 2005.

October 1, 2008 Vencor International, Inc entered into a purchase agreement with Leisureworks Group, LLC a Nevada LLC. Vencor entered into an "Asset Purchase Agreement" the purchase amount was \$1,500,000 included in the agreement was the company name Leisureworks Group, LLC and is administered as such. The purchase price was for brand label value of "Robeworks" and "Leisureworks" plus inventory and equipment. November 1, 2008 Leisureworks Group, LLC entered into an agreement with Victiore, LLC to sell the rights of the Robeworks brand label, its inventory and customer list for \$575,600. Victiore, LLC paid \$175,600 as a down payment and Leisureworks Group, LLC carried a \$400,000 note at 6% interest per annum. The monthly payment principal and interest is \$9,394.01 for 4 years.

From 2009 to 2013, VENCOR was engaged in the business of the sales of robes and Leisurewear through wholesale channels; designing, merchandising and production investment for re-entry into the market in activewear; and finalizing international website development.

In 2014 Vencor International was in the business of providing torrefied wood pellets to customers around the world. Torrefied wood pellets are made from timber field waste using a process called torrefaction. Torrefied wood pellets are a renewable energy source that can replace traditional coal.

On August 10, 2015 PLAD, Inc. purchased Controlling Interest in Vencor International, Inc. and merged PLAD, Inc., into the Company. PLAD's goal is to eliminate the possibility of back injuries from performing non-emergent lift assists that are performed daily by firefighters, E.M.S. personnel, Assisted Living personnel, Nursing Home personnel, and home health workers. We've created an industry first lifting device that is light weight and portable, battery powered, can be deployed in a matter of minutes by one or two people, and can lift a patient from the ground to a standing position, into a chair, into a wheelchair, or onto a stretcher with just a pull of a trigger.

On November 5, 2015 the Company announced that it had changed its name to PLAD, Inc. and will now be trading under the stock symbol PLAD (OT Pink: PLAD) after the symbol VCORD expires within the next 20 open market days.

On April 19, 2016 All officers and directors resigned from their respective positions with PLAD, INC. a Utah Corporation Leaving Mr. Scott Forsythe as the Sole officer and Director. The Company is still operational and conducts day to day operations. The current management team is currently in negotiations with several companies to merge into the public company, which will result in a name and symbol change. The Company has just begun negotiations and is hopeful it will have a final candidate and fully executed agreement within the next 90 days.

Private Placement Memorandum

PLAD, Inc. will be offering a Private Placement Memorandum to Accredited Investors to raise funds for the Company. Management feels this is the best way to raise funds so its shareholders will not be diluted. The Company has no current plans to raise funds using Free Trading Shares. The Company will use funds raised to develop additional products, acquire additional subsidiaries and help grow the Company to increase value.

The Company has entered into a Letter of Intent (LOI) with a premier Hemp Company. Once the fifteen (15) day due diligence period is up there will be a final Agreement put in place that will include a name and symbol change to better reflect the Company's new direction. Also, Mr. Scott Forsythe will resign from all positions with the Company and return all shares to treasury.

On October 21, 2016 the Company announced it has acquired all of the membership interest in Elev8 Hemp LLC from Kona Gold Solutions, Inc. (OTC.PK:KGKG) in exchange for Two Hundred Thousand Dollars (\$200,000), to be paid in a combination of stock and cash. As part of the transaction Mr. Scott Forsythe has resigned from all positions with the Company and Mr. Ryan Medico has become the new Chief Executive Officer as well as sole director.

Elev8 Hemp LLC is a newly formed company that plans to bring to market a new premium hemp seed coffee blend. Sipp Industries will be exclusively providing to Elev8 Hemp "proprietary hemp ingredients" for the development of their new hemp coffee brand. Elev8 Hemp Seed Coffee will be the result of the blending of roasted, organic hemp seeds with roasted, organic, Fair-trade Mexican coffee beans that produces a premium, delicious, full-flavored hemp seed coffee that does not leave a bitter after-taste. Elev8 is also working on Hemp Water products as well as supplements that will focus on the Health and Fitness markets. The Company is in the process of requesting a name and symbol change.

On January 23, 2017 Elev8 announced the launch of a revolutionary hemp coffee made with high-quality South American sourced coffee beans. Elev8 Hemp coffee is Made in the U.S.A. and packaged with sustainable and eco-friendly materials.

Through an extensive vetting process Elev8 Brands, Inc. has come to exclusive terms with a specialty coffee roaster and manufacturer located in the Midwest. Under the terms of the agreement, Elev8 Brands, Inc. will utilize this partner for product development, roasting, and packaging into eco-friendly bags and single-serve cups. The company has also secured intellectual property rights to the Elev8 Brands, Inc. hemp coffee recipe.

Elev8 Brands, Inc. initial launch will consist of a proprietary mix of Guatemalan, Columbian and Brazilian sourced coffee beans blended with roasted hemp seeds provided by partner Sipp Industries. The blend is a medium roast that perfectly matches hemp seed's nutty flavor profile. This coffee not only is uniquely flavorful, but nutritious with the vitamins, minerals, and essential fatty acids (EFA's) Omega 3, 6, 9 yielded by the hemp seeds.

The company is excited to announce the coffee will be packaged in biodegradable bags and eco-friendly single-serve cups that are made of bamboo and corn-based PLA material. This sustainable material is "landfill free" leaving a positive impact on the environment. All single serve cups are compatible with Keurig 2.0 and most other popular single serve brewing systems.

Chief Executive Officer, Ryan Medico, stated, "We're extremely excited to launch Elev8 Hemp Coffee. When customers taste our product they will experience the superior quality and craftsmanship that went into it." Medico continued, "We have sampled many of the hemp coffees on the market today and there is nothing that compares to what we have created."

The company is in final preparation plans and expects products to be available for purchase over the next 2-4 weeks, or sooner. The manufacturer is an Amazon approved facility making the process to mass market Elev8 Hemp Coffee with Amazon a seamless process. In addition, the company will market Elev8 Hemp Coffee business-to-business and consult with partners such as Kona Gold (OTC Pink: KGKG) who are developing partnerships with distributors marketing hemp-based food and beverage products.

About Elev8 Brands, Inc.:

Elev8 Brands, Inc. specializes in the development and marketing of products for the fitness and wellness markets. The company is founded on the basis of creating high-quality, sustainable, products for health conscious consumers.

About Elev8 Hemp LLC:

Elev8 Hemp LLC is a wholly-owned subsidiary of Elev8 Brands, Inc. which focuses on the development and marketing of hemp-based food, beverage, and health care products including hemp coffee, hemp water, and hemp-based skin care products.

On February 9, 2017 it has entered into an acquisition agreement with 02 Breathe, LLC, a Florida Limited Liability Company. As part of the Transaction Elev8 Brands, Inc. acquired all of the membership interest in 02 Breathe, LLC and Ms. Tina Aldrich has become the new Marketing Manager of Elev8 Brands, Inc.

02 Breathe, LLC was founded by Tina Aldrich in 2010 as Orlando's first mobile oxygen bar. Since then she's expanded the business to cover many large festivals, concerts, and other events around the state of Florida. 02 Breathe has serviced trade shows and private events for major clients such as Kaspersky, Gaylord Palms, House of Blues, Hard Rock, Garret Leather, Papa John's, Merritage Homes, Salix Pharmaceuticals, Symantec, and more.

In 2015, Ms. Aldrich opened a small shop to coincide the various locations the oxygen bars are found and to expand the product lines that her health-conscious following was looking for. At the shop, you'll be able to find numerous products in the health, beauty, and wellness industry ranging from aromatherapy inhalers to a full line of massagers. As the demand for CBD and hemp based products began to grow, Ms. Aldrich introduced her following to the health benefits of hemp and CBD through various oils in late 2015.

Elev8 Brands, Inc. is in the process of finding the right individuals to bring on to its management team. As both companies share the same passion for life and health, Tina Aldrich has accepted a position as the Marketing Manager for Elev8 Brands, Inc.

"We are beyond excited to acquire 02 Breathe, LLC and diversify our company," stated Ryan Medico, CEO of Elev8 Brands, Inc. "We are going to be aggressive in our continued pursuit of acquisitions that help add tremendous value to our Company. I am also thrilled to announce Ms. Aldrich will be joining our Management Team, bringing over 10 years of experience with her. She will be an invaluable asset to Elev8 Brands."

"I am so happy to join the Elev8 Brands Team," stated Tina Aldrich, Marketing Manager of Elev8 Brands, Inc. "Our paths crossed at the perfect time. Everything just fell into place. I had just looked at three locations with more space to open a coffee shop when Ryan approached me about his company. I couldn't be more excited about how parallel our brands are. It just makes sense to do business together."

The Company would also like to announce that its revolutionary hemp coffee made with high-quality South American sourced coffee beans, has been shipped to Elev8 Brands warehouse and will soon be available for sale on Amazon.com.

About Ms. Tina Aldrich:

Tina Aldrich is the founder of 02 Breathe, LLC, a company that brings the health and wellness industry to the next level through mobile oxygen bars, aromatherapy inhalers, CBD oils, and now a premium hemp coffee.

Before developing 02 Breathe, Tina spent over 10 years developing skills in sales and marketing, management, event planning, and consulting. From engaging audiences of thousands, to gorilla marketing, Tina has successfully done it all.

Please visit, www.elev8hemp.com for more information

On February 17, 2017 the Company announced the first retail and bulk customer Windy City Café.

Windy City Café is located in the bustling River West neighborhood of Chicago which is home to many charming restaurants, bakeries and coffee shops. In addition to serving premium Elev8 Hemp Coffee to customers off the menu Windy City Café will be offering 12 oz bags of hemp coffee in eco-friendly packaging for at-home brewing.

Owner of Windy City Café Angelo Karras commented, "The coffee tastes great and we're excited to showcase Elev8 Hemp Coffee to our patrons and customers." Windy City Café and Elev8 Brands, Inc. plan to co-host a hemp coffee sampling event around the time of 4/20 focused in the surrounding Chicago area neighborhoods.

Chief Executive Officer, Ryan Medico stated, "We're excited to announce our partnership with Windy City Café. This is our first bulk and retail customer that further highlights our growth strategy for Elev8 Hemp Coffee. We are also in the approval process to add our products on our Amazon Reseller site."

The company has further plans to penetrate the Chicago area market and will be attending Coffee Fest Chicago on June 9th-11th. Coffee Fest is one of the largest coffee conferences and trade shows nationally and will be hosted at Chicago's Navy Pier.

Following the recent acquisition of 02 Breathe, LLC the company is in the final stages of set up with Amazon.com where Elev8 Hemp Coffee will be available for customers. The company expects this to be completed this month and a formal announcement will be forthcoming.

ROCKLEDGE, Fla., Feb. 27, 2017 (GLOBE NEWSWIRE) -- Elev8 Brands, Inc. (OTC Pink:VATE) a company with a new premium hemp seed coffee blend, that also plans to bring to market hemp water products and supplements, all of which will focus on the health and fitness markets, announces its revolutionary hemp coffee is now available for purchase on Amazon.com.

Chief Executive Officer, Ryan Medico commented, "This is an exciting day for our company as we launch Elev8 Hemp Coffee on the largest e-commerce platform, Amazon.com. Our team has worked diligently in product development and the Amazon.com launch is the first accomplishment of many milestones we have planned for Elev8 Hemp Coffee."

Elev8 Hemp Coffee is a premium blend of Columbian, Guatemalan and Brazilian sourced organic, Fair Trade Certified coffee beans, infused with organic hemp protein powder. Elev8 Hemp Coffee is branded as a “superfood” hemp coffee that packs the ideal balance of omega-3 and omega-6 and important nutrients such as magnesium, Vitamin E, and zinc.

Medico stated, “Our formulation team spent a considerable amount of time with our roasting partner to match the world’s most favorable coffee beans with hemp’s nutty flavor profile. We are confident Elev8 Hemp Coffee is a masterpiece and look forward to customer reviews and feedback.”

Elev8 Hemp Coffee continues to break boundaries with its state-of-the-art packaging which is 100% compostable and leaves a positive impact on the environment. Elev8 Hemp Coffee also meets the growing single-serve market with cups that are made of bamboo and corn PLA which are compostable and considered “landfill” free.

Continuing the momentum of product availability on Amazon.com the company sets its sights on retail and distribution channels such as Whole Foods Market, Publix, and Kroger. Medico concluded, “We are extremely proud to launch on Amazon.com and look forward to updating shareholders on our continued progress.”

Elev8 Brands, Inc. (OTC Pink:VATE), a company with a new premium hemp seed coffee blend, that also plans to bring to market hemp water products and supplements, all of which focus on the health and fitness markets, announces that development of a new blend of Elev8 Hemp Coffee has been completed.

Preparations for roasting has begun and product will be available for sale later this month on Amazon.com. Chief Executive Officer, Ryan Medico, commented, “Our team spent two full days with our roasting partner’s R&D team mixing hemp with the highest quality coffee beans in the world. We’re excited to launch this innovative creation for coffee and hemp enthusiasts alike.”

With a successful launch on Amazon.com the company sets its sights on higher volume retail chains and distributors. Medico stated, “There has been quite a buzz about hemp coffee and we’re finding strong market interest within the natural foods retail and distributor space.”

The company is working closely with its manufacturer to ensure it meets the requirements of selling products on the shelves of large national retailers. Medico continued, “We cannot say enough about our roasting and packaging partner. Their customers already have products on the shelves of national retailers like Whole Foods Market and will ensure Elev8 Hemp Coffee meets the same stringent requirements.”

Elev8 Hemp Coffee is roasted in the U.S.A. in a facility that is Fair Trade and BRC Certified. The British Retail Consortium (BRC) is used by 130 countries and 25,000 certified suppliers and is a leading consumer and brand protection organization. Medico stated, “Certifications such as Fair Trade and BRC are critical to enter the Whole Foods Market and Kroger arena. We are confident to confirm Elev8 Hemp Coffee meets these standards and more.”

