

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 14, 2023

UPEXI, INC.

(Exact name of registrant as specified in its charter)

Nevada
(State or Other Jurisdiction of Incorporation)

333-25526
(Commission File Number)

83-3378978
(I.R.S. Employer Identification No.)

3030 North Rocky Point Drive, Suite 420
Tampa, Florida 33607
(Address of Principal Executive Offices) (Zip Code)

(701) 353-5425
(Registrant's telephone number, including area code)

17129 US Hwy 19 N.
Clearwater, FL 33764
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Trading Symbol(s)</u>	<u>Name of each exchange on which registered</u>
Common Stock, par value \$0.001	UPXI	NASDAQ

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure

Item 8.01 Other Events.

On September 14, 2023, the Company issued a press release announcing that LuckyTail, its pet brand and leading designer and manufacturer of pet care solutions, is expanding its latest product line with the launch of all-natural dog supplements. The supplement line will be offered via subscription and in bundles, delivering the most value for pet owners' health and grooming needs. A copy of which is attached as Exhibit 99.1 to this Current Report on Form 8-K and incorporated by reference herein.

The information in Item 7.01 and Item 8.01, including Exhibit 99.1 attached hereto, is being furnished and shall not be deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), nor shall it be deemed incorporated by reference in any of the Company's filings under the Securities Act, or the Exchange Act, whether made before or after the date hereof, except as shall be expressly set forth by specific reference to this Report in such filing.

Section 9 – Financial Statements and Exhibits

Item 9.01 Financial Statements and Exhibits.

Exhibit No.	Exhibit Description
99.1	Press Release of Upexi, Inc., dated September 14, 2023
104	Cover Page Interactive Data File (embedded within the Inline XBRL Document)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

UPEXI, INC.

Dated: September 14, 2023

/s/ Andrew J. Norstrud

Name: Andrew J. Norstrud

Title: Chief Financial Officer



Upexi's Pet Care Brand, LuckyTail, Announces Expansion of Product Line to Include All-Natural Dog Supplements

Supplement Line Strategically Positions LuckyTail for Organic Growth Through a Recurring Revenue Model

Clearwater, FL, September 14, 2023 (ACCESSWIRE) –Upexi Inc. (NASDAQ: UPXI) (the “Company” or “Upexi”), a multi-faceted Amazon and Direct-to-Consumer brand owner and innovator in aggregation, today announced LuckyTail, its pet brand and leading designer and manufacturer of pet care solutions, is expanding its latest product line with the launch of all-natural dog supplements. The supplement line will be offered via subscription and in bundles, delivering the most value for pet owners’ health and grooming needs.

The line includes six functional formulas to address the most common concerns dog owners have including, hip & joint, calming, flea & tick, probiotic and allergy & immune issues. With a focus on quality ingredients, all chews are all-natural, human-grade, GMP certified, third-party tested and made in the USA.

The line features the following all-natural, chewable supplements:

- Calming chews improve emotional balance, support relaxation, and relieve stress and anxiety for dogs, a perfect complement to LuckyTail’s Ultimate Nail Grinder.
- AllerImmune chews provide immune-boosting properties and relief from common dog allergy symptoms, including decreased paw licking, itching, sneezing, and skin irritation.
- Flea & Tick chews are an all-natural, chemical-free solution to help prevent pesky pests.
- Hip & Joint chews promote healthier bones and joints, increased mobility, and reduce soreness and discomfort. As dogs age, their hips and joints can cause pain and discomfort.
- Probiotic chews provide a safe and effective way to improve pet gut health and reduce bloating, from immune support to gut and digestive health.
- Skin & Coat chews give dogs a beautiful shiny coat and healthy skin. These dog coat supplements help relieve itching, improve moisturizer, and boost immunity.

This launch marks the first of many product expansions LuckyTail has planned, as the brand solidifies its position as a top source to connect pet parents with their pet care needs.

About LuckyTail

LuckyTail, where at-home care meets innovation. With our exceptional health and grooming pet products, we aim to inspire a sense of gratitude in every pet as they discover how lucky they are to have you in their lives!

About Upexi, Inc.

Upexi is a multifaceted brand owner with established brands in the health, wellness, pet, beauty and other growing markets. We operate in emerging industries with high growth trends and look to drive organic growth of our current brands. We focus on direct to consumer and Amazon brands that are scalable and have anticipated, high industry growth trends. Our goal is to continue to accumulate consumer data and build out a significant customer database across all industries we sell into. The growth of our current database has been key to the year over year gains in sales and profits. To drive additional growth, we have and will continue to acquire profitable Amazon and eCommerce businesses that can scale quickly and reduce costs through corporate synergies. We utilize our in-house, SaaS programmatic ad technology to help achieve a lower cost per acquisition and accumulate consumer data for increased cross-selling between our growing portfolio of brands.

FORWARD LOOKING STATEMENTS:

This news release contains "forward-looking statements" as that term is defined in Section 27A of the United States Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Statements in this press release which are not purely historical are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others, the inherent uncertainties associated with business strategy, potential acquisitions, revenue guidance, product development, integration and synergies of acquiring companies and personnel. These forward-looking statements are made as of the date of this news release, and we assume no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those projected in the forward-looking statements. Although we believe that the beliefs, plans, expectations and intentions contained in this press release are reasonable, there can be no assurance that such beliefs, plans, expectations or intentions will prove to be accurate. Investors should consult all of the information set forth herein and should also refer to the risk factors disclosure outlined in our annual report on Form 10-K and other periodic reports filed from time-to-time with the Securities and Exchange Commission.

Company Contact

Andrew Norstrud, Chief Financial Officer
Email: andrew.norstrud@upexi.com
Phone: (702) 332-5591

Investor Relations Contact

KCSA Strategic Communications
Valter Pinto or Jack Perkins
Email: Upexi@KCSA.com
Phone: (212) 896-1254

Media Contact:

Amanda York
amanda@upexi.com