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UFC LEGEND MARK KERR PARTNERS WITH RHINESTONE TO LAUNCH LIMITED-EDITION "SMASH PACK"

New NA Beer Brand Built for the Drinking Crowd Pairs its Crushable Alcohol-Free Brews with Kerr's Legend for a 12-Pack Smash Hit

PHOENIX (September 25, 2025) – While UFC icon Mark Kerr is being reintroduced to audiences with the release of critically acclaimed film *The Smashing Machine*, he's also stepping into a new arena – this time as collaborator with Rhinestone, a bold new line of alcohol-free brews crafted for people who like to drink, but want the freedom to pace themselves and still feel good the next day.

To mark the partnership, Rhinestone has released a limited-edition 12-pack, dubbed *The Smash Pack*, featuring all four of Rhinestone's signature light brews: Original, Mexican Lime, Desert Grapefruit and Blood Orange. The variety pack is available exclusively at drinkrhinestone.com for $23.99, while supplies last.

"I used to ride hard back in the day, but these days I'm keeping it a little simpler with something cold in my hand that lets me stay in the party without the aftermath," said Mark Kerr. "Rhinestone isn't just another NA trying to preach – it's attitude in a can for all the rowdy ones who want to enjoy the ride without the pain."

As one of the most dominant fighters in MMA history, Kerr's story has long been one of resilience, redemption, and reinvention – values that align closely with Rhinestone's mission to create an easy-drinking alternative that celebrates a culture where everyone can live in the moment without regret.

"Mark's story embodies everything Rhinestone stands for – grit, authenticity, and the courage to evolve," said Rhinestone founder Dustin Johnson. "This partnership is more than a collab it's a statement. It's about going longer, harder and stronger, without compromise or boundaries, and riding into tomorrow without regret."

With the non-alcoholic beer category projected to grow by more than 25% by 2026, Rhinestone's Smash Pack highlights the momentum behind a new generation of modern drinkers who want the flavor and ritual of beer, minus the hangover.

Proudly made in Arizona, Rhinestone is crafted using a unique process that creates a crisp, refreshing flavor without the excess calories, carbs, or alcohol. The alcohol-free brews are available in four styles – Original, Mexican Lime, Blood Orange and Desert Grapefruit – and

sold in 12 oz. cans and six-packs throughout Arizona at select retailers, bars and restaurants, and can also be ordered directly online at www.drinkrhinestone.com.

About Rhinestone

Rhinestone is a bold new line of alcohol-free brews built to stand out as an alternative to traditional NA beers. Founded in Arizona in 2025, Rhinestone brings Western grit to a modern lifestyle with cold-crafted brews that allow you to 'drink all night and ride at dawn.' Crafted for people who like to drink, but want the freedom to pace themselves and still feel good the next day, Rhinestone delivers the flavor, energy and swagger of a beer – without the alcohol. Rhinestone is currently available in four styles – Original, Mexican Lime, Blood Orange, and Desert Grapefruit. The company, founded entrepreneur and Arizona native Dustin Johnson, is expanding distribution locally and regionally, and building toward national growth. For more information, visit www.drinkrhinestone.com.

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