Elev8 Brands, Inc. also announces a new corporate website is now live at www.elev8hemp.com. The newly rebranded website is easier to navigate, showcases a new logo, and provides customers a direct link to Amazon.com to purchase Elev8 Hemp Coffee and ensuing new products to be released.

Medico concluded, “Coinciding with our recent product launches the rebranded website will serve as an effective platform as we add products and enter new markets.”

Elev8 Brands, Inc. (OTC Pink:VATE) a company with a new premium hemp seed coffee blend, that also plans to bring to market hemp water products and supplements, all of which focus on the health and fitness markets, announces a new order has been placed with its’ roasting partner adding new flavors French Vanilla and Hazelnut.

Chief Executive Officer, Ryan Medico, stated, “With our successful launch on Amazon.com we are excited to announce expanded flavors enhancing our product offering. We chose French Vanilla and Hazelnut as they are some of the most popular coffee flavors that blend well with the flavor profile of hemp.”

The company announces it has ordered an additional run of bulk hemp coffee bags which will be available in 5lb bag increments. These bulk hemp coffee bags are ideal for coffee shops, restaurants,

and bulk customers. Medico stated, "Our customers are demanding bulk options and the new 5lb bags of Elev8 Hemp Coffee opens up a whole new market for sales and new account development."

Elev8 Brands, Inc. plans to offer the new 5lb bags for purchase on Amazon.com and Ebay.com later this month. Additionally, the company is currently sourcing hemp coffee distributors for broader national distribution of Elev8 Hemp Coffee. Our options remain open as our roasting partner can provide Elev8 Hemp Coffee from 50lb-1,000lb totes increments."

Continuing the new product growth phase for Elev8 Brands the company has begun development of Elev8 Hemp Tea which is planned to be released over the coming weeks. Product is currently being tested and updates will be provided over the coming weeks.

Medico concluded, "This is an exciting time for Elev8 Brands, Inc. as we expand our product portfolio and offerings. We look forward to updating progress and product availability."

ROCKLEDGE, Fla., March 10, 2017 (GLOBE NEWSWIRE) -- Elev8 Brands, Inc. (OTC Pink:VATE), a company with a new premium hemp seed coffee blend, that also plans to bring to market hemp water products and supplements, all of which focus on the health and fitness markets, announces that development of a new blend of Elev8 Hemp Coffee has been completed.

Preparations for roasting has begun and product will be available for sale later this month on Amazon.com. Chief Executive Officer, Ryan Medico, commented, "Our team spent two full days with our roasting partner's R&D team mixing hemp with the highest quality coffee beans in the world. We're excited to launch this innovative creation for coffee and hemp enthusiasts alike."

With a successful launch on Amazon.com the company sets its sights on higher volume retail chains and distributors. Medico stated, "There has been quite a buzz about hemp coffee and we're finding strong market interest within the natural foods retail and distributor space."

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Elev8 Hemp Coffee is roasted in the U.S.A. in a facility that is Fair Trade and BRC Certified. The British Retail Consortium (BRC) is used by 130 countries and 25,000 certified suppliers and is a leading consumer and brand protection organization. Medico stated, "Certifications such as Fair Trade and BRC are critical to enter the Whole Foods Market and Kroger arena. We are confident to confirm Elev8 Hemp Coffee meets these standards and more."

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ROCKLEDGE, Fla., March 14, 2017 (GLOBE NEWSWIRE) -- Elev8 Brands, Inc. (OTC Pink:VATE) a company with a new premium hemp seed coffee blend, that also plans to bring to market hemp water products and supplements, all of which focus on the health and fitness markets, announces a new order has been placed with its' roasting partner adding new flavors French Vanilla and Hazelnut.

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The company announces it has ordered an additional run of bulk hemp coffee bags which will be available in 5lb bag increments. These bulk hemp coffee bags are ideal for coffee shops, restaurants,

and bulk customers. Medico stated, "Our customers are demanding bulk options and the new 5lb bags of Elev8 Hemp Coffee opens up a whole new market for sales and new account development."

Elev8 Brands, Inc. plans to offer the new 5lb bags for purchase on Amazon.com and Ebay.com later this month. Additionally, the company is currently sourcing hemp coffee distributors for broader national distribution of Elev8 Hemp Coffee. Our options remain open as our roasting partner can provide Elev8 Hemp Coffee from 50lb-1,000lb totes increments."

Continuing the new product growth phase for Elev8 Brands the company has begun development of Elev8 Hemp Tea which is planned to be released over the coming weeks. Product is currently being tested and updates will be provided over the coming weeks.

Medico concluded, "This is an exciting time for Elev8 Brands, Inc. as we expand our product portfolio and offerings. We look forward to updating progress and product availability."

ROCKLEDGE, Fla., March 21, 2017 (GLOBE NEWSWIRE) -- Kona Gold Solutions, Inc. (OTC Pink:KGKG), a hemp lifestyle brand of exclusivity and status, is pleased to announce the Company has reduced its debt by forty eight thousand (\$48,000), reducing the Company's total liabilities to \$100,468. Kona Gold's management team negotiated with two debt holders to pay off its liabilities without issuing new shares. The Company is also in negotiations to reduce its total outstanding liabilities by an additional seventy thousand dollars (\$70,000).

Kona Gold's Management team felt it was imperative to implement a new growth strategy by decreasing the amount of total outstanding liabilities to increase shareholder value and position the Company for rapid growth. The Company decided to use the proceeds from the sale of Elev8 Hemp LLC to Elev8 Brands, Inc. (OTC.PK:VATE) to reduce a majority of its outstanding liabilities. The Company is set to use the additional proceeds from the sale of its subsidiary to pay legal consul to draft and submit a form S-1 as well as higher an auditing firm to complete a full audit of the company's financial and inventory assets.

Upgrading to the OTCQB requires timely filings and full disclosures which provide a high level of transparency to all interested companies, institutional sized corporations and private investors, which the company believes will open the door to new financial avenues. Kona Gold has been in negotiations with large retailers and distributors that require financial transparency as a qualifying prerequisite to the application process of becoming a nationally recognized hemp-infused products manufacturer.

"We are beyond thrilled with the progress we have already made in 2017" stated Robert Clark, CEO of Kona Gold Solutions, Inc. "We have not only drastically reduced our liabilities to help increase value for our shareholders, we have new products hitting shelves in less than 2 weeks and we have begun the process of vetting legal consul and an auditing firm to assist us in moving to a higher exchange. We are convinced moving up market tiers will solidify Kona Gold as the dominant nationally recognized leader in the hemp infused product industry. 2017 is the year for Gold, Kona Gold!"

ROCKLEDGE, Fla., March 30, 2017 (GLOBE NEWSWIRE) -- Kona Gold Solutions, Inc. (OTC Pink:KGKG), a hemp lifestyle brand of exclusivity and status, has announced they have extended the Record Date for the Elev8 Brands, Inc. dividend to April 7th, 2017. The complexity of working with two separate Transfer Agents has caused the Record Date to be pushed out by one week. Kona Gold Solutions, Inc. shareholders owning common stock, as of the Record Date will receive 1 share of Elev8 Brands, Inc. (OTC Pink:VATE) stock for every 10 shares of Kona Gold Solutions, Inc. (OTC Pink:KGKG) owned.

"We know our shareholders are excited about the Elev8 Brands dividend, which our consul has been working diligently with two separate Transfer Agents to get completed, but due to this complexity, we've had to push out the Record Date by one week to April 7th, 2017," stated Robert Clark, CEO of Kona Gold Solutions, Inc. "This does provide an extended amount of time for current and future shareholders the opportunity to take part in the dividend."



Business Plan

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FOREWARD

Should you have questions regarding Elev8 Brands Inc., its services, or are interested in an initial meeting to determine how we might be of service to your firm, please contact the Company at the address below.

Elev8 Brands Inc.		
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1.0 Executive Summary

Elev8 Brands, Inc. (VATE) is a publicly traded company, incorporated in Utah on [Insert Date of Incorporation], and has a fiscal year ending December 31st.

Elev8 Hemp is a wholly owned subsidiary of Elev8 Brands. Elev8 Hemp Coffee was officially released in February 2017 where its first sales were captured via Amazon. As we continue to grow we are looking to get our products into retail grocery stores as well as acquire existing companies in our industry. Late in February we acquired 02 Breathe, which is a mobile oxygen bar paired with all different lines of products geared to enhance health. Some of these products included CBD oils. After much discussion, their mission lined up with our mission and now we are developing business together. Upon acquisition of 02 Breathe, the owner, Tina Aldrich, was added to our team as a Marketing Specialist.

After the successful launch of our Hemp Coffee we are now in the formulation stage of creating our Hemp Tea as well as Hemp Espresso. To be able to cater to more people with our premium hemp products we need to increase our product line. Our plan in the near future is to launch Hemp Water and Hemp Edibles.

1.1 Mission

Elev8 Brands, Inc. is founded based on creating high quality, organic hemp products for those seeking to lead a healthier lifestyle. We source the highest quality hemp seeds and hemp protein powders that are packed with complete powerhouse proteins, omegas 3, 6 & 9 as well as an extraordinary abundance of minerals, vitamins, anti-oxidants, and fiber. Nature delivers all this pure hemp goodness in rare perfect balance for optimum nutrition and taste and Elev8 Hemp delivers that hemp goodness in products like no other.

1.2 Keys to Success

The keys to success for Elev8 Brands, Inc. are as follows:

- Initial capitalization obtained.

- All trademark applications filed.

- The ability to generate early revenue from direct online sales.

- Recruiting top-notch Sales Representatives.

- Successful penetration into retail outlets.

- Successful implementation of sales and marketing plan to U.S. coffee and water markets to obtain a minimum 4% market share in the third full year to generate \$12.8 million in revenue.

- Increased product development and continued market share gains to continue upward revenue growth.

1.3 Objectives

The principal objectives Elev8 Brands, Inc. are as follows:

- To achieve a 4% market penetration in the coffee and water markets by year three.

- To achieve \$12.8 million in revenue by year three.

- To raise \$500,000 in capital.

2.0 Company Summary

Elev8 Brands, Inc. will develop and market coffee and water products as well as other hemp products through multiple distribution channels domestically. The company is currently selling its hemp coffee products via their website, stores and Amazon.com. They are also seeking to establish their corporate identity in hemp product fields. Growth strategy calls for the following objectives:

1. Continued product development.
2. Establish corporate identity, brand names, and trademarks.
3. Establish an advisory board.
4. Build staff, infrastructure, and retain consultants for trial and compliance issues.
5. Explore options for 2nd round financing (venture capital, corporate alliance, licensing, and public offering) to maximize value to shareholders.

2.1 Company Ownership

Elev8 Brands, Inc. is incorporated in the state of Utah

Its founding shareholders are:

Ryan Medico (2,000,000 Series D Preferred Shares)

2.2 Company Locations and Facilities

Elev8 Brands, Inc. business offices/warehouse are at 5585 Schenck Ave, Suite 5, Rockledge, FL 32955 and 1591 Savannah Hwy, Suite 201, Charleston, SC 29407. Their Phone is (877)525-7727. These offices/warehouse are leased month-to-month on a temporary basis. This business plan calls for the establishment of corporate offices and small-run manufacturing facilities. These facilities are to be located in Orlando, FL with 2,000 sq. ft. initially expandable to 10,000 sq. ft.

3.0 Products

Elev8 Hemp Coffee

Elev8 Hemp Coffee consists of a proprietary mix of Guatemalan, Columbian and Brazilian sourced coffee beans blended with an organic hemp protein powder. The blend is a medium roast that perfectly matches hemp's nutty flavor profile. This coffee not only is uniquely flavorful, but nutritious with the vitamins, minerals, and essential fatty acids (EFA's) Omega 3, 6, 9 yielded by the hemp seeds.

Elev8 Hemp Coffee – French Vanilla & Hazelnut

Elev8 Hemp Coffee is available in French Vanilla and Hazelnut which consists of the same proprietary mix of Guatemalan, Columbian and Brazilian sourced coffee beans blended with an organic hemp protein powder. The nutty flavors do get masked by the Vanilla and Hazelnut but you still receive the benefits of the vitamins, minerals, and essential fatty acids (EFA's) Omega 3, 6, 9 yielded by the hemp seeds.

Elev8 Hemp Tea]

[Insert Brief Summary of Product/Service Three]

3.1 Product Description

Elev8 Hemp Coffee consists of a proprietary mix of Guatemalan, Columbian and Brazilian sourced coffee beans blended with an organic hemp protein powder. The blend is a medium roast that perfectly matches hemp's nutty flavor profile. This coffee not only is uniquely flavorful, but nutritious with the vitamins, minerals, and essential fatty acids (EFA's) Omega 3, 6, 9 yielded by the hemp seeds.

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3.2 Competitive Comparison

Ryan Medico, the founder of Elev8 is aware of both its strengths and shortcomings of competing products. Elev8's products will be entering an already crowded market, but with their premium branding, their strategy is to capture an upscale market which will filter down. Many of the product advantages were highlighted in the previous section of this plan. To summarize the key advantages:

- C. Premium branding across all product lines
- D. Great tasting energy drinks and shots
- E. High quality apparel line
- F. Diverse product line in markets with continuous growth over the last several years
- G. Competitively priced products, but with premium branding.

Elev8 Brands, Inc. diverse product lines will enter the hemp market as a premium brand. Marketing efforts will be include celebrity figures that have a large outreach and social following. By positioning Elev8 as a premium brand, all products will stand out in the growing hemp market.

3.3 Sales Literature

Initial Sales literature and line sheets for Elev8 are being developed.

3.4 Sourcing

Elev8 Brands, Inc. has partnered with multiple manufacturers in the United States to provide fulfillment of their products from the best, low cost sources.

These partners are integral to Elev8 Brand's success, providing the ability to scale as needed. Elev8 will store all products in their warehouse located in Orlando, FL and Rockledge, FL.

3.5 Trademarks

Two trademarks, one for use of "Elev8" in the coffee and water segment and use of "Elev8" in the clothing segment are in the process of being filed. No conflicts or other use of these names has been found in an initial search. Opinion of legal counsel is strong and firm that Elev8 Brand's trademark applications are enforceable and defensible.

