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Dewmar International BMC, Inc. (DEWM) to Provide Lean Slow Motion Potion Sampling Event at 34 Walmart Supercenters in Texas and Oklahoma During Labor Day Weekend

DALLAS, TX--(Marketwired - Aug 31, 2017) - [Dewmar International BMC, Inc.](#) (the "Company") (OTC PINK: [DEWM](#)) today announced that it will provide sampling of [Lean Slow Motion Potion](#) relaxation beverages at Walmart Supercenters throughout Texas and Oklahoma during this Labor Day weekend.

After a very successful sampling event with Walmart at [The 2017 Essence Music Festival](#) which resulted in thousands of dollars in sales, Dewmar will again partner with Walmart for an in-store sampling campaign over this Labor Day weekend. The "*Leanin on Labor Day*" sampling events will occur at [34 Walmart Supercenters](#) from August 31st - September 3rd between 10:30 am and 6:30 pm.

Go to the Lean Slow Motion Potion Labor Day branded [landing page](#) below for an official list of participating Walmart Supercenters that will be hosting the sampling events or copy and paste this link:<http://www.leanslowmotionpotion.com/walmart-labor-day-sampling.html>

You can view a map of all the Walmart stores that carry Lean Slow Motion Potion in a three state area at: www.leanslowmotionpotion.com/store-locator

"We are excited to follow-up our success at the Essence Festival with our *Leanin on Labor Day* Sampling campaign," commented Dr. [Marco Moran, CEO of Dewmar International](#). The goal of these sampling events is obviously to win over hundreds of new repeat customers via point-of-purchase sales and we have always been very successful in achieving that with the Lean product line-up due to the products' great taste." Dr. Moran said, "To ensure continued success as we expand our sampling events, we have teamed with [Advantage Solutions](#) to leverage their field experience at launching in-store campaigns where they expect to have approximately 1,000 new customers to sample Lean for the first time over this 4 day period."

History shows that when a customer samples any flavor of Lean Slow Motion Potion, they are then motivated to purchase on-the-spot which speaks volumes about the taste and quality of our Brands. The effectiveness of these sampling events in driving sales is pivotal leading up Dewmar's upcoming planning meeting with Walmart's category buyer to discuss the brand's future for potential modular expansion, product line and new market territory expansion.

Dewmar executives plan to send a portion of all sales that occur at these Walmart *Leanin on Labor Day* sampling events to the [American Red Cross](#) recovery effort helping victims of Hurricane Harvey.

For those who would like to purchase Lean Slow Motion Potion but don't live in the Dallas - Fort Worth or Oklahoma City area, you may visit Dewmar's online sales website at: <http://www.leanslowmotionpotion.com> The link will send consumers either to [Walmart.com](#) or to [Amazon.com](#) for fulfillment where they can purchase all three flavors of Purp, Yella and Easta Pink.



About Dewmar International BMC, Inc.

[Dewmar International BMC, Inc.](#) is a diversified company with select subsidiaries that operate in the cannabis sector. The company is the maker of [Lean Slow Motion Potion](#) and [Kush Cakes](#) which are both top selling products in their respective market segments.

The company has offices in Clinton, MS; Houston, TX; Denver, CO and New Orleans, LA. Dewmar was rated by the [Mississippi Business Journal](#) as one of the State's top publicly traded companies.

Follow and like Dewmar on its official [Facebook](#) and [Twitter](#) sites. Also, subscribe to Dewmar's [Company Newsletter](#) at the bottom right of our homepage to receive updates.

About Advantage Solutions

Advantage Solutions is a retailer promotion agency specializing in the creation and execution of engaging multi-brand marketing programs.

Click [here](#) for the Safe Harbor Statement.

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