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READY-TO-DRINK COCKTAIL COMPANY SAYS CHEERS TO A SUSTAINABLE SUMMER WITH FREE NATIONAL RECYCLING PROGRAM

*BuzzBallz Invites Consumers to Recycle Brand's Aluminum and Rigid Plastic Packaging through
TerraCycle®*

TRENTON, N.J., July 5, 2022 - No matter where the party is happening this summer, BuzzBallz®, the women-owned alcohol company dedicated to reinventing happy hour, is making it easy to celebrate sustainably with an unique recycling opportunity. The BuzzBallz® Recycling Program, launched in partnership with international recycling leader TerraCycle, assists consumers and bartenders to recycle the rigid plastic and aluminum components of BuzzBallz packaging.

“Today’s consumer is concerned about the environment and looking to eliminate waste as much as possible,” said Tia Wines, Director of Marketing, for BuzzBallz, LLC South Champion. “We’re happy that we can offer our eco-conscious consumers an option for recycling our products through this TerraCycle partnership.”

Participation in the BuzzBallz® Recycling Program is simple: sign up on the TerraCycle program page at <https://www.terracycle.com/en-US/brigades/buzzballz> and mail in BuzzBallz packaging using a prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

BuzzBallz’s partnership with TerraCycle furthers an existing commitment to sustainability. In 2018, the company was commended for its commitment to environmental causes, pollution prevention achievements, and role in creating a sustainable future with the Environmental Leadership Award, presented by their local city council in Carrollton, Texas.

“The BuzzBallz® Recycling Program is providing consumers with an exciting opportunity to responsibly recycle their packaging and divert waste from landfills,” said TerraCycle CEO and Founder, Tom Szaky. “Cocktail lovers can now have fun and enjoy BuzzBallz products during happy hour, but without worrying about the environmental repercussions.”

Any interested individual, office, or community organization can participate in the BuzzBallz Recycling Program. To learn more about TerraCycle’s recycling programs, visit www.terracycle.com.

About BuzzBallz, LLC/Southern Champion

BuzzBallz LLC/Southern Champion is a woman-owned and family-operated distillery, winery and brewery in the state of Texas, which was founded in 2009 as the result of Merrilee Kick’s master’s degree thesis project. In a little more than 12 years, BuzzBallz, LLC/Southern Champion has greatly expanded its product base and begun to grow into a worldwide brand. As the only joint distillery, winery and brewery in the US that is woman owned, this company has gained significant recognition, boasting distribution nationwide and dozens of awards. The company maintains a fun brand message as they create high-quality, premixed cocktails, as well as small-batch spirits. Learn more at: <http://www.southern-champion.com/>, www.uptowncocktails.com and www.buzzballz.com.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating in 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with its partners to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its reuse platform Loop gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.