

WB Canna Co & Wellness adds BioSteel to portfolio



BioSteel line of sports hydration products are now available for the first time in the Caribbean, Latin America and travel retail; each bio-steel sports drink is sugar-free, eco-friendly and filled with quality ingredients, natural flavors and essential nutrients to support physical activity

WB Canna Co & Wellness, a new wholly owned subsidiary of wine and spirits distributor WEBB Banks, has announced the addition of the popular line of BioSteel sports hydration products to the company's quickly growing portfolio. Launched earlier this year, WB Canna Co & Wellness aims to distribute top quality cannabidiol (CBD) and wellness products in the Caribbean, Latin America, and travel retail.

Founded in 2009, BioSteel focuses on delivering premium "Clean. Healthy. Hydration" to consumers and athletes across the globe. Each BioSteel sports drink is sugar-free, packaged in an eco-friendly Tetra Pak and filled quality ingredients, natural flavors and essential nutrients necessary to support physical activity. The brand holds an impressive roster of #TeamBioSteel athletes including Patrick Mahomes, Luka Dončić and Christen Press, and partners with iconic sports franchises across North America.

This partnership with WB Canna Co. & Wellness marks the first time that BioSteel products will be available in the region.

"For years BioSteel has been the top name in sports hydration for professional athletes and fitness-minded consumers, and we're very excited to bring these innovative products now to consumers in the Caribbean, Latin America and duty free. BioSteel is an important addition to the WB Canna Co. & Wellness portfolio as we continue to build a book of world-class wellness brands," says Phillip Jarrell, COO, WB Canna Co & Wellness.

Originally formulated for pro athletes, BioSteel's products have gained popularity among all types of ¹

consumers because of the quality of the brand and the authenticity of its partnerships. This relationship allows BioSteel to continue to tell its story, which started in the locker room and is now spilling over into the Atlantic Basin.

“We’re thrilled to be partnering with WB Canna Co.& Wellness to introduce BioSteel to this region. With their vast distribution in the Caribbean and Latin America, this partnership will build on our commitment to delivering premium Clean. Healthy. Hydration. to health and environmentally-conscious consumers and athletes across the globe,” adds John Celenza, Co-Founder & Co-CEO, BioSteel.

To learn more, visit www.wbcannaco.com and follow @wbcannaco on Instagram.