

GURU Organic announces transition from distribution agreement with PepsiCo Canada

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GURU Organic Energy Corp. Canada's leading organic energy drink brand announced that its distribution agreement with The Pepsi Bottling Group (Canada), ULC, a subsidiary of PepsiCo (PepsiCo Canada), will conclude on May 22, 2025. The termination occurred to the terms outlined in the agreement with PepsiCo Canada signed in June 2021. GURU will transition back to its proven direct distribution model that drove GURU's growth from 1999 to 2021, ensuring uninterrupted service to retailers and consumers across Canada.

"We are excited to resume direct business relationships with all retailers across Canada, reconnect with our partners and strengthen GURU's presence in the market while continuing to grow our presence online and in the U.S.," said Carl Goyette, President and CEO of GURU. "We remain committed to delivering the same high-quality products and service to our valued customers and partners throughout the transition."

Between now and May 22, 2025, GURU will work closely with PepsiCo Canada to ensure a smooth transition for all stakeholders. Post-transition, GURU plans to expand its internal sales force and reestablish partnerships with distributors who share its vision for better-for-you energy innovation.

This transition aligns with GURU's focus on fostering a more direct connection with consumers and reinforcing its unique position as a leader in the natural energy drink space. The Company is confident that this change will provide greater flexibility, stronger brand control, and the ability to reinvest in growth opportunities.