Care has been taken to take into account all potential claims of Elev8 Brands products. All trademark application documents will be available for examination by potential investors.

3.6 Future Products

Plans for future product development by Elev8 Brands include expanding on the coffee and hemp water line and also to enter multiple other hemp market segments. These initiatives will be led by Ryan Medico CEO for Elev8 Brands and an outside branding and product development firms yet to be determined. In addition, Elev8 Brands may seek to acquire products developed by others once it attains sufficient capitalization to do so. It is the objective of Elev8 Brands to both innovate and market its products. Once an industry reputation has been achieved and marketing channels opened expansion into other hemp areas becomes potentially rewarding.

4.0 Market Analysis Summary

The two key factors influencing discussion of Elev8 Brands, Inc.'s

4.1 Market Segmentation

Industrial hemp was once a dominant crop on the American landscape. This hardy and renewable resource (one of the earliest domesticated plants known, with roots dating back to the Neolithic Age in China) was refined for various industrial applications, including paper, textiles, and cordage.

Over time, the use of industrial hemp has evolved into an even greater variety of products, including health foods, organic body care, clothing, construction materials, biofuels, plastic composites and more (according to one source, more than 25,000 products can be made from hemp).

In the U.S., the first hemp plantings were in Jamestown, Virginia, where growing hemp was actually mandatory. From then on hemp was used in everything from 19th century clipper ship sails to the covers of pioneer wagons. The Declaration of Independence was drafted on hemp paper, and even the finest Bible paper today remains hemp-based.

In the early 20th century, hemp-derived cellulose was promoted as an affordable and renewable raw material for plastics; Henry Ford even built a prototype car from biocomposite materials, using agricultural fiber such as hemp.

After that things started to go downhill. In 1937, the passage of "Marihuana Tax Act" occurred, and, despite the U.S. government's "Hemp for Victory" campaign during World War II, misplaced fears that industrial hemp is the same as marijuana combined with targeted harassment by law enforcement discouraged farmers from growing hemp. The last crop was grown in Wisconsin in 1958, and by 1970 the Controlled Substances Act (CSA) formally prohibited cultivation (although the state of Hawaii is home to the first industrial hemp crop to be cultivated since the passage of the CSA).

The Situation Today

Sustainable hemp seed, fiber and oil are still used in raw materials by major companies, including Ford Motors, Patagonia, and The Body Shop, to make a wide variety of products. However, most hemp product manufacturers are forced to import hemp seed, oil and fiber from growers in Canada, Europe, and China because American farmers are prohibited by law from growing this low-input sustainable crop.

In 2012 the U.S. hemp industry was valued at an estimated \$500 million in annual retail sales and growing for all hemp products, according to the Hemp Industries Association, a non-profit trade organization consisting of hundreds of hemp businesses.

Not only can hemp be used for an astonishing number of products, its net environmental benefit is impressive. Among the more salient features, hemp grows in a variety of climates and soil types, is naturally resistant to most pests, and grows very tightly spaced allowing it to outcompete most weeds. A natural substitute for cotton and wood fiber, hemp can also be pulped using fewer chemicals than wood because of its low lignin content. Its natural brightness can obviate the need to use chlorine bleach.

Why is this incredible plant illegal?

Because it is erroneously confounded with marijuana, and many policymakers believe that by legalizing hemp they are legalizing marijuana, which is not true. Canada, Britain, France, Germany, and Spain, along with over twenty other countries, cultivate and process industrial hemp without affecting the enforcement of marijuana laws.

In fact, industrial hemp and marijuana are different breeds of *Cannabis sativa*; hemp has no value as a recreational drug. Actually, smoking large amounts of hemp flowers can produce a significant headache, but not a high.

To delve further in the details, in most western countries industrial hemp is distinguished from marijuana on the basis of THC (the chief intoxicant in marijuana) content, which allows the growing of industrial hemp for fiber and seed. Regulations in the E.U. and Canada (31 countries currently grow industrial hemp) limit THC levels in hemp flowers to 0.2 percent and 0.3 percent, respectively, and prevent attempts to camouflage marijuana in hemp fields. Comparatively, THC levels in marijuana flowers are generally between 3 percent and 15 percent.

A hemp revival is beginning to gain momentum. Perception is beginning to shift in the U.S. Over the past several decades, there's been a resurgence of interest in hemp by a diverse but increasingly politically influential and unified group of businesses, farmers, nutritionists, activists, and green consumers.

What has to occur is a change in the federal policy to essentially revise the definition of "marijuana" so that the term excludes industrial hemp, and then enact specified procedures and requirements relating to growing industrial hemp and those who cultivate industrial hemp.

"A change in federal policy to once again allow hemp farming would mean instant job creation, among many other economic and environmental benefits," says Tom Murphy, the National Outreach Coordinator of Vote Hemp.

Current Federal and State Legislative Progress

The Industrial Hemp Farming Act of 2013 (H.R. 525) was recently introduced in the House with 28 original co-sponsors, and it was quickly joined by a companion bill in the Senate (S. 359) which was introduced by Senators Ron Wyden (D-OR), Rand Paul (R-KY), Jeff Merkley (D-OR), and Minority Leader Mitch McConnell (R-KY), underscoring the bipartisan support around the hemp issue.

If passed, the bills would remove federal restrictions on the domestic cultivation of industrial hemp, defined as the non-drug oilseed and fiber varieties of Cannabis. The full text of the bills, as well as status and co-sponsors, can be found online.

H.R. 525 is the fifth bill introduced in the U.S. House of Representatives in support of industrial hemp farming since the federal government outlawed it in the U.S. in 1971. At the state level, the first hemp bill was introduced in Colorado in 1995. To date, 31 states have introduced pro-hemp legislation and 19 have passed such legislation.

- Eight states (Colorado, Maine, Montana, North Dakota, Oregon, Vermont, Washington and West Virginia) have defined industrial hemp as distinct and removed barriers to its production.

- Three states (Hawaii, Kentucky and Maryland) have passed bills creating commissions or authorizing hemp research;

- Nine states (California, Colorado, Illinois, Montana, New Hampshire, New Mexico, North Dakota, Vermont and Virginia) have passed hemp resolutions; and,

- Six states (Arkansas, Maine, Minnesota, New Mexico, North Carolina and Vermont) have passed hemp study bills.

However, despite state authorization to grow hemp, farmers in those states still risk raids by federal agents, prison time, and property and civil asset forfeiture if they plant the crop due to the failure of federal policy to distinguish non-drug oilseed and fiber varieties of Cannabis (i.e., industrial hemp) from psychoactive drug varieties (i.e., “marihuana”).

The Future of Hemp in the U.S.

Hemp is not a panacea for our social, economic, and environmental woes—no single crop can do that. However, as we transition to a future that embraces more sustainable agriculture practices industrial hemp can help lead the way. With focused and sustained research and development, hemp could spur dramatic positive ecological and economic benefits. For instance, renewable, fast-growing hemp is a substitute for many unsustainable products like non-organic cotton (which currently uses more than 25 percent of the world’s insecticides and more than 10 percent of the world’s pesticides) and many plastic products.

In addition to supporting a federal policy change on industrial hemp, each of us can help grow the hemp marketplace by buying hemp products and also by staying informed and talking to our state and national representatives, and our friends and family, about the benefits of industrial hemp for the economy and the environment.

Hemp (from Old English *hænep*) is a commonly used term for high-growing industrial varieties of the Cannabis plant and its products, which include fiber, oil, and seed. Hemp

is refined into products such as hemp seed foods, hemp oil, wax, resin, rope, cloth, pulp, paper, and fuel.

Hemp is not to be confused with the close relative of the herb Cannabis which is widely used as a drug, commonly known as marijuana. These variants are typically low-growing and have higher content of tetrahydrocannabinol (THC), cannabidiol (CBD), and other cannabinoids. The legality of Cannabis varies widely from country to country, and from state to state in the United States. In many countries regulatory limits for concentrations of psychoactive drug compounds, particularly THC, in hemp require the use of strains of the plant which are bred for low content.[1]

Hemp is used for many varieties of products including the manufacture of cordage of varying tensile strength, durable clothing and nutritional products. The bast fibers can be used in 100% hemp products, but are commonly blended with other organic fibers such as flax, cotton or silk, for apparel and furnishings, most commonly at a 55%/45% hemp/cotton blend. The inner two fibers of hemp are more woody and are more often used in non-woven items and other industrial applications, such as mulch, animal bedding and litter. The oil from the fruits ("seeds") oxidizes (commonly, though inaccurately, called "drying") to become solid on exposure to air, similar to linseed oil, and is sometimes used in the manufacture of oil-based paints, in creams as a moisturizing agent, for cooking, and in plastics. Hemp seeds have been used in bird feed mix as well.[2] A survey in 2003 showed that more than 95% of hemp seed sold in the EU was used in animal and bird feed.[3]

In modern times hemp is used for industrial purposes including paper, textiles, clothing, biodegradable plastics, construction (as with Hempcrete and insulation), body products, health food and bio-fuel.

Food

Hemp seeds can be eaten raw, ground into a meal, sprouted, made into hemp milk (akin to soy milk) and hemp juice, prepared as tea,[4] and used in baking. Roughly 30-35% of the mass of the seeds can be extracted as hempseed oil, which is rich in unsaturated fatty acids. The fresh leaves can also be consumed in salads. Products include cereals, frozen waffles, hemp milk ice cream, hemp tofu, and nut butters. A few companies produce value added hemp seed items that include the seed oils, whole hemp grain (which is sterilized by law in the United States, where they import it from China and Canada), dehulled hemp seed (the whole seed without the mineral rich outer shell), hemp flour, hemp cake (a by-product of pressing the seed for oil) and hemp protein powder. Even though hemp and marijuana are both made from the Cannabis plant, hemp seeds contain negligible levels of tetrahydrocannabinol (THC),[citation needed] which is the psychoactive substance in marijuana.

Market share

Within the UK, the Department for Environment, Food and Rural Affairs (Defra) has treated hemp as purely a non-food crop. Seed appears on the UK market as a legal food product, and cultivation licenses are available for this purpose. In North America, hemp seed food products are sold, typically in health food stores or through mail order. The United States Department of Agriculture has concluded that "the market potential for hemp seed as a food ingredient is unknown. However, it probably will remain a small market, like those for sesame and poppy seeds." [5] In 2011, the U.S. imported \$11.5 million worth of legal hemp products, up from \$1.4 million in 2000, most of that driven by growth in hemp seed and hemp oil used in food products.[6] Hemp isn't just for hippies anymore.

Companies are spending more resources to keep up with the growing demand for the crop — which has been recognized for how it helps a variety of products, including clothing, biodegradable plastic, food and building materials.

Here are some facts about hemp, which has had a hazy reputation over the years:

What is hemp?

Many people still confuse hemp with marijuana. Both are strains of the plant *Cannabis sativa*, but hemp won't get a person high — because it has such a low count of tetrahydrocannabinol, or THC, the chemical that alters brain functions. Hemp also has a high level of cannabidiol, an anti-psychoactive chemical that actually blocks a high.

Confusion in the law

Since hemp still contains THC, the U.S. federal government classified it as an illegal drug — and, until recently, was illegal to grow in the states.

It wasn't until the feds passed the 2014 Farm Bill that states were allowed to certify and register universities and state departments to grow industrial hemp for research purposes.

The federal bill gives each state the right to determine whether or not farmers can legally grow commercial hemp. So far, 22 states allow farmers to grow industrial hemp and seven states, including New York, allow research-related programs for the crop.

In January, the Industrial Hemp Farming Act of 2015 was introduced to the U.S. Senate and hopes to separate industrial hemp from the definition of marijuana. But it is still waiting for a vote.

The root of hemp

Hemp has deep roots in the world's history. Being used as early as 10,000 B.C. in China, hemp was a popular crop because it made paper, rigging for ships and clothing.

Even George Washington farmed hemp in Mount Vernon.

During World War II, the U.S. government turned to domestic hemp to create war goods when Japan cut off supplies.

But soon after the war, the government started its campaign against marijuana, and much of the hemp history and growing techniques vanished from the U.S. culture, Eric Steenstra, executive director of Hemp Industries Association, told the Daily News. "The knowledge on how to grow hemp was lost," Steenstra said.

It wasn't until the feds passed the 2014 Farm Bill that states we are allowed to certify and register universities and state departments to grow industrial hemp for research purposes.

Clothing that lasts

Hemp fiber is one of the most durable natural materials found around the world.

Hemp is a good textile for making clothing that feels good and soft like linen — but also durable, said Robert Jungmann, the founder of the hemp clothing line Jungmaven. "Hemp is a natural resource that grows fast. (Deciding to use it) was like a big lightbulb," Jungmann said.

Although hemp clothing can be more expensive than cotton, Jungmann said, the clothing lasts years and is an investment that pays off.

Also, wearing hemp benefits the skin since it discourages growth of bad bacteria, Jungmann said.

A crop that gives back

Hemp is a hardy crop that requires no irrigation, no pesticides or synthetic fertilizers, and is harvested and processed by hand, said Adam Fetcher, spokesman for the clothing company Patagonia.

The low-impact plant also absorbs a substantial amount of carbon dioxide and returns it to the soil, Jungmann said.

A profitable import

Americans purchased an estimated \$620 million of hemp products in 2014, Steenstra said. All of the hemp used in these products was imported from other countries even if the product was made in the U.S.

Most of these imports were from China — the leading grower of hemp — Europe and Canada, Steenstra said.

A lucrative future

The hemp industry will take time to grow and is a long-term venture for a lot of companies, Steenstra said.

"People are making an investment in this to get the industry growing," Steenstra said. Some argue that the industry will help to create jobs and improve the troubled farming industry in the states.

"It's really going to be tremendous for all of America, not just farmers," Colorado hemp farmer Ryan Loflin said.

"The future is honestly endless. I don't see a seal on this industry."

