



## **Zevia Appoints Brian Bousley as Chief Commercial Officer**

LOS ANGELES – (BUSINESS WIRE) – May 26, 2026 – Zevia PBC (“Zevia”) (NYSE:ZVIA), the Company that provides naturally delicious, zero sugar better-for-you beverages, today announced the appointment of Brian Bousley as Executive Vice President, Chief Commercial Officer, effective immediately. In this role, Mr. Bousley will lead Zevia’s commercial organization, responsible for sales, distribution and category management, reporting to President and Chief Executive Officer Amy Taylor. Mr. Bousley will play a key role in sharpening channel strategy, driving distribution, strengthening customer partnerships, and leading category growth in support of advancing the Company’s long-term strategy.

“I’m thrilled to welcome Brian to our team as Executive Vice President and Chief Commercial Officer,” said Amy Taylor, President and Chief Executive Officer at Zevia. “Brian brings more than 25 years of beverage industry experience with a strong track record of driving commercial performance at scale for growth companies across multiple categories. He is a respected leader with a history of building high-performing teams, optimizing route-to-market models, and raising the bar for commercial excellence.”

Prior to joining Zevia, Mr. Bousley served as Chief Commercial Officer at Yerba Madre since 2023, where he led initiatives that delivered strong double-digit growth including a clear channel strategy, channel expansion and route-to-market optimization. Prior to Yerba Madre, he served as President at Pabst Brewing where he delivered a strategy and cross-functional approach that delivered consistent organic growth. Before that, as Red Bull’s VP of Retail Sales, Mr. Bousley managed over 60% of the North American business with annual sales of \$1.3B which he delivered through sharp channel strategy, excellence in key account management and strategic RTM adaptations, driving cumulative growth rates of more than 45%. He previously held senior level sales positions at Pacific Wine and Spirits and Diageo North America.

“I’m incredibly excited to join Zevia at such an important moment in its growth journey,” said Bousley. “I’ve spent my career building strong commercial organizations, partnerships, and aligning sales and marketing to drive growth. I see meaningful opportunity to help shape Zevia’s commercial strategy and look forward to working with this passionate team to capture the significant growth potential ahead.”

### **About Zevia**

Zevia PBC, a Delaware public benefit corporation designated as a “Certified B Corporation,” is focused on addressing the global health challenges resulting from excess sugar consumption by offering a broad portfolio of zero sugar, zero calorie, naturally sweetened beverages. All Zevia® beverages are made with a handful of simple ingredients, contain no artificial sweeteners, and are Non-GMO Project verified, gluten-free, Kosher, and vegan. Zevia is distributed in more than 39,000 retail locations in the U.S. and Canada through a diverse network of major retailers in the grocery, drug, warehouse club, mass, natural, convenience and ecommerce channels.

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