

FOR IMMEDIATE RELEASE:

### **Necessity Is The Mother Of Invention**

Invention is born out of necessity here's living proof, Kevin Frija the CEO of VPR brands came up with the idea of our newest product which will be launching in March. Back in October when the FDA first started to mention flavor bans, Mr. Frija came up with a simple yet novel idea of nicotine gummies. As most people are aware, gummies are one of the newest and best-selling trends in the market for nutritional supplements vitamins & alternative supplements (CBD/THC). Surprisingly enough there's nicotine gum that's been on the market for several years which everyone knows of. Until now, nicotine gummies did not exist.

Combining our long experience in vaping with our Krave brand of cigarettes and using our bestselling flavors profiles for e-liquid we created a hybrid product mixing the flavor experience and combining it with gummy squares which dissolve and are not a nuisance like gum. Our gummies squares aren't meant to be a smoking sensation aid, their specifically formulated in a low 1mg dose to be used as the first ever vaping alternative – this is the right product at the right time, on trend to fill the void in the back bar with all the flavored vapes coming out.

Please contact Kevin Frija for inquiries and or interview

For sales inquiries contact Gary Rep

The logo for Krave Nicotine Gummies is centered on a black rectangular background. The word "Krave" is written in a large, stylized, metallic silver font with a registered trademark symbol (®) to the upper right. Below "Krave", the words "NICOTINE GUMMIES" are written in a smaller, white, sans-serif, all-caps font.

**KrAVE<sup>®</sup>**  
**NICOTINE GUMMIES**

**KRAVE**  
NICOTINE GUMMIES



12 Flavored 1MG Nicotine Gummies

**KRAVE**  
NICOTINE GUMMIES



**Blueraz**  
\$5.95

**Pineapple**  
\$5.95

**Cherry Bomb**  
\$5.95



VPR Brands • 3001 Griffin Rd. Fort Lauderdale, FL 33312 • 800-974-2950

Gary Rep • (954) 504-9086 • [gary.rep@vprbrands.com](mailto:gary.rep@vprbrands.com)

Kevin Frija • [kevin.frija@vprbrands.com](mailto:kevin.frija@vprbrands.com)