Federal Action

President Obama signed the Agricultural Act of 2014, or the 2014 Farm Bill, which featured Section 7606 allowing for universities and state departments of agriculture to begin cultivating industrial hemp for limited purposes. Specifically, the law allows universities and state departments of agriculture to grow or cultivate industrial hemp if:

“(1) the industrial hemp is grown or cultivated for purposes of research conducted under an agricultural pilot program or other agricultural or academic research; and

(2) the growing or cultivating of industrial hemp is allowed under the laws of the State in which such institution of higher education or State department of agriculture is located and such research occurs.”

The law also requires that the grow sites be certified by—and registered with—their state. In 2015, a bipartisan group of U.S. Senators introduced the Industrial Hemp Farming Act of 2015 which would allow American farmers to produce and cultivate industrial hemp. The bill would remove hemp from the controlled substances list as long as it contained no more than 0.3 percent THC.

State Action

At least 28 states have laws in place related to industrial hemp. Generally, states have taken three approaches: (1) establish commercial industrial hemp programs, (2) establish industrial hemp research programs or (3) authorize studies of industrial hemp or the industrial hemp industry. Some states establishing these programs require a change in federal laws or a waiver from the U.S. Drug Enforcement Agency prior to implementation. Please click on the states in the map below for more information or see the complete list of state statutes.

State Laws Related to Industrial Hemp Elements of state industrial hemp laws can include: Allows cultivation of hemp for commercial, research or pilot programs Does not allow cultivation of hemp.

Defines industrial hemp. Most state laws require hemp to have THC concentrations of not more than 0.3 percent by weight, but at least one state (West Virginia) requires the crop have less than 1 percent THC concentrations.

Provides that industrial hemp is an agricultural crop in the state. Establishes licensing or registration programs for growers. Such programs often require registrants to provide information on the type of industrial hemp that will be grown, the grow area, and how the harvested crop will be used. Programs often also require growers to submit to criminal background checks.

Provides for inspections and establish testing standards for seeds and crops. Authorizes fees to support the program. Some states have authorized specific industrial hemp funds. Some states also specifically authorize the state to collect funding from foundations and private sources to support the industrial hemp program. Establishes an affirmative defense for registered industrial hemp growers from prosecution under state controlled substances laws.

Sets penalties for violations of the industrial hemp law.

Creates of an advisory board to advise regulators on the development of regulations, enforcement, and budgetary matters.

Defines industrial hemp based on the percentage of tetrahydrocannabinol it contains. Authorizes the growing and possessing of industrial hemp.

Requires state licensing of industrial hemp growers.

Promotes research and development of markets for industrial hemp.

Excludes industrial hemp from the definition of controlled substances under state law.
Establishes a defense to criminal prosecution under drug possession or cultivation
Note that some states laws establishing commercial industrial hemp programs require a change in federal law or waivers from the U.S. Drug Enforcement Agency before those programs can be implemented by the state.

2015 State Legislation

In 2015, at least 31 states and the territory Puerto Rico considered legislation related to industrial hemp.

State Statutes

California

CA FOOD & AG §81000-81010

Requires industrial hemp growers to be registered with the state.

Prohibits the possession of resin, flowering tops or leaves removed from the hemp plant.
Establishes registration and renewal fees for commercial growers of industrial hemp.
Organizes a five year review of industrial hemp's economic impact. While legislation adding this section was enacted in 2013, the law specifies that its provisions do not become operative unless authorized by federal law.

Colorado

C.R.S.A. § 35-61-101 to 35-61-109

Permits growing and possessing industrial hemp by registered persons for commercial or research and development purposes. Establishes an industrial hemp committee to work with the Department of Agriculture to establish an industrial hemp registration program and a seed certification program. Establishes an industrial hemp grant research program for state institutions of higher education to conduct research to develop or recreate strains of industrial hemp best suited for industrial applications.

Connecticut

Public Act No.14-191

(Enacted June 12, 2014; Effective on Oct. 1, 2014)

Requires the Commissioners of Agriculture, Consumer Protection and Economic and Community Development to study the feasibility of legalizing the production, possession, and sale of industrial hemp, respectively.

By Jan. 1, 2015, a report will be made to the legislature regarding "[...]said commissioners' recommendations on (1) establishing a statutory definition of "industrial hemp", based on the percentage of proposed tetrahydrocannabinol in such industrial hemp, as distinguished from marijuana, (2) amending the general statutes to exclude industrial hemp from the definition of "controlled substance" in section 21a-240 of the general statutes, and (3) establishing a licensing system for industrial hemp growers and sellers."

Public Act No.15-202

Delaware

Del. Code Ann. tit. 3, ch. 28, §2800-2803

Defines industrial hemp to parallel its definition under the federal Agricultural Act of 2014. Excludes it from the definition of controlled substance under Connecticut law, and ensures related licensing and regulatory oversight in the state. Authorizes the state and higher education institutions to grow or cultivate industrial hemp for agricultural or academic research.

Hawaii

S.B. 2175

"Authorizes the dean of the College of Tropical Agriculture and Human Resources at the University of Hawaii at Manoa to establish an industrial hemp remediation and biofuel crop research program; requires a report on the rate of contamination uptake and efficient uptake from soil and water, the rate of carbon fixation in the Calvin cycle and the viability of industrial hemp as a biofuel feedstock; clarifies that the term industrial hemp means the plant Cannabis Sativa L; provides criminal and civil immunity."

Illinois

720 ILCS 550/15.2

Authorize the state and higher education institutions to grow or cultivate industrial hemp if: (1) the industrial hemp is grown or cultivated for purposes of research conducted under an agricultural pilot program or other agricultural or academic research; (2) the pilot program studies the growth, cultivation, or marketing of industrial hemp; and (3) any site used for the growing or cultivating of industrial hemp is certified by, and registered with, the Department of Agriculture.

Before conducting industrial hemp research, the Department of Agriculture and local law enforcement must be informed in writing. Institutions of higher education must provide quarterly and annual reports to the Department of Agriculture and are subject to inspection. The annual report is due on or before October 1.

Allows the Department of Agriculture to adopt rules to comply with federal rules or to adopt emergency rules deemed necessary to public interest safety and welfare. Defines industrial hemp.

Indiana

IC 15-15-13-1 to 15-15-13-17

Authorizes the production of, possession of, scientific study of, and commerce in industrial hemp in Indiana by license holders. "Industrial hemp is an agricultural product that is subject to regulation by the state seed commissioner."

The state seed commissioner adopts rules and oversees licensing, production, and management of industrial hemp and agricultural hemp seed.

Sets the standards for application for hemp license and registration.

Kentucky

KRS § 260.850-.869

Establishes an industrial hemp commission to promote the research and development of industrial hemp, and commercial markets for Kentucky industrial hemp and hemp products. Establishes a five year industrial hemp research program, to be directly

managed by the University of Kentucky Agricultural Experiment Station to conduct research on industrial hemp for a variety purposes.

Establishes an industrial hemp licensing program.

Includes language that "Kentucky shall adopt the federal rules and regulations that are currently enacted regarding industrial hemp and any subsequent changes thereto."

Note: On Feb. 19, 2014, Kentucky announced five pilot hemp projects that would be used across the state, including one project that would research whether industrial hemp could be used to remediate tainted soil.

Maine

7 M.R.S.A. § 2231

Permits a person to "plant, grow, harvest, possess, process, sell and buy industrial hemp" if that person holds a license.

Prohibits the state from issuing a license unless "The United States Congress excludes industrial hemp from the definition of "marihuana" for the purpose of the Controlled Substances Act, 21 United States Code, Section 802(16); or...the United States Department of Justice, Drug Enforcement Administration takes affirmative steps towards issuing a permit under 21 United States Code, Chapter 13, Subchapter 1, Part C to a person holding a license issued by a state to grow industrial hemp."

Maryland

MD Code of Agriculture § 14-101

Michigan

M.C.L.A. 286.841 to 286.844

Permits a person to "plant, grow, harvest, possess, process, sell and buy industrial hemp" and requires registration with the Department of Agriculture.

Defines "industrial hemp" as Cannabis Sativa L., and revises criminal penalties to exclude it from being categorized as a controlled substance. Contingent upon change in federal law. Authorizes the state department of agriculture and rural development and colleges and universities in the state to grow or cultivate, or both, industrial hemp for purposes of research conducted under an agricultural pilot program or other agricultural or academic research project.

Establishes an industrial hemp research fund to support research into growing or cultivating, or both, industrial hemp and grants to colleges or universities in this state to conduct research into growing or cultivating, or both, industrial hemp.

Minnesota

M.S.A. § 18K.01 et seq. (Effective on June 14, 2015)

Defines industrial hemp as Cannabis sativa L. with a concentration of delta-9 tetrahydrocannabinol of 0.3 percent or less on a dry weigh basis.

Requires a license from the Commissioner of Agriculture before growing hemp for commercial purposes and payment of an annual registration and inspection fee by the grower. Commissioner must also require a background check from each first-time applicant. Requires an annual report and sales notification from a licensed grower to the

Commissioner.

Directs the Commissioner to adopt rules related to the production, testing and licensing of industrial hemp.

Establishes a pilot program, administered by the Commissioner, for institutions of higher education or a contracted entity to cultivate industrial hemp for research purposes.

Montana

Mont. Code Anno., § 80-18-101 to 80-18-111

States that industrial hemp that does not contain more than 0.3 percent tetrahydrocannabinol is an agricultural product. "...an individual in this state may plant, grow, harvest, possess, process, sell, or buy industrial hemp if the industrial hemp does not contain more than 0.3% tetrahydrocannabinol."

Requires industrial hemp growers be licensed by the state.

Creates an affirmative defense to prosecution under criminal code for marijuana possession or cultivation.

Nebraska

Neb. Rev. St. § 2-5701

Nevada

S 305

(Enacted June 2015, effective January 2016) Permits a postsecondary institution or the Department of Agriculture to grow or cultivate industrial hemp for purposes of research conducted under an agricultural pilot program or other agricultural or academic research. Requires certification and registration of industrial hemp sites.

Authorizes higher education institutions and the Department of Agriculture to grow industrial hemp for research purposes. Defines industrial hemp as Cannabis Sativa L., containing no more than 0.3 percent THC. Excludes industrial hemp from controlled substances, revising criminal penalties.

New Hampshire

2014 HB 153

N.H. Rev. Stat. Ann. § 433-C:1 et seq. (Effective September 2015)

New York

McKinney's Agriculture and Markets Law § 505 to 508

North Carolina

S 313 (Effective October 2015)

North Dakota

N.D. Cent. Code, § 4-41-01 to 4-41-03

This bill establishes a committee to study the growth and sale of industrial hemp in New Hampshire.

The study must report their findings by Nov. 1, 2014.

Defines industrial hemp as Cannabis Sativa L., containing no more than 0.3 percent THC. Authorizes higher education institutions to grow and process hemp for research purposes. Requires all sites to be regulated in accordance with the Department of Agriculture. All research projects must conclude within 3 years of beginning. Authorizes up to ten sites for the growing or cultivating of industrial hemp as part of an agricultural pilot program conducted by the department and/or an institution of higher education to study the growth and cultivation of such hemp provided that the sites used for growing or cultivating industrial hemp are certified by, and registered with, the department. Prohibits the sale, distribution or export of industrial hemp grown or cultivated pursuant to this article.

Recognizes the potential importance industrial hemp research could have in the state. Establishes North Carolina Industrial Hemp Commission to create and regulate an industrial hemp research and cultivation program. Provides for licensure and reporting procedures. Distinguishes hemp from marijuana. Provides that no state statute or regulation shall be perceived as violating federal law. States that industrial hemp that does not contain more than 0.3 percent is considered an oilseed. "...any person in this state may plant, grow, harvest, possess, process, sell, and buy industrial hemp (cannabis sativa l.) having no more than .03 percent tetrahydrocannabinol." Requires industrial hemp growers be licensed by the state. "North Dakota State University and any other person licensed under this chapter may import and resell industrial hemp seed that has been certified as having no more than .03 percent tetrahydrocannabinol."

N.D. Cent. Code, § 4-05.1-05

Permits the North Dakota state university main research center to conduct baseline research, including production and processing in conjunction with the research and extension centers of the state, regarding industrial hemp and other alternative industrial use crops. Allows for the center to collect feral hemp seed stock and develop appropriate adapted strains of industrial hemp which contain less than three-tenths of one percent THC. Requires the state agriculture commissioner to monitor the collection of feral hemp seed stock and industrial hemp strain development and certify appropriate stocks for licensed commercial cultivation.

Oklahoma
Okl. St. Ann. § 2-101

Distinguishes industrial hemp as Cannabis Sativa containing no more than 0.3 percent THC. Oregon
O.R.S. § 571.300 et seq.

South Carolina

S.C. Code Ann. § 46-55-10 et seq.

Tennessee
TN AG Code 916

Requires industrial hemp growers be licensed by the state. Authorizes "industrial hemp production and possession, and commerce in industrial hemp commodities and products."

Provides that it is lawful to grow industrial hemp in this state.
Clarifies that industrial hemp is excluded from the definition of marijuana.
Prohibits growing industrial hemp and marijuana on the same property or otherwise growing marijuana in close proximity to industrial hemp to disguise the marijuana growth. "Authorizes growing of industrial hemp subject to regulation by the Department of Agriculture; provides for license fees; provides that industrial hemp is not marijuana but can be categorized as a controlled substance under specified circumstances; provides that the department has the right to inspect the hemp crop for compliance."

Utah

Utah Code Ann. § 4-41-101 et seq. & § 26-55-101

Virginia

VA Code Ann. § 3.2-4112 et seq.

