BOTANICAL BEVERAGE BRAND MOMENT AND CROWN HOLDINGS ELEVATE "MODERN SODA" TO A NEW LEVEL OF SUSTAINABILITY

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Revamped "Drink Your Meditation" Cans Meet Consumer Demand for Healthy and Sustainable Beverage Options

TAMPA, Fla., March 31, 2025 /PRNewswire/ -- "Botanical soda" brand Moment (www.drinkmoment.com) has partnered with Crown Holdings, Inc. (NYSE: CCK) (Crown) (www.crowncork.com) to expand its sustainability efforts by upgrading the aluminum packaging of its botanical and adaptogen-based drinks sold across the U.S. By replacing shrink-wrapped aluminum cans with directly printed cans—which feature unparalleled sustainability credentials—the company will vastly improve package circularity as well as its environmental impact. To complete this transition, Moment chose Crown for its comprehensive packaging expertise, graphic design capabilities, technical services and dedication to sustainability. One of Moment's partners, Capsules and Closures, LLC, is providing additional support.

"Moment represents an exciting corner of the beverage industry that continues to top category charts," said Bryan Sahadi, Marketing and Commercial Operations Senior Manager at Crown. "We are thrilled to support the brand's success in the 'modern soda' market by providing an eco-friendly, stunning package that reflects evolving consumer preferences. As Moment continues to soar in popularity, we are committed as their supplier and graphic design resource—and we look forward to seeing what is next in their inspiring journey."

The collaboration between the companies will enable Moment to move six of its most popular SKUs to an infinitely recyclable format while upholding the consumer experience.

"As Moment continues to grow and lead in the 'modern soda' space, partnering with Crown to elevate our packaging is a no-brainer," said Aisha Chottani, founder and CEO of Moment. "Crown has demonstrated extensive expertise in everything from supply chain sustainability to shelf appeal; between their capabilities and the close support from Capsules and Closures, we are able to extend our retail reach in a more sustainable format but with the signature look and feel our customers expect."

Paired with the tagline "Drink Your Meditation," Moment's SKUs with Crown will include top-performing flavors like Sparkling Blackberry Lavender and Still Blueberry Ginger, which foster stress relief and mental clarity with South Asian-inspired ingredients like ashwagandha and L-theanine. Non-alcoholic, low-calorie and with no added sugar, the beverages satisfy increased consumer demand for healthy options around holiday seasons and the rise of the "sober-curious" demographic.

Female- and minority-owned, the brand has built a loyal customer base with those seeking natural beverage formulations to enjoy during various lifestyle and social activities. Since appearing on the hit reality show "Shark Tank," Moment has experienced 400% growth and is poised for a significant scale-up. Its new packaging will maintain product transparency and integrity through this expansion while also upholding the brand's striking visual identity—reflected in a series of ombre cans in bright, eye-catching colors.

All of Moment's transitioned SKUs will be available in 12-oz CrownSleek cans in key regions nationwide by early 2025, starting with a roll-out in the Midwest and Northeast and followed by arrival on the West Coast.

To learn more about Crown's beverage can capabilities and services, visit https://www.crowncork.com/beverage-packaging.

About Crown Holdings, Inc.

Crown Holdings, Inc., through its subsidiaries, is a leading global supplier of rigid packaging products to consumer marketing companies, as well as transit and protective packaging products, equipment and services to a broad range of end markets. World headquarters are located in Tampa, Florida. For more information, visit www.crowncork.com.

For editorial inquiries: Colby Wilson (crownholdings@marathonstrategies.com).

About Moment

Moment is a natural botanical based beverage that supports mental clarity and stress-relief. It contains no added sugar and is a low-calorie, non-GMO option with fun flavors inspired from around the world. Moment is female-owned, minority-owned and shares 1% of profits with mental health non-profits.

About Capsules and Closures, LLC

Capsules and Closures LLC, established in 2015, is a female-owned business that provides specialized closures for food and beverage containers, as well as high-quality cans. In addition to its products, which support shelf life, transport and storage for consumer-packaged goods, the company offers sourcing and consulting expertise to customers throughout the U.S.

Cautionary Note Regarding Forward-Looking Statements

Except for historical information, all other information in this press release consists of forward-looking statements within the meaning of federal securities law. These forward-looking statements involve a number of risks, uncertainties and other factors that may cause actual results to be materially different from those expressed or implied in the forward-looking statements. Important factors that could cause the statements made in this release or the actual results of operations or financial condition of the Company to differ are discussed under the caption "Forward Looking

Statements" in the Company's Form 10-K Annual Report for the year ended December 31, 2024 and in subsequent filings. The Company does not intend to review or revise any particular forward-looking statement in light of future events.

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