# SAN JUAN BEVERAGE COMPANY & CROWN HOLDINGS TEAM UP TO LAUNCH SUPER BOWL CHAMP KAM CHANCELLOR'S BAMMARITA COCKTAIL IN CANS

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*New Partnership Brings Pacific Northwest Fan Favorite Cocktail to the RTD Market*

TAMPA, Fla., May 7, 2025 /PRNewswire/ -- Today, leading aluminum beverage can manufacturer Crown Holdings, Inc. (NYSE: CCK) (Crown) (www.crowncork.com) announced a new partnership with San Juan Beverage Company (San Juan Bev. Co.) (www.sanjuanseltzer.com) to become the exclusive beverage packaging provider for SAN JUAN BAMMARITA, a premium ready-to-drink (RTD) cocktail collaboration created with legendary Seattle Seahawks safety Kam Chancellor. Crown's partnership with the nation's first small-batch hard seltzer company will bring the Super Bowl champion's premium best-selling margaritas from his Legion Sports Bar to stores throughout the country. West Coast Container Inc. will be collaborating with Crown to provide additional support to this partnership.

"Crown is thrilled to partner with San Juan Bev. Co. in launching this innovative and exciting new product into the rapidly growing RTD market," said Bryan Sahadi, Marketing and Commercial Operations Senior Manager at Crown. "Our extensive packaging experience and capabilities and state-of-the-art graphic design operations are ideally suited to help achieve both San Juan Bev. Co.'s goals and Kam's vision, resulting in ultimate speed-to-market to get BAMMARITA in the hands of consumers."

Brewed and blended with San Juan Bev. Co.'s proprietary Island Shine™, BAMMARITA is winning over consumers with its crisp, clean taste that presents a gluten-free, lower-calorie, "better-for-you" alternative to a traditional margarita. A portion of the proceeds from sales of BAMMARITA will be donated to charity: water, a nonprofit organization that works with local groups across the globe to build sustainable, community-owned projects that increase access to clean water for people living in rural areas.

"Rooted in the spirit of the Pacific Northwest, we set out to craft our RTD cocktails with purpose and heart," said Ron Lloyd, president and CEO of San Juan Bev. Co. "Through our partnership with Kam and his wife, Tiffany, we've been able to do all this and more with BAMMARITA – investing back into our Pacific Northwest community by providing consumers flavors they want and an economic boost to local jobs and businesses. We are thrilled with the support we are already receiving from bars and grocery retailers such as Kroger's QFC, Albertsons/Safeway, and others. Crown's expertise and efficiency, along with a seamless partnership with West Coast Container, were instrumental in turning our joint mission into a reality in just three months."

"I'm so thankful for everything Seattle has done for me for the last 15 years," said Kam Chancellor, founder of the BAMMARITA trademark and former Seattle Seahawks safety. "Since I retired in 2017, I've made it my priority to do as much as possible to give back to the community that supported me. BAMMARITA is my way of saying 'thank you' to the 12s and to continue showing my appreciation for this fan base."

Inspired by Kam's signature nickname "Bam Bam Kam," BAMMARITA features four unique flavor profiles: Lime, Cadillac, Mango, and local favorite Kiwi Strawberry. Each 6% abv (alcohol by volume) BAMMARITA flavor is made available exclusively in 12-oz CrownSleek cans. As part of the seasonal summer promotional lineup, local stores created space for BAMMARITA ahead of marketing milestones like Cinco de Mayo and Memorial Day. Consumers can now find BAMMARITA featured prominently in most major local retailers.

San Juan Bev. Co. – founded in 2017 by Katy Enger and located in the heart of Seattle – has a rich history of bringing the local flavors of the Pacific Northwest to life, launching the eighth seltzer to ever enter the national market. Brewed in small batches, the Seltzery™ uses only the finest ingredients to create a crisp and clean, lower-calorie seltzer.

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.*

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**About San Juan Beverage Company**

*Founded by Katy Enger in 2017, San Juan Seltzer was the first spiked seltzer brand launched in the Pacific Northwest in 2018 and has the nation's first and only production Seltzery®. The #1 selling craft-style brand in the Pacific Northwest, San Juan Seltzer is one of the lowest calories spiked seltzers on the market and zero sugar and zero carbs per 12-ounce serving. Flavors are inspired by the fruits, herbs and vegetables grown in the Pacific Northwest, such as Rainier Cherry, Huckleberry, Fuji Apple, and Peach Rosé, etc. and are Gluten Free and KETO friendly. Each can is either 4.2%, 5%, 8% or 8.4% alcohol by volume (ABV). All flavors are available on tap at San Juan Seltzery Taproom, Kitchen & Bar in SoDo and in cans and on draft in thousands of Pacific Northwest, Montana, Alaska and Texas locations. Enjoy the San Juan Island lifestyle wherever you go!*
*www.sanjuanseltzer.com*

**About West Coast Container**

*Being part of customer's success runs through our company top to bottom. West Coast Container has been a part of new product development for almost forty years and takes great pride in the items the company has helped to launch, including products that can be found in stores nationally. With the right components, the right support, and the right expertise, West Coast Container works hard to get behind winning brands by coordinating and*

*executing tailored scheduling and deliveries.*

**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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