

# HOUSTON'S BAYOU CITY HEMP COMPANY ACQUIRES 8TH WONDER BREWERY, DISTILLERY AND CANNABIS

*LARGEST CANNABIS OPERATOR IN TEXAS LEANS INTO BEVERAGE WITH ACQUISITION OF 8<sup>TH</sup> WONDER, A LOCAL CRAFT BREWERY AND HOUSTON STAPLE*

*BAYOU CITY HEMP POISED TO CAPTURE THE TEXAS ADULT BEVERAGE MARKET WITH A DIVERSIFIED PORTFOLIO OF LEADING BRANDS*

*ACQUISITION IS A VERTICAL INTEGRATION OF BOTH COMPANIES, COMBINING AWARD-WINNING BEVERAGE CRAFTSMANSHIP WITH INDUSTRY-LEADING CANNA SCIENCE*

**HOUSTON, TX (June 7, 2023)** – Today the leadership team of Houston's Bayou City Hemp Company, the leading cannabis operator in Texas, announced the acquisition of 8th Wonder Brewery, Distillery and Cannabis, one of the city's most popular and respected craft brewers and distillers. The announcement follows a series of successful collaborations to create non-alcoholic THC beverages for canna-curious Texas consumers. The acquisition integrates the artisanal expertise of the iconic Houston craft brewer with the cutting-edge science of Texas' largest and most trusted cannabis operator. With a C-suite that draws from a wide range of experience (oil and gas, beverage sciences, CPG branding and marketing), Bayou City Hemp is poised to capture the Texas adult beverage market with a diversified portfolio of leading brands. The transaction has enormous implications for both the Texas beverage industry and the U.S. cannabis market, which is expected to grow to more than \$86 billion by 2030.

"We're excited to welcome the 8<sup>th</sup> Wonder Team to the Bayou City Family," said Benjamin Meggs, Chief Executive Officer of Bayou City Hemp Company. "Our commitment to provide quality products and trusted brands to consumers is strengthened with 8<sup>th</sup> Wonder, who has been a Texas staple in craft beer and spirits for over a decade. We look forward to growing market share and distribution to the entire portfolio of products through expanded resources and combined expertise. This is not merely an acquisition; it is a bold declaration of our intent to lead and innovate in the heart of Texas."

As the first of its kind, the combined company houses cannabis, craft beer and spirits under one roof, to be distributed and sold together in traditional sales channels across the country. Bayou City Hemp will leverage the established and trusted brand awareness 8<sup>th</sup> Wonder has built over the last decade to accelerate its portfolio's speed to market.

"From day one at 8th Wonder, our goal was to build a hundred-year company," said Ryan Soroka, co-founder and principal architect of the highly successful 8th Wonder brand. "This transaction will provide the leadership and resources needed to achieve that dream. We look forward to a refreshed and revitalized 8th Wonder as we move forward with Bayou City Hemp into the exciting future of the beverage and cannabis industries."

The acquisition is expected to provide, among others, the following strategic benefits:

**Texas' Most Innovative and Integrated Beverage Company:** The acquisition of 8th Wonder by Bayou City Hemp creates a ground-breaking new entity, committed to bringing innovative beverages to market and meeting consumer demand across all categories. The cutting-edge nano-emulsions pioneered by Bayou City Hemp, complemented with the complex beverage

formulations from 8<sup>th</sup> Wonder, results in redefining what is possible, and expected, by Texas beverage consumers, retailers and restaurants.

**Strategic Footprint:** The transaction positions Bayou City Hemp to leverage 8th Wonder's existing distribution network, industry relationships and strong brand equity to immediately gain shelf placement in traditional sales channels, across thousands of points of distribution, including at top Texas retailers such as HEB, Kroger, Wal-Mart, Total Wine, and Specs.

**Accelerated Growth:** Bayou City Hemp assigns significant value and resources to 8th Wonder. Industry partners will see a refreshed and revitalized 8th Wonder, with the capability to reach new consumers, while preserving the iconic spirit of the brand that Texans know and love. As part of Bayou City Hemp, 8th Wonder will have access to significant capital, expanding the brand's footprint to compete with national players in craft beer and spirits as well as the emerging NA beer and RTD spirits categories.

Bayou City Hemp welcomes 8th Wonder principals to the combined executive team. 8th Wonder's Brewmaster and co-founder Dr. Aaron Corsi, joins as Chief Operating Officer. Ryan Soroka, 8th Wonder President and co-founder, joins as Chief Brand and Marketing Officer. The company will continue under the leadership of Benjamin Meggs as Chief Executive Officer and co-founder, Jeromy Sherman as Chief Business Officer and co-founder, Karen Trotter as Chief Financial Officer, Joel Canada as Chief Revenue Officer and Stephen Horton as Chief Innovation Officer.

Bayou City Hemp Company's combined portfolio of THC beverages hit menus and store shelves in Houston, Austin, San Antonio and Dallas earlier this year. They are available for order across the state through Flood Distribution now.

**Photography by Sergio Trevino:**

<https://www.dropbox.com/scl/fo/8faxsr10ltzvucr8feq0w/h?dl=0&rlkey=t22t0jtalu3nb4ay01v4lictc>

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ABOUT BAYOU CITY HEMP COMPANY

Founded in 2019, Bayou City Hemp Company is a top-tier, vertically integrated cannabis operator in Texas, renowned for its world-class facility, team, and high-quality products. The company, leveraging cutting-edge nano-emulsion technology, has crafted award-winning consumer goods including edibles, vapes, additives, and seltzers. Bayou City is dedicated to setting industry standards, fostering innovation, and collaborating with partners to deliver reliable cannabis-derived products. As trailblazers in Texas' cannabis sector, the company is committed to educating and raising awareness to normalize the industry. The company plays a key role in the Texas cannabis industry focusing on ingestible products, mainly beverages and edibles, to meet consumer demand. As public interest gravitates towards healthier options, Bayou City aims to present cannabis as a beneficial alternative. Visit [www.bayoucityhemp.com](http://www.bayoucityhemp.com) for more details.

ABOUT 8TH WONDER BREWERY & DISTILLERY

8th Wonder Brewery & Distillery are Houston's favorite purveyors of craft beer and spirits. Established in 2011 and located in the heart of EaDo, 8th Wonder offers signature year-round, seasonal, and special release brews in addition to handcrafted spirits, plus its groundbreaking

line of cannabis seltzers including Delta-8 Wonder Water and CBD Wonder Water, the first of their kind in Texas. With a name that pays homage to the iconic Astrodome, 8th Wonder is nestled near three of Houston's modern sports arenas, making it the ideal gathering place to root for the home team. 8th Wonder features a one-acre family- and dog-friendly backyard with colorful picnic tables and a rotating cast of Houston's best food trucks. For menus, hours, and more, visit <https://8thwonder.com/>.