Vermont

6 V.S.A. § 561 to 566

Washington

H 1268 (Enacted April 2015)

West Virginia

W. Va. Code § 19-12E-1 to 19-12E-9

Permits the Department of Agriculture and a certified higher education institution to grow industrial hemp for education.
Exempts an individual with intractable epilepsy who uses or possesses hemp extract or an individual who administers hemp extract to a minor with intractable epilepsy.
Provides for a hemp extract registration card; requires maintenance of neurologist medical records and a database of neurologist evaluations. Authorizes a licensed person to grow or cultivate hemp in the state for research purposes. Provides for criminal exemptions for those growing industrial hemp. Provides that if state law conflicts with federal law, federal law will rule. Establishes rules, regulations and licensure procedures for the industrial hemp research program. "Industrial hemp means varieties of the plant cannabis sativa having no more than 0.3 percent tetrahydrocannabinol, whether growing or not, that are cultivated or possessed by a licensed grower in compliance with this chapter." "Industrial hemp is an agricultural product which may be grown, produced, possessed, and commercially traded in Vermont ..."

Requires industrial hemp growers to be licensed by the state. Recognizes the potential use of hemp in commercial animal feed. Directs the department of agriculture to conduct a study to determine if hemp should be used in commercial feed. "Industrial hemp that has not more than 1 percent tetrahydrocannabinol is considered an agricultural crop in this state if grown for...purposes authorized..." Requires industrial hemp growers be licensed by the state. Creates a complete defense to prosecution under criminal code for marijuana possession or cultivation.

Additional Resources

Apparel

Congressional Research Service's Hemp as an Agricultural Policy, Feb. 2015
NCSL Marijuana Overview

NCSL State Medical Marijuana Laws

What's All the Hype about Hemp?, June 2014 State Legislatures magazine
The Growing Apparel Market

Global Biz Circle Jun 3, 2015 Business

If you're looking to grow your apparel business, the U.S. market is the place to be. According to The NPD Group, total U.S. women's apparel retail sales reached \$116.4 billion in 2013, a 4 percent increase over 2012. Men's apparel is growing, too: Euromonitor International reports that the menswear category grew 4.8 percent in 2013 globally, and the trend was especially evident in the U.S. Apparel is a hot category when it comes to online sales, too. Last year, ecommerce revenue from apparel and accessories sales reached \$44.7 billion; that figure is projected to hit \$52 billion this year and grow steadily to \$86 billion by 2018. In fact, apparel and accessories is the best-performing online retail category, with a compound annual growth rate of 17.2 percent projected from 2012 to 2017, according to eMarketer.

While the percentage of U.S. apparel sales that take place online is expected to remain fairly low through 2016, the percentage of offline sales that are influenced by the web is steadily rising, and by 2016 nearly two-thirds of offline apparel sales will be influenced by the Internet. So what categories of apparel are hot prospects in the U.S., and what do you need to know to boost your sales? Here's what's hot.

As mentioned earlier, menswear is actually growing faster than women's wear. Pent-up demand for clothing during the Great Recession, more men returning to work, as well as demand from younger, fashion-oriented male Millennials are factors in this growth. The Polar Vortex—an extremely cold winter that gripped much of the U.S. in 2013-14—had a big effect on driving outerwear sales. According to The NPD Group, sales of outerwear increased 12 percent to \$6.3 billion in 2013 compared to 2012. Smart apparel retailers will keep an eye on long-term weather forecasts.

Women's tailored clothing. Women are dressing up more and buying clothes specifically for work. 2013 saw an 11 percent increase in sales of women's blazers, suits and suit separates. Plus-sized women's clothing. This category grew 5 percent from May 2013 to April 2014, according to The NPD Group, and generated \$17.5 billion in sales. Plus-sized apparel sales via ecommerce grew by 31 percent in the past two years. Consumers ages 55 to 64 account for the largest dollar share of the plus-size market, at \$4.2 billion, but sales to the 18-to-24-year-old age group are growing the fastest, surging by 27 percent in the past two years. Ready to boost your U.S. apparel sales? Here's what you need to know:

It's all about the Internet. Even when consumers buy clothing in a brick-and-mortar store (where the vast majority of apparel purchases still take place), the Internet hugely influences their buying habits. Over two-thirds of consumers with Internet access perform some of their shopping online, including reading reviews, researching apparel or comparing prices. Smart retailers will optimize their websites for search, use online advertising and employ email marketing tactics to attract customers and keep them buying. (One study found apparel industry emails have an open ratio of nearly 35 percent, making this a highly effective marketing strategy.)

Specifically, social media is having an outsized effect on the apparel industry, with top fashion labels scoring huge fan bases on Facebook, Instagram and Pinterest. Take advantage of the latest visually oriented social media networks to promote your apparel products. In addition, consumers expect seamless integration between their online and offline shopping experiences. They want the ability to order online and pick up or return in store, to order in- store for home delivery and to get the same prices and discounts online as offline. Plunkett Research offers this advice for U.S. apparel retailers hoping to attract consumers of all income levels:

Luxury apparel is on the upswing. However, beyond just luxury, consumers at all price ranges want to feel they're getting value for money. Your apparel should offer value, quality and durability so customers feel their money is wisely spent.

Brand reputation matters as much as style: Consumers want to buy from companies that put customer satisfaction first. If you also offer great style, that's the cherry on top. Cheap chic can sell, but with caveats: If you hope to profit from cheaply made, trendy apparel, you've got to offer a really great value so consumers will feel comfortable spending money on items they know won't last more than a season.

4.2 Industry Analysis

The hemp industry continues to be a growing industry. In 2015 the hemp industry reached \$593 million in sales and is projected to reach \$1.8 billion by 2020. With the growing concern for preventative health care, hemp products are an excellent source for health supplements. Elev8 Hemp is positioned to capitalize on the growing industry by:

1. Providing premium hemp product
2. Broadening our product base
3. Developing Elev8's brand and not just a product
4. Partnerships allowing for implementation of new product
5. Manufacturing facilities have the ability to drop ship for Elev8 Hemp

4.2.1 Competition and Buying Patterns

Large companies with established brand names and distribution patterns have a distinct advantage in the hemp product industry. Barriers to entry are low and there are many companies out there who already have a client base to which they could sell their product with hemp to. But new small companies are succeeding on a regular basis dependent on their technology and low overhead. Product cost in and of itself is not paramount but education and training are.

The hemp market, in recent years, has become the hot spot in the US. With many people entering the market with no strategy or plan gives us a competitive advantage over other startups.

4.2.2 Main Competitors

Competition in Elev8 Hemp's target market is pretty high. With the industry still being rather new there are a lot of one and two product companies that are just trying to grab a piece of the pie. The true competitors are the ones with a larger product base and have longevity in the industry.

4.2.3 Industry Participants

The major companies in the hemp product market are in coffee, protein, CBD drops. No companies in this industry have the spectrum of products that Elev8 Hemp is bringing to market. There are many companies out there to get hemp products from, but most focus on just a couple of products. Elev8 Hemp is a premium brand that you will expect to see more lines of product.

4.2.4 Distribution Patterns

Distribution patterns in the hemp coffee and hemp water industries are such that the large buying groups dictate what products are used in their channels. Working with these large buying groups will open up large distribution channels that could potential supply Elev8 Brand's product offerings in several market segments.

5.0 Strategy and Implementation Summary

Elev8 Hemp LLC will pursue specific, definable, market segments with a multi-tiered, multi-channel approach. We will leverage our products with direct sales and distribution strategy in the other using established distributors such as Whole Foods, Publix and Lucky's.

We will look to online retail markets first with established distributors for initial revenue. Convenient stores, smoke shops, specialty stores, clothing retailers, and grocery store revenue will follow.

5.1 Marketing Strategy

Marketing will follow from industry and trade awareness campaigns to specific executions directed at specific customer segments. Successful sales hits in these segments will enable achievement of targeted forecasts. Elev8 Hemp will achieve its initial sales goals from direct and distributed sales of premium hemp products. These products exist in a well-defined market.

5.1.1 Promotion Strategy

Public relations, industry media, will help in over-all industry awareness plans. Feature articles and product reviews will help launch awareness. Celebrity endorsement will play a role in promotion and contribute to product awareness. Elev8 Hemp has already worked closely with a design firm assist in developing and designing products.

5.1.2 Pricing Strategy

Pricing for Elev8 Hemp products will be competitive with leaders in each respective market segment. Gross margins will vary on market segments.

Industry standard discounts will be offered to distributors and retailers. Quantity discounts are not included but remain possible in negotiations with major buying groups.

5.2 Sales Strategy

Elev8 Brand's sales strategy is to push into the coffee and hemp water markets in 2017. We will fully exploit those markets in 2017 with the groundwork laid out in 2017. Tradeshows will play a big role in creating market awareness.

5.2.1 Sales Forecast

Elev8 Hemp launched its first product in mid-February of 2017 on Amazon. With a good presence online and the introductions of several new products the 1st week of April, Elev8 hemp is anticipating a strong increase in revenues in the second quarter.

5.2.2 Sales Programs

Sales programs include direct wholesale sales to national distributors and to end buyers. Sales materials and support materials will be produced.

Direct sales will be by personal contact, direct mail, public relations, and media directed at key industry segments.

In addition electronic marketing will be deployed whenever it fits with the buying patterns of a key group.

A website and electronic commerce site will be utilized to cultivate direct sales to key industry groups.

6.0 Management Summary

The founder of Elev8 Brands, Inc. is Ryan Medico. Mr. Medico will serve the company as CEO. His biography follows in the Management Team section.

Several key people are actively being sought. These are summarized in Management Team Gaps.

6.1 Organizational Structure

Mr. Medico will handle responsibility for R&D, design, compliance, and initial manufacturing and sourcing.

Reporting to Mr. Medico will be additional designers and sales and marketing managers. Some of these tasks can also be handled by outside consultants in the early going. The ramp-up of essential personnel and tasks are included in the Personnel Plan that follows.

6.2 Management Team

Ryan Medico, CEO

Ryan Medico is the Chief Executive Officer at Elev8 Brands, Inc., a publicly traded company bringing premium hemp products to the market while promoting a health-

conscious lifestyle. Ryan brings to the table 10+ years of experience in Finance and Operations in the Hospitality Industry as well as the Financial Technology Industry.

Tina Aldrich, Marketing Manager

Tina Aldrich is the founder of 02 Breathe, LLC, a company that brings the health and wellness industry to the next level through mobile oxygen bars, aromatherapy inhalers, CBD oils, and now a premium hemp coffee.

Before developing 02 Breathe, Tina spent over 10 years developing skills in sales and marketing, management, event planning, and consulting. From engaging audiences on thousands to gorilla marketing, Tina has successfully done it all.

6.3 Management Team Gaps

Mr. Medico will help to identify and bring in a VP of Sales and Marketing.

He is actively searching for specialty design houses. Several have been identified and are available.

6.4 Personnel Plan

The Personnel Plan chronicles the growth of the organization in the first three years. The third year could require a few additional people besides those indicated especially if sales reach or exceed \$12.8 million. Production assembly people are grouped together at approx. \$15k per person. Payroll costs and benefits are pegged at 24%.

Table: Personnel

<i>Personnel Plan</i>	2016	2017	2018
Production Personnel			
Assembly Workers	\$0	\$30,000	\$50,000
Subtotal	0	\$30,000	\$50,000
Sales and Marketing Personnel			
VP Sales and Marketing	\$0	\$40,000	\$50,000
Marketing/Product Mgr.	\$0	\$0	\$0,000
Sales Reps (3)	\$0	\$0	\$0,000
Subtotal	\$0	\$40,000	\$50,000
General and Administrative Personnel			
CEO	\$60,000	\$70,000	\$100,000
President	\$0	\$0	\$0
Administrative Staff (1)	\$0	\$0	\$0
Subtotal	\$60,000	\$70,000	\$100,000
Total People	1	4	5
Total Payroll	\$60,000	\$140,000	\$200,000

7.0 Financial Plan

The value of the trademarks and the size of the potential markets enable several back-up plans of action if this plan doesn't work as indicated. Venture funds are available early on and historically investments of \$200,000 to \$500,000 are common for similar companies.

Even after successfully completing the start and seed stage as indicated, a second round of funding is potentially available in the \$1 million range. We have planned for additional capital input in years two and three as a safety net for cash flow/cash balance.

However, cash flow achievement within the parameters of the indicated plan plus further funding on the senior debt side will lead to the best value for shareholders. Then, strategy can dictate the best valuation for ramp-up and roll-out.

7.1 Key Financial Indicators

All of our benchmarks being attained will allow expansion strategies of merger, acquisition, or roll-up.

7.2 Break-even Analysis

Elev8 Brands has calculated a break-even maintenance point for sales in year one once full management staffing and facility costs are reached. Included are payroll and rent considerations.

The break-even target can sustain Elev8 Brand's operation in late 2017 and throughout 2018 even if expansion and capitalization plans are late in materializing. It is anticipated that direct sales can produce these numbers and more in the wholesale markets.

The break-even analysis is restricted to this late 2017 and early 2018 time frame since the early ramp-up phase in business development is characteristic of most cash-flow shortages that represent exposure to early stage investors.

7.3 Projected Profit and Loss

The profit in year one of operation is expected to be minimal. However, by year two, the company expects to surpass the \$10 million mark. The third year profit reflects the performance of a mature company. Over-all gross margins are excellent.

7.4 Projected Cash Flow

We began the year with \$10,000 in cash from investors. This provided our start-up capital. We are targeting an additional equity investment in the form of Private Placement Memorandums.

If sales and profits hit targets, then further investment needs will be limited to higher value options to roll-up a national level company.

