

Geloso Partners with Prime to Take Beach Day Every Day Beyond Quebec

31 August 2026 | News

This collaboration brings together two Quebec companies with a shared ambition: to build a strong brand



Prime Drink Group Corp. announces that it has entered into a non-binding letter of intent with 9435-7639 Québec Inc., doing business as GefCo, a company forming part of Les Entreprises du Groupe Geloso (Geloso).

Pursuant to the Partnership LOI, Prime and Geloso will form a strategic partnership for the distribution, marketing, production and development of the Beach Day Every Day (BDED) business across the rest of Canada, excluding Quebec, as well as the United States and Europe.

This collaboration brings together two Quebec companies with a shared ambition: to build a strong brand, develop new markets and establish Beach Day Every Day as a leading brand in its category in Canada and internationally.

With several decades of experience, Geloso has recognized expertise in the development, production, marketing and distribution of beverages and has a significant presence in Canada, the United States and Europe. For Prime, this partnership represents a major milestone in its growth strategy and will enable BDED to benefit from Geloso's operational expertise, production capacity and commercial strength.

Pursuant to the Partnership LOI and subject to the completion of the transaction involving the acquisition of all of the issued and outstanding shares of Prime Capital Investments Inc., announced on August 26, 2026, Prime and Geloso intend to incorporate a new corporation (Newco). Newco will be owned fifty percent (50 per cent) by Prime and fifty percent (50 per cent) by Geloso and will be managed by Aldo Geloso.

Prime will contribute the BDED assets to Newco, while Geloso will be responsible for the operation and management of the BDED business across the rest of Canada, the United States and Europe.

The parties also intend to negotiate and enter into a definitive agreement granting Geloso exclusivity with respect to distribution, co-manufacturing, agency, pricing and bottling in the Territory for an initial term of five (5) years. Geloso and its subsidiaries are arm's-length parties to the Company.

Beach Day Every Day is already experiencing significant success in Quebec, where the brand generates tens of millions of dollars in annual sales in collaboration with a leading player in the Canadian brewing industry.

Prime believes that combining the strength of the BDED brand with Geloso's expertise represents a significant opportunity to replicate this success across the rest of Canada, the United States and Europe.

Jean Gosselin, Chief Financial Officer of Prime, commented: "We are extremely proud to partner with Geloso. Their recognized expertise, production capacity and extensive network are major assets in accelerating the development of Beach Day Every Day across the rest of Canada, the United States and Europe. BDED is already experiencing remarkable success in Quebec. By combining the strength and potential of our brand with Geloso's know-how, experience and commercial reach, we believe we can replicate this success on a much larger scale.

"This partnership also represents an important milestone in our expansion strategy. Our ambition is clear: to establish Beach Day Every Day as a leading brand in its category across the rest of Canada, the United States and Europe, while creating sustainable long-term value for our shareholders."