



News Release

Information Regarding the High Noon Voluntary Recall Affecting CELSIUS® ASTRO VIBE™

2025-07-29

Celsius was recently made aware of a labeling error involving a limited number of High Noon Beach Variety 12-packs (12 fl. oz. cans). Some of these packs contain cans that are mislabeled as CELSIUS® ASTRO VIBE™ Energy Drink, Sparkling Blue Razz Edition and are filled with High Noon vodka seltzer. We are taking this issue seriously and addressing it proactively in the interest of consumer safety.

Preliminary findings show that the issue originated with a shared, third-party can supplier, which mistakenly shipped empty CELSIUS ASTRO VIBE™ cans to High Noon. Celsius was not involved in the production, filling, or distribution of the affected products. We are working closely with High Noon, its parent company GALLO, and the U.S. Food and Drug Administration to fully investigate the incident, raise consumer awareness, and support High Noon with its voluntary recall. This recall does not involve any CELSIUS products, only aluminum cans bearing our artwork.

High Noon has initiated a voluntary recall of the impacted High Noon Beach Variety 12-packs with lot codes L CCC 17JL25 14:00 to L CCC 17JL25 23:59 and L CCC 18JL25 00:00 to L CCC 18JL25 03:00 printed on the exterior of the 12-packs, which were distributed in Florida, Michigan, New York, Ohio, Oklahoma, South Carolina, Virginia, and Wisconsin.

The mislabeled CELSIUS ASTRO VIBE™ Energy Drink, Sparkling Blue Razz Edition cans have silver lids and lot codes L CCB 02JL25 2:55 to L CCB 02JL25 3:11 printed on the bottom of the can. Correctly labeled CELSIUS ASTRO VIBE™ Energy Drink cans have a black lid.

Consumer safety is our top priority, and we are actively supporting High Noon's voluntary recall efforts to help protect consumers. Consumers who believe they may have purchased affected product should not consume it and

dispose of it. High Noon / GALLO Consumer Engagement is prepared to assist consumers with questions, concerns, and refunds, as necessary: consumerrelations@highnoonvodka.com.

FOR MORE INFORMATION, VISIT <https://celsius.com/high-noon-recall-mislabeled-celsius-astro-vibe>