2015 Annual Retail Sales for Hemp Products Estimated at \$573 Million

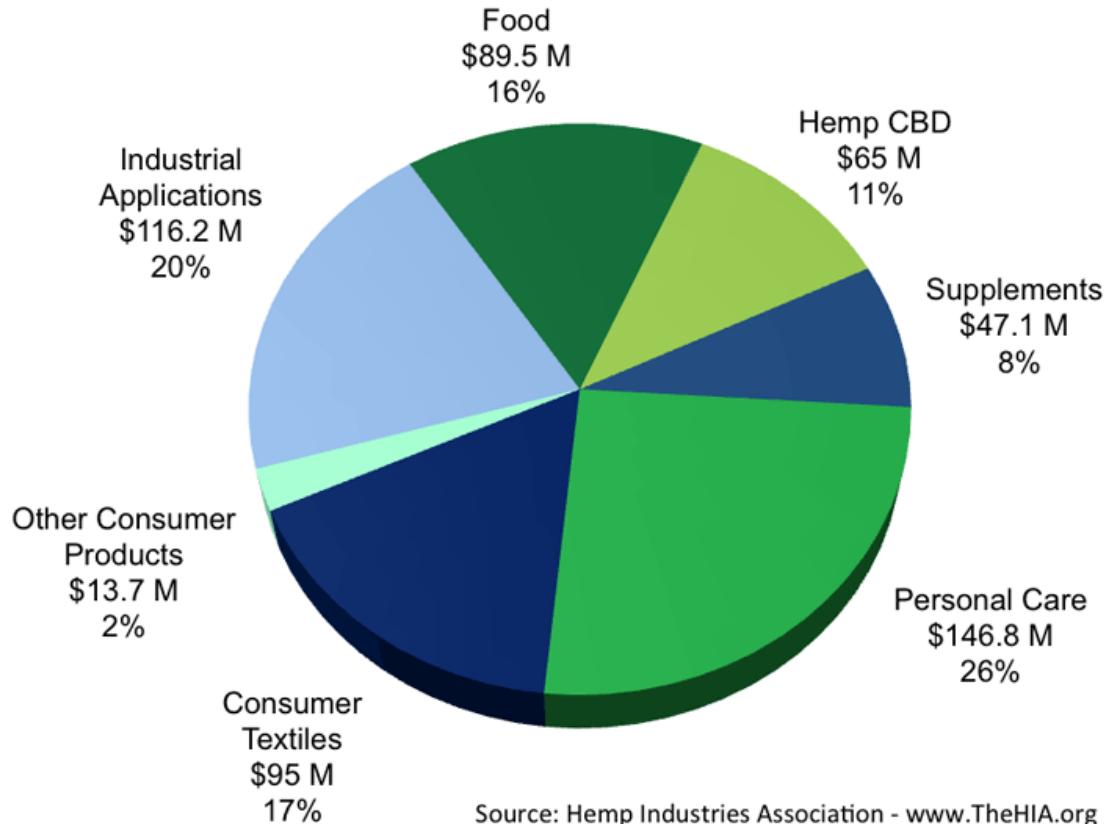
09 May 2016 8:00 AM

Hemp Foods and Body Care Retail Market in U.S. Achieves 10.4% Growth in 2015

WASHINGTON, D.C. — The Hemp Industries Association (HIA), a non-profit trade association consisting of hundreds of hemp businesses, has released final estimates of the size of the 2015 U.S. retail market for hemp products. Data from market research supports an estimate of total retail sales of hemp food, supplements and body care products in the United States at \$283 million. Sales of popular hemp items like non-dairy milk, shelled seed, soaps and lotions have continued to increase, complemented by successful hemp cultivation pilot programs in several states, and increasing grassroots pressure to allow hemp to be grown domestically on a commercial scale once again for U.S. processors and manufacturers. The HIA has also reviewed sales of clothing, auto parts, building materials and various other products in collaboration with the Hemp Business Journal, and estimates the total retail value of hemp products sold in the U.S. in 2015 to be at least \$573 million.

Of this \$573 million hemp market, the HIA estimates that hemp foods constituted 16% (\$90 million); personal care products constituted 26% (\$147 million); textiles constituted 17% (\$95 million); supplements constituted 8% (\$47 million); hemp derived cannabidiol or CBD products constituted 11% (\$65 million); industrial applications such as car parts constituted 20% (\$116 million); and other consumer products such as paper construction materials accounted for the remaining 2% of the market.

U.S Hemp-Based Product Sales by Category in 2015 \$573 Million Total



Source: Hemp Industries Association - www.TheHIA.org
and the Hemp Business Journal

The sales data on hemp foods and body care, collected by market research firm SPINS, was obtained from natural and conventional retailers, excluding Whole Foods Market, Costco and certain other key establishments, who do not provide sales data — and thus it significantly underestimates actual sales. According to the SPINS data, combined U.S. hemp food and body care sales grew in the sampled stores by 10.4% or \$9,269,376, over the previous year ending December 31, 2015 to a total of just over \$89,183,460.

According to SPINS figures, sales in conventional retailers grew by 11.25% in 2015, while sales in natural retailers grew by 9.43%. Indeed, the combined growth of hemp retail sales in the U.S. continues steadily: annual natural and conventional market percent growth has progressed from 7.3% (2011), to 16.5% (2012), to 24% (2013), 21.2% (2014), to 10.4% in 2015.

As the hemp industry in the U.S. continues to develop, more detailed data has become available through various reporting channels. Previously, the HIA had calculated the size and growth of the hemp market in the U.S. based on approximations of sales in the categories of textiles, auto parts, building materials and other products, in addition to known data on the sales of hemp foods and body care. Now that more specific information is available, the HIA has updated its

formula to reflect a more conservative, but more accurate estimate for the hemp market for 2015. Hence, the shift from the 2014 figure of \$620 million to the 2015 estimate of \$573 million does not demonstrate a decrease in the actual hemp market; rather it reflects a more precise means of estimating the actual industry for 2015. The data for 2015 that assert 10.4% growth from 2014 to 2015 demonstrate a strong rate of market increase for hemp products in food and body care.

“The HIA estimates the total retail value of all hemp products sold in the U.S. to be at least \$573 million for 2015,” says Eric Steenstra, Executive Director of the HIA. “To date, 28 states have passed legislation that allows hemp farming per provisions set forth in the 2014 Farm Bill, and new businesses representing all industrial fields from foods to car manufacturing are looking to American farmers to meet the growing demand for hemp. Entrepreneurs, manufacturers, farmers, consumers are all on board to expand the hemp market. We need Congress to pass federal legislation to allow commercial hemp farming nationally, for this ripe industry to finally be able to bloom,” continues Steenstra.

The HIA estimates that approximately 3,997 acres of hemp crops were planted in 7 states during 2015 in the U.S. This hemp cultivation is legal in 28 states, which have lifted restrictions on hemp farming and may license farmers to grow hemp in accordance with Sec. 7606 of the Farm Bill, the Legitimacy of Industrial Hemp Research amendment. Read the full text of Sec. 7606 on the Vote Hemp website: http://www.votehemp.com/PDF/Pages_from_farm0127.pdf.

In January of 2015, The Industrial Hemp Farming Act was introduced in both the House and Senate, H.R. 525 and S. 134 respectively. If passed, the legislation would remove all federal restrictions on the cultivation of industrial hemp, and remove its classification as a Schedule 1 controlled substance. Currently, 28 states may grow hemp per Sec. 7606 of the Farm Bill, including California, Colorado, Connecticut, Delaware, Hawaii, Illinois, Indiana, Kentucky, Maine, Maryland, Michigan, Minnesota, Missouri, Montana, Nebraska, Nevada, New York, North Carolina, North Dakota, Oregon, Pennsylvania, South Carolina, Tennessee, Utah, Vermont, Washington, West Virginia and Virginia.

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The Hemp Industries Association (HIA) represents the interests of the hemp industry and encourages the research and development of new hemp products. More information about hemp's many uses and hemp advocacy may be found at www.TheHIA.org and www.VoteHemp.com

Global market for Sports & Fitness Nutrition Supplements is projected to reach US\$8.8 billion by 2020, driven by rising consumption of dietary supplements for smart prevention of diseases. Major factors driving growth in the market include affluent aging baby boomers with increased health awareness, omnipresent fitness and health maintenance trend, focus on leading active lifestyles and increased participation in sports and fitness activities as measured by higher enrollment in gyms and sports clubs. The United States represents the largest market worldwide, supported by aging baby boomers, increase in gym and health club memberships, and wide availability and easy access to sports and fitness nutrition products at fitness clubs, pharmacies, health food stores, supermarkets and online channels. Asia-Pacific ranks as the fastest growing market with a CAGR of about 12.5% over the analysis period. Growth in the region is led by government focus on the development of infrastructure for nutrient supplementation among the

growing population and increased healthcare spending by the expanding base of affluent middle class population.

Snapshot Summary of Trends & Drivers

- Emphasis on Leading Active Lifestyles Spurs Consumption of Nutrition Supplements
- Mounting Healthcare Costs & Focus on Preventive Healthcare Aid Market Expansion Beyond Traditional Customers
- Protein Supplements to Witness Strong Growth in the Sports Nutrition Market
- Rise in Bone & Cognitive Disorders Fuels Demand for Magnesium Mineral Supplements
- Caffeine-free Nutrition Supplements Grow in Popularity
- Increased Investments in Product Innovation to Benefit Growth.

Market Analytics

- Market Estimates and Forecasts for 2013-2020
- Historic Review 2006-2012
- Geographic Regions Covered – US, Canada, Japan, Europe (France, Germany, Italy, UK, Spain, Russia, and Rest of Europe), Asia Pacific, Latin America and Rest of World
- Product Segments Analyzed - Amino Acids/Derivatives, Herbal Products, Vitamins/Minerals, and Other Sports and Fitness Nutrition Supplements.

Market Profiling

- Market Trends & Issues
- Growth Drivers & Enablers
- Growth Inhibitors
- Opportunities and Challenges
- Recent Industry Activity
- Product Innovations & Trends
- Market Analyses, Facts, Figures & Forecasts

- Coverage of Major & Niche Players
- Comprehensive Geographic Coverage
- Extensive Product Coverage

Competitive Intelligence

- 237 major and niche players covered

Major Players

- Colorado Hemp Company
- Manitoba
- Hippie Butter

Market Research Report Details

The research report titled “Sports and Fitness Nutrition Supplements: A Global Strategic Business Report” announced by Global Industry Analysts Inc., provides a comprehensive review of market trends, drivers, opportunities, challenges and issues in addition to current coverage on company information and latest news and events including strategic corporate developments, and product innovations. The report helps identify the biggest opportunities in this space and offers accurate latent demand forecasting that empowers quantitative decision making among existing market players and new entrants.

(http://www.strategyr.com/MarketResearch/Sports_and_Fitness_Nutrition_Supplements_Market_Trends.asp)

George Bernard Shaw once said: “Give a man health and a course to steer, and he’ll never stop to trouble about whether he’s happy or not.” Around the world, more and more people are realizing the value of good health, fueling rising interest in all the things that promote it. As populations in the U.S., Europe and Japan age, more and more people are looking for remedies to cure what ails them and elixirs to help them stay healthy well into their twilight years. Health is not just a goal. It is both a lifestyle choice and a thriving consumer market.

Over the last decade, sales of vitamins, minerals, and nutritional and herbal supplements (VMHS) have surged and many new companies have entered the space. Globally, the market is now valued at

\$82 billion, with roughly 28 percent of that in the U.S., where sales increased by approximately \$6 billion between 2007 and 2012. Growth is expected to remain strong through 2017 – between 5 and 6 percent a year both globally and in the U.S.

What's behind this growth?

There are five important factors driving an increased interest in healthy living and the various products associated with it. Although the phenomenon is global, this article focuses primarily on the characteristics of the U.S. market.

1. An aging population

Much has been made of the way that the aging of baby boomers will transform the U.S. economy. Their sheer numbers will shift spending in healthcare and realign markets, creating considerable new opportunities. The phenomenon is already visible in the vitamin and dietary supplement business, where purchases have grown by 6 percent annually from 2007-2012, much of this coming from eye, bone and joint supplements. As of 2012, consumers 65 and older accounted for 36 percent of U.S. VMHS sales a trend that is expected to continue for the foreseeable future.

2. Increased consumer awareness for preventative healthcare

A quick look at magazine stands, TV lineups and news articles reveals that many Americans have an almost insatiable appetite for information pertaining to preventative healthcare. Celebrity doctors like Dr. Oz and Dr. Sanjay Gupta, online forums like bodybuilding.com and Livestrong.com, and magazines like Shape, Fit, and Men's Health all regularly dispense both diet and lifestyle advice and offer details about new products. This barrage of information has been a key driver for consumer purchasing. Also driving heightened consumer awareness has been the efforts of VMHS manufacturers, which have increased their marketing efforts aimed directly at consumers. Such marketing focuses on new product innovation and the enhanced effectiveness and safety of products, and it has successfully influenced a wide range of consumers at multiple touch points and given increased credibility to the role VMHS can play in contributing to preventative healthcare.

3. The rise of the self-directed consumer

Gone are the days when primary care doctors gave patients all the answers. Consumers are increasingly relying on alternative channels to self-diagnose and to identify targeted health needs. This is partly driven by the fact that insurers are increasing co-pays and thus incentivizing their customers to take preventative care measures. Today, 96 percent of internet-using adults have used online health information to help them make decisions throughout all parts of the health journey (pre-diagnosis, diagnosis and treatment).

A majority of people consult the internet both before and after their visits to doctors, to both inform their conversations with their physicians and validate medical advice after consultations. This trend has benefited VMHS manufacturers because many supplement purchases are the result of consumers taking their health into their own hands, not the direct advice of a doctor. VMHS manufacturers have encouraged this self-directed behavior by improving their education and marketing efforts, and targeting consumers both on and off-line. Additionally, as consumers become more educated, they are increasingly interested in personalized VMHS solutions and are leveraging online tools provided by retailers and manufacturers to create a personalized regimen.

4. Channel proliferation

VMHS manufacturers are highly fragmented and are accessing new sales channels to reach a diverse and broad set of customers. The leading manufacturer Living Essentials, for instance, maintains only 7 percent market share, and the top five branded manufacturers together hold less than a 25 percent Market share. Private label accounts for 10 percent of sales. Such fragmentation is the result of a general lack of brand awareness and an absence of consumer loyalty within the category.

The highest concentration of VMHS sales are in super/hyper markets, with online stores and specialty retailers such as GNC following closely behind. As they've grown in popularity due to their perceived higher product quality and private label options, specialty retailers have contributed significantly to channel proliferation. Internet sales have experienced significant growth over the past five years

5. A shift from ingredient focused messaging to broader brand positioning

Historically, VMHS marketing has been focused on promoting a specific ingredient that addresses a consumer health need – e.g. omega 3 for heart health or lutein for eye support. This emphasis created a market in which products were commoditized and consumers had difficulty differentiating between brands. To combat this, marketers have recently begun to tailor their consumer messaging to include a focus on a holistic benefit platform, in the hopes of encouraging usage of a broader array of products.

