

BeBevCo Launches Cheech and Chong Relaxation Ice Cream

STATESVILLE, N.C. (PRNewswire) — [Bebida Beverage Company](#) [1] (BeBevCo), a developer, manufacturer and marketer of relaxation and energy products, is pleased to announce that its subsidiary, Relaxation Solutions, Inc. (RSI), has secured a multi-year licensing agreement to brand its new-to-market line of [Relaxation Ice Cream](#) [2] utilizing powerhouse icons, Cheech and Chong, and their classic movie, "Cheech & Chong's Nice Dreams" for a branding opportunity never before seen in this market space.

The hemp and supplement-infused frozen treats will come in two appropriately named flavors: Chillin' Chocolate™ and Groovy Vanilla™.

Under the licensing agreement, RSI will launch 'Nice Dreams', a delicious relaxation ice cream named after the blockbuster duo's 1981 hit film. Brian Weber, CEO of BeBevCo, opined, "What could be a better example of what we are doing than a film about two enterprising young men who make an amazing amount of money selling ice cream. And that's exactly what we plan to do with [Cheech and Chong's Nice Dreams Relaxation Ice Cream.](#)" [2]

"I'm sure many would agree that Cheech and Chong were pioneers in alternative relaxation methods. What better ambassadors are there to bring relaxation frozen treats to the forefront of the consumer mind than these two popular characters."

Company executives are confident that creative licensing launched with the flagship brand, [Cheech and Chong's Nice Dreams Relaxation Ice Cream](#) [2], will impact RSI similarly to Ben & Jerry's of Relaxation Frozen Treats. Ben & Jerry's is at \$132 million in annual sales as of April 4, 2012, according to [StatisticBrain.com](#) [3].

Likewise, the brand lends itself well to consumers interested in the multi-billion dollar Cannabis and Medical Marijuana markets. "Prospective buyers have already proclaimed this as a brilliant play in an ever-growing sector," adds Weber. "I'm sanguine with the opportunity this provides us as a top contender in global markets in taking BeBevCo and its subsidiaries to the next level."

Several other executive and distribution announcements will be made in the very near future.

Like Cheech and Chong Ice Cream on Facebook, by clicking [here](#). [2]

Like BeBevCo on Facebook, by visiting [here](#). [4]

Follow Cheech and Chong's Nice Dreams Relaxation Ice Cream on Twitter [@CheeChongCream](#) [5].

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Shareholders, investors and potential new distributors are invited to be added to the corporate e-mail database for the future distribution of corporate press releases and industry updates by sending an e-mail to lcgroup@mindspring.com [6].

About BeBevCo:

BeBevCo. (Bebida Beverage Company) develops manufactures and markets liquid relaxation products including KOMA Unwind "Liquid Relaxation" (TM), KOMA Unwind Sugar-free "Liquid Relaxation" (TM) and KOMA Unwind "Liquid Relaxation" Shot (TM) as well as POTENCIA Energy, POTENCIA "BLAST" energy shot, Relax 5 shots and Piranha Water.

Corporate websites accessible at BeBevCo.com, [7] Relaxfive.com [8] and KOMAU unwind.com. [9]

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[1] <http://bebevco.com/>

[2] <https://www.facebook.com/pages/Cheech-and-Chong-Ice-Cream/413323572136419>

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