One manufacturer's family of preventative eye health solutions and General Mills' heart healthy cereals are prime examples of this growing trend. Through targeted marketing efforts, these companies have successfully created a need and sold a benefit oriented solution to consumers. VMHS manufacturers are also using the benefit platform as a way of achieving a differentiated, premium positioning in the marketplace, appealing, for instance, to expectant mothers, heart health, 60+ men, or other specific consumer segments. The resulting expanded suite of product offerings has been a primary driver of growth within the category.

Trends that will shape the VMHS market in the future

We anticipate that, over the next five years, there will be five phenomena influencing the VMHS category that manufacturers will need to understand in order to thrive in this dynamic market:

1. Private label as an attractive alternative to national, branded VMHS products

As branded product recalls continue to occur and more purchase decisions are based on specific needs (e.g. joint health), consumers' comfort with private label substitutes gains in strength. Retailers like Walmart and Costco are also fueling the trend by continuing to enhance their own private label offerings through new branding and formulations, improved packaging, and in-store consumer education. Many retailers are also now positioning their store brands as "lifestyle brands," in an attempt to set them apart and build loyalty with customers. Safeway, for instance, has publicly stated that in ten years it will no longer be a grocery store selling wellness products. Rather it will be a wellness store selling food, with the Safeway brand leading the change. Given the attractive margins and consumer loyalty that private label VMHS brands can garner, retailers are likely to continue investing in these products, further fueling their growth.

2. E-commerce growth

Despite VMHS being a relatively difficult category for consumers to shop for online without prior product knowledge, online sales have experienced a dramatic increase over the last five years. The primary driver of this has been retailers' focused efforts on improving the online shopping experience through better online education and targeted marketing. This has increased the comfort level consumers have for buying this category online. Amazon, for instance, recently launched a site dedicated to products appropriate for the 50+ demographic, one that's easy to shop for by need state. Competing with Amazon are a variety of start-ups and established players (e.g., vitacost.com) who are creating a meaningful online presence as a specialty VMHS destination. Many sites now have live chat options to help instantly address the sorts of specific consumer questions that were previously a barrier to online purchases.

Another key growth driver of online sales is the increased interest in Eastern health and wellness products. As the alternative medicine trend continues to grow it is likely that demand for Eastern medicine products will accelerate, especially among younger consumers. Easy and convenient online access to these products will help companies leverage this growth opportunity.

The final growth driver is the increasing number of personalized online VMHS systems available to consumers free of charge. Both manufacturers and retailers are beginning to offer free access to "wellness tools" that create a customized VMHS list based on a consumer's specific conditions and needs (e.g. GNC's online interactive vitamin guide that designs a customized supplement plan).

3. Volatility will remain as health fads come in and out of vogue

Health-conscious media celebrities such as Dr. Oz, Deepak Chopra and Jillian Michaels have always had a major impact on VMHS sales because consumers trust their advice. They are responsible for driving specific product fads and there is no reason to expect that their influence will wane going forward. While aggregate industry revenues will remain stable, thanks to the diversity of products in the VMHS category, individual manufacturers will need to anticipate the ebbs and flows of easily-influenced consumers. Additionally, as personalities continue to drive trends, manufacturers will need to compete with the celebrity factor by finding new, creative ways to get consumers' attention.

4. Increase in M&A activity and enhanced category sophistication

The high level of fragmentation within the VMHS category makes it a prime candidate for mergers and acquisitions. Within the last three years, we have seen pure play companies, such as New Chapter, NBTY and Alacer, get acquired by large firms who are eager to deepen or broaden their category presence. Both pharmaceutical companies and consumer packaged goods (CPG) makers have publically committed to expand their consumer health division, suggesting that the acquisition trend in the space will continue. Non-traditional players are also beginning to explore the category as a possible source of incremental growth.

CPG expansion into the VMHS space will likely enhance overall category sophistication as these companies are more likely than traditional VMHS players to find new ways to innovate in both delivery and packaging. Large CPG companies will bring marketing expertise, category management best practices and deep consumer insights that will successfully align products with consumer trends and needs. This will further accelerate the awareness of the VMHS category among a wide range of consumers, contributing to additional sales.

5. Regulatory pressures will continue to increase

Continued growth of the VMHS category will be coupled with increased oversight and a tightening of regulations around manufacturing, product safety and efficacy claims. Over the past year, there has been a noted increase in FDA enforcement actions pertaining to food and dietary supplement labeling violations. Manufacturers will need to be more careful with the language they chose to put on labels to avoid making either implied nutrient content claims or efficacy/health benefit claims. Tighter regulations will also be applied to manufacturing processes and practices in order to help ensure quality and safety in light of recent recalls. Between 2004 and 2012, more than half of all Class 1 recalls by the FDA were dietary supplements. Sexual enhancement, bodybuilding and weight loss products were the top three problem categories.

There has also been an increased focus in the last few years on potential FDA bans of certain vitamins and supplements that may be harmful, such as a form of vitamin B6 and certain energy supplements. An increasing number of clinical research trials are being done to test the efficacy and long term health benefits of taking vitamins, some of which have suggested that large doses of certain vitamins may actually increase the risk of cardiac events in elderly people or those with heart disease. While tighter regulations will add a new measure of complexity for manufacturers, it will also provide an opportunity for the good actors to shape the market. Major players should proactively work with regulatory bodies to help set a more stringent bar for supplements. Such regulatory changes and industry-government cooperation will ultimately engender greater consumer confidence in the safety and efficacy of VMHS products, thus benefiting the overall market.

In summary

Strong category growth is expected to continue amid both increased consumer interest in health and retailers' efforts to position themselves as one-stop health and wellness destinations. Manufacturers will need to closely watch regulatory shifts and adjust accordingly in order to avoid consumer backlash or supply disruption due to product quality concerns. Yet taking on these challenges is well worth it. The expansion of the VMHS space throughout the next decade offers a unique opportunity for retailers and manufacturers to capitalize on a robust growth sector.

<http://csi.mckinsey.com>

Warren Teichner

is a principal and Megan Lesko is an engagement manager in McKinsey's New Jersey office.



Action Plan

March 2017

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Elev8 Brands, Inc.

Exchange: OTC Markets

Stock Symbol: VATE

Web site 1: <http://www.elev8hemp.com>

COMPANY DESCRIPTION

Elev8 Hemp, LLC is a wholly owned subsidiary of Elev8 Brands, Inc. and is a newly formed company that brings to market premium hemp products. Elev8 Hemp is a company founded on the basis of creating high quality, organic hemp products for those seeking to lead a healthier lifestyle. We source the highest quality Hemp Seeds and Hemp Protein Powders that are packed with complete powerhouse proteins, omegas 3, 6 & 9 as well as an extraordinary abundance of minerals, vitamins, anti-oxidants, and fiber. Nature delivers all this pure hemp goodness in rare perfect balance for optimum nutrition and taste and Elev8 Hemp delivers that hemp goodness in products like no other.

Initially Elev8 Hemp launched a new premium hemp coffee. Elev8 Hemp Coffee consists of a blend of Colombian, Guatemalan, and Brazilian coffee beans blended with a fair trade organic hemp protein powder. The result is a full medium roast coffee with a wonderful earthy flavor eliminated any bitter after taste.

Elev8 Hemp coffee is branded as a “superfood” hemp coffee that packs the ideal balance of omega-3 , omega-6 and important nutrients such as magnesium, Vitamin E, and zinc. This premium hemp coffee comes in both 12oz ground coffee as well as a compostable single serve capsules.

To enjoy all the popular flavors, Elev8 Hemp Coffee announced the release of both Hazelnut and French Vanilla available in both 12oz ground bags or the compostable single serve capsules.

In an effort to bring the health benefits of hemp to as many consumers as possible, Elev8 Hemp has announced its new Elev8 Hemp Tea available in both green and black tea in addition to launching a new Hemp Oil Water in late April.

Elev8 Brands is about bringing the purest forms of hemp to the everyday consumer. There are many significant health benefits of hemp protein and hemp oils. Hemp is a quality source of the amino acids arginine and histidine, required for growth, including 9 essential amino acids that the body can't produce on its own and must obtained through dietary supplements. Hemp is also a good source of branch-chained amino acids, needed for repair and growth of lean body tissue. Hemp protein provides the essential fatty acids (EFAs) omega-3 and omega-6 in a healthy 3:1 ratio.

O2 Breathe was acquired in February to help build the Elev8 Hemp brand and expand our premium hemp product into the market. With similar visions, both Mr. Medico, CEO of Elev8 Brands, Inc, and Tina Aldrich, CEO of O2 Breathe, realize that working together they could create more of an impact in the health and wellness industry. O2 Breathe started as a portable oxygen bar providing aroma

therapy through almost pure oxygen to patrons across central Florida via local trade shows, farmers markets, and private events. Eventually Tina started to expand her oxygen bar into all sorts of CBD oils, message equipment and even salt lamps. While taking keeping her mobile oxygen bar running she also planted roots in Winter Garden where her small shop feature Elev8 Hemp Coffee. With the help of Elev8 Hemp, Tina will be opening a new coffee shop in the same Winter Garden area this Spring.

Elev8 Hemp is using two approaches to increase penetration in the health and wellness industry through premium hemp product. Mr. Medico states, "We will broaden awareness to the health benefits of hemp protein and hemp oil. To do this, we will continue expanding our line of high quality everyday consumable hemp products to reach households across the US." Next we will identify key relationships, partnerships and acquisition opportunities. Elev8 Brands, Inc has capital in place and investors lined up for the right opportunities with companies whom parallel the vision of Elev8.

SIX MONTH ACTION PLAN

Raise Media Awareness

Trade Publications: Advertising in and/or writing articles to be published in trade magazines can significantly increase industry awareness of Elev8 Brands presence. Mr. Medico will aid in drafting one informative article, per quarter, on the importance hemp and its benefits. Mr. Medico will also compile a list of recommended trade magazines, as well as online sources where these articles can be published and featured. Mr. Medico will assist the Company to submit articles written by the Company to the trade magazines, as well as approaching the trade magazines to write feature articles on the Company. (see Exhibit A).

Trade Shows: Attending industry tradeshow provides an excellent means to present the Company's products and services to its target market(s). Tina Aldrich and Mr. Medico will compile a list of recommended tradeshow for coffee and hemp to aid in expanding its presence in the industry. Mr. Medico will compile a series of press releases for each trade show the Company exhibits and/or attends (see Exhibit A).

TV Commercial: Elev8 Hemp would like use the services of CFN Media (CannabisFN), the leading creative agency and media network dedicated to legal cannabis, to develop a digital media campaign for their hemp products. The initial cost will be approximately \$10,000. If Elev8 Hemp signs off on the quotation, the implementation of a full-blown media campaign will begin immediately. Mr. Medico will work as a liaison, between the Company and CFN Media, to create commercial and digital media campaign. Mr. Medico will compile a series of press releases around the production of the commercial and each syndication agreement that is obtained (see Exhibit A).

Sales Representatives: Mr. Medico and Tina Aldrich will work together in seeking out a Rep Group to help sell its hemp-products. Tina has a strong presence and network in the modeling and promotion industry giving her a wide range of contacts for trade shows and outside sales. She will email a list of potential Rep candidates, based on the Company's criteria. Ryan Medico will assist in reviewing provided due diligence materials, the drafting of Letters of Intent and Sales Rep Acquisition Agreements, as well as aid in the negotiation of terms for these Agreements. Mr. Medico will compile a series of press releases for each Sales Rep signed (see Exhibit A).

Increase Product Offerings

Acquisition of Synergistic Companies: Mr. Medico, on an on-going basis, will aid Elev8 Hemp in seeking out established and driven hemp-product companies, to increase its product offerings, based on Elev8 Hemp's criteria for potential acquisition candidates. Mr. Medico will assist in reviewing

provided due diligence materials, the drafting of Letters of Intent and Acquisition Agreements, and aid in the negotiation of terms for these acquisitions. Mr. Medico will compile a series of press releases for each acquisition made (see Exhibit A).

Promote Company to Private Investors

Business Plan: Mr. Medico will aid Elev8 Hemp in updating their Business Plan, based on the information the Company has provided and industry data that Mr. Medico obtains over time. Mr. Medico has completed the Business Plan, for the Company's review as of March 2017.

Introduction to Investment Bankers: Mr. Medico, on an ongoing basis, will introduce Elev8 Hemp to investment bankers, in efforts to aid the Company in developing relationships in the financial community that will enable Elev8 Hemp to obtain the required capital it needs to grow.

Promote Company to the Public Market

Press Release Scheduling and Drafting: Based on information obtained from the Company, Mr. Medico will aid Elev8 in drafting press releases and in developing and maintaining a press release schedule.

Up-list to the OTCQB: In order to increase shareholder value, Elev8 Brands, Inc will start the process to up list to the Over the Counter Bulletin Board. The Company will take the first step in this process by hiring an auditing firm. Once the Company's audits are complete, Elev8 Hemp will file the appropriate documents for up listing with the assistance of their SEC attorney and market maker. Mr. Medico will aid Elev8 in the preparation and drafting of a SEC registration statement, for legal review, and other required documentation during this process. This process can take anywhere from three to nine months.

Interviews: Mr. Medico will aid Elev8 Hemp in organizing interviews to update shareholders on the progress of audits, case studies and new strategic relationships developed, among other current subjects. Mr. Medico will work with the Company to in drafting the interview scripts and press releases reviewing subjects discussed, following the event (see Exhibit A).

EXHIBIT A (Action Plan Timeline Summary)

Subject/Task	Estimated Completion Date	Cost (If Any)
Trade Publications	April	TBD
Trade Shows	April	TBD
Media Campaign	April	\$10,000
Sales Representatives	April	TBD
Acquisition of Synergistic Com	On-Going	NA
Business Plan	March 2017	NA
Introduction to Investment Bankers	August	NA

EXHIBIT B: Press Release Schedule

(The Press Release topics listed below are merely suggestions and are not in chronological order.)

Corresponding Press Release Topics, per Action Plan

- VATE Featured in X Magazine
- VATE Signs Letter of Intent for Media Campaign with X Company
- VATE Signs Agreement for X Company to Provide Digital Media Campaign
- VATE Digital Media Campaign to Begin X
- VATE Seeks to Hire Sales Rep Group to Promote the Hemp Products
- VATE Signs Letter of Intent to Hire Sales Rep Group to Promote the Hemp Products
- VATE Signs Agreement Hire Sales Rep Group to Promote the Hemp Products
- VATE Seeks to Hire Business Development Specialist
- VATE Signs Letter of Intent to Hire Business Development Specialist
- VATE Signs Agreement Hire Business Development Specialist
- VATE Signs X New Customers / Agreement as a Result of Attending X Expo
- VATE Seeks to Acquire Hemp Company
- VATE Signs Letter of Intent to Acquire Hemp-Product Company
- VATE Signs Acquisition Agreement to Acquire Hemp-Product Company
- VATE Releases New Hemp Oil Water
- VATE Announces Release of New Green and Black Hemp Tea
- VATE signs Letter of Intent with manufacturing facility
- VATE signs Acquisition Agreement manufacturing facility
- VATE retains FL Auditing Firm to begin process to up list to the Over the Counter Bulletin Board

- VATE posts audited Financial Statements on OTC Markets as the Company Continues the process of up listing to the OTCQB
- VATE files 10SB with FINRA to up list to OTCQB with market maker
- VATE 10SB is approved by FINRA. Company files 15c-211 with FINRA to complete up listing on the OTCQB
- VATE 15c-211 is approved by FINRA
- VATE receives final approval by FINRA to start trading on the OTCBB
- VATE Thestockradio.com Interview Released
- VATE Small Cap Voice Interview

Current Press Release Topics, per Company

- Hemp Coffee Released
- Introducing New Products
- KGKG Stock Dividend Issued
- Future Products
- Acquisitions

VATE ABOUT US:

Elev8 Hemp is a company founded on the basis of creating high quality, organic hemp products for those seeking to lead a healthier lifestyle. We source the highest quality Hemp Seeds and Hemp Protein Powders that are packed with complete powerhouse proteins, omegas 3, 6 & 9 as well as an extraordinary abundance of minerals, vitamins, anti-oxidants, and fiber. Nature delivers all this pure hemp goodness in rare perfect balance for optimum nutrition and taste and Elev8 Hemp delivers that hemp goodness in products like no other.



The Economic Impact of the Coffee Industry

Not only does coffee power your day, it also helps power the U.S. economy.

In a groundbreaking study, the National Coffee Association commissioned original research from the experts at Technomic to measure all the ways that coffee contributes to the U.S. economy. The final report, which was produced in collaboration with the Specialty Coffee Association of America, has resulted in the first comprehensive study of the impact of coffee on the U.S. economy.

And the results speak for themselves.

We already knew that coffee is the most commonly consumed beverage in the U.S. (even more than tap water). And the SCAA 2014 Economics of the Coffee Supply Chain report gave us a glimpse into the complexity of the coffee supply chain.

But it turns out that coffee touches communities across the country in amazing ways, from generating tax dollars to creating jobs, from the supermarket to the dairy farm.

Highlights include:

The total economic impact of the coffee industry in the United States in 2015 was \$225.2 billion

Coffee-related economic activity comprises approximately 1.6% of the total U.S. gross domestic product

Consumers spent \$74.2 billion on coffee in 2015

The coffee industry is responsible for 1,694,710 jobs in the US economy

The coffee industry generates nearly \$28 billion in taxes (including ancillary goods)

About These Numbers

These numbers reflect all economic activity in the U.S. coffee economy, the majority of which is created in the foodservice sector, where coffee is prepared for consumers – a reflection of the investment in equipment, labor, and materials needed for service.

Elements of the coffee economy include:

Importers

Transportation, including shipping and trucking

Roasters and packaging

Whiteners, including milk and creamers

Sweeteners

Flavorings

Disposable products

Maintenance

Equipment sold, both to consumers and for commercial coffee service

Indirect services such as accounting, marketing, and promotion

Wages and taxes

Induced spending by those working in the coffee economy

This report was commissioned by NCA with support from the SCAA, and was produced by Technomic, Inc., a leading food and beverage industry consulting organization. Technomic's experts drew upon a wide variety of primary and secondary sources including interviews with industry experts, U.S. government statistics, published corporate reports, their own internal databases on the beverage industry and related sectors, and IMPLAN modeling software.

The report reflects data for the economic impact of the coffee sector in calendar year 2015, a year for which 76% of adult Americans reported that they drank coffee based upon the NCA National Coffee Drinking Trends study.

NCA Coffee Market Research

The Power of Coffee is part of the NCA Market Research Series, which includes the annual National Coffee Drinking Trends (NCDT) report.

Highlight your leadership team. Consumers might be able to connect with your founding team, and hearing their message straight from the source can be more powerful than reading the words on a label.

2. Ready-to-Drink Coffee Takes Off

It is no secret that we live in a fast-paced world, or that it's getting even faster. That means that people want to have their coffee ready to drink as soon as possible. In this environment, the canned and bottled ready-to-drink coffee market reached \$2.4 billion in 2015 and has only continued to climb, Bloomberg reported.

One reason RTD coffee may be taking off in 2017? The falling popularity of soft drinks in the U.S. and beyond. "It is probably not a coincidence that canned or bottled ready-to-drink cold coffee is catching on at a time when fewer are drinking carbonated soft drinks, including the caffeinated colas," said Karen Bundy, V.P. of Food & Beverage Marketing at Multi-sponsor Surveys in a press release.

This movement has inspired some of the coffee industry's biggest players jump in to the RTG arena. In September 2016, Dunkin Brands announced it would be partnering with Coca Cola to bring a new line of cold coffee beverages to retail in 2017.

Related: A New Generation of Products Is Shaping the Future of Coffee

3. Morning Coffee on Tap

With ready-to-drink coffee making it easier for consumers to get their caffeine fix on the go, some retailers are trying to get coffee drinkers back in the store with nitrogen infused coffee. Nitro coffee is poured from a tap and provides a similar mouthfeel as a beer (think Guinness). The foamy and creamy texture allows brewers to rely less on sugar and milk to cut coffee's bitter taste, which is appealing to the more health conscious coffee drinker. Plus, the texture is incredibly difficult to replicate in an RTD format, giving coffee shops something to offer millennial consumers looking for unique drinking experiences.

4. Out With Iced Coffee, in With Cold Brew

Iced coffee has long been the go-to for consumers looking for a refreshing pick me up in the summer months or even just an extra kick of caffeine, but this is starting to change. Cold brew coffee has exploded in popularity over the last several years, and 2017 should be no different. Cold brew sales jumped up 580% between 2011 and 2016, according to a Mintel report. While a large part of these sales has been at coffee shops themselves, plenty of retail brands are also adding cold brew products to their lineups.

Here's what separates cold brew from the more traditional iced coffee: Iced coffee brews just like standard hot coffee – it uses heat to extract flavor, sugar, oils and caffeine from the coffee beans. Then, that coffee is chilled and served over ice. The cold brewing process

uses *time*, rather than heat – soaking beans in water for 12 hours or more in order to turn water into coffee.

Related: [How to Make Cold Brew Coffee at Home](#)

5. A Shift Toward Specialty

Overall, as shoppers prioritize experience over price, consumption of gourmet and specialty coffee beverages is on the rise. Out of the \$48 billion U.S. retail coffee market, about 55% of spend will go toward specialty coffee next year, the Specialty Coffee Assoc. of America found. Even for brands that have not traditionally operated in the specialty space, opening up a luxury line could pay off in 2017.

Read the original post at [Repsly](#)

Photo: iStock via Repsly

Coffee is a \$30 billion-a-year U.S. industry - and it's growing

Event planner Gabriel Zahoney begins his workday with 20 ounces of a dark roasted brew at a downtown Phoenix coffee shop.

The 38-year-old, who in less than a decade graduated from instant to full-bodied European coffee, never deviates. “I start every day with a cup,” the new Phoenix resident said.

So do an increasing number of Americans. About 83 percent of adults drink coffee in the U.S., the world’s biggest consumer of the beverage, up from 78 percent a year earlier, according to the National Coffee Association’s 2013 online survey. That’s an average of three cups a day per person, or 587 million cups. The only weak spot: volatile young drinkers, who last year drank less coffee.

“You could say this nation runs on two dark liquids — petroleum and coffee,” said Bob Thompson, a professor of popular culture at Syracuse University who once taught a course on Starbucks and the coffee phenomenon.

“Thousands of people are lubricated and made mobile by coffee every single day.”

Coffee, however, has become more than just a shot of caffeine. It’s a \$30 billion-a-year national industry, a foodie fixation, an affordable luxury, a boost of disease-fighting antioxidants, a versatile ingredient, an intoxicating aroma and a beverage that brings people together.

Industry experts credit a handful of diverse factors driving coffee’s escalating popularity. The most cited is the growth in hot-selling home-brewing gadgets, with single-serve coffee-makers leading the pack. Other strong factors: gourmet offerings, coffee houses with hip appeal and health benefits.

“Coffee has become important to us on so many levels and there’s no signs its cachet is going away any time soon,” said Joe DeRupo, National Coffee Association president. “It’s part beverage, another part pop culture.”

According to the recent NCA survey, consumption of gourmet coffee remains strong and steady, with nearly one-third of U.S. adults drinking a gourmet coffee each day. At the same time, those drinking traditional coffee dropped from 56 percent in 2012 to 49 percent this year.

Gourmet includes gussied-up coffees such as lattes and espresso, along with custom blends of exotic beans. Today, more coffee brands than ever before are parlaying taste, price and even snob appeal to attract customers.

“We’ve gone from drinking mass-produced coffee to specialty coffee. People today are more educated about coffee than ever before. They know where it’s grown and how it’s roasted,” said Matt Poole, owner of Giant Coffee, a downtown Phoenix shop that pours single-origin coffee roasted in San Francisco.

“They want coffee to taste exactly how they like it.”

The coffee house, often called a third space between the home and office, also plays a role. Along with quality beans and skilled baristas, coffee shops — from small independent spots popping up all over the Valley to mega chains like Starbucks — offer a place to meet friends, conduct meetings, work on the computer or read.

“The coffee shop is the town square of today,” said Poole, who also owns Matt’s Big Breakfast in downtown Phoenix. “The expression ‘let’s meet for coffee’ is more about getting together than actually drinking coffee. Coffee houses are providing that place to meet.”

Coffeehouse comes home

At the same time, a record number of Americans are bringing the coffee shop home. Sur la Table, a chain of 100 stores nationwide, reports double-digit increases in the sales last year of its 600-plus coffee products, from espresso makers, filters, grinders to the latest must-have gadget — single-cup brewers.

The single-serve format, which involves machines designed to brew one cup at a time, continues to grow. The study showed that 13 percent of the U.S. population drank coffee made in a single-cup brewer the previous day, up from 10 percent in 2012.

Mintel, a Chicago-based market-research firm, reports that the single-cup coffee market has exploded from \$103 million in sales in 2007 to \$11.8 billion in 2012.

“The interest in coffee makers has been increasing, increasing and increasing as people look to replicate the coffee shop experience at home,” said Martie Sullivan, owner of Sweet Basil Gourmetmare and Cooking School in Scottsdale.

In addition, experts credit coffee’s new-found image as healthy for driving up sales. Coffee, caffeinated or decaffeinated, may help extend the lives of people who drink it daily, according to researchers at the National Cancer Institute.

Men who drank two to three cups a day had a 10 percent chance of outliving those who drank no coffee, while women had a 13 percent advantage, according to the 2012 study.

Other research suggests coffee lowers the risk of diseases, including Alzheimer’s, Parkinson’s and diabetes.

“I don’t think it’s just a coincidence that consumption increased during a time when research refuted the old health myths and proved that coffee was in fact good for you,” DeRupo said.

Changing demographics

While steady growth of consumption continues, the demographics of coffee drinkers constantly changes.

NCA tracked Hispanic-American drinkers for the last two years, and now ties increases in overall coffee consumption to them: 74 percent of Hispanic-Americans drink coffee daily, a full 12 percentage points ahead of non-Hispanics.

“We’re doing a better job of including the Hispanic-American coffee-drinking habits into the survey, and we credit this with part of the overall gain,” DeRupo said.

But the younger generation is drinking less.

Among those ages 18 to 24, 41 percent said they drank coffee daily, down from 50 percent in 2012. Young adults also greatly reduced their daily intake of non-gourmet traditional coffee, dropping to 17 percent from 27 percent last year, the study showed.

Experts, however, are hesitant to label the decrease a trend. The coffee-drinking youth has been volatile, bouncing up and down annually, for the last decade.

Despite changing drinking habits, coffee consumption is expected to continue its upward climb.

“We usually flip over new foods, not something that has been around for centuries,” Thompson said. “But today coffee’s got everything going for it, plus a jolt of caffeine that’s hard to beat.”

Reach the reporter at karen.fernau@arizonarepublic.com or 602-444-4779.

Item 10 Issuer Certification

I, Ryan Medico, certify that:

1. I have reviewed this Initial Disclosure Statement of Elev8 Brands, Inc.; and
2. Based on my knowledge, this Disclosure Statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this Disclosure Statement; and
3. Based on my knowledge, the Financial Statements and other financial information included or incorporated by reference in this Disclosure Statement, fairly present in all material respects, the financial condition, results of operations and cash flows of Elev8 Brands Inc. as of and for the periods presented in this Disclosure Statement.

March 31, 2017

A handwritten signature in black ink, appearing to read "Ryan Medico", written over a horizontal line.

Ryan Medico
Chief Executive Officer and Chairman