

**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): **December 3, 2021 (December 1, 2021)**

STARCO BRANDS, INC.

(Exact name of Company as specified in its charter)

Nevada
(State or other jurisdiction
of Incorporation)

000-54892
(Commission File Number)

27-1781753
(IRS Employer
Identification Number)

250 26th Street, Suite 200
Santa Monica, CA 90402
(Address of principal executive offices)

323-266-7111
(Registrant's Telephone Number)

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

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common stock	STCB	OTC Markets Group OTCQB tier

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 (See General Instruction A.2. below):

- 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))

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

On December 1, 2021, the Company issued a press release entitled “Starco Brands (STCB) and Global Artist Cardi B. Launch Whipshots™, a Game-Changing, Vodka-Infused Whipped Cream.” The full text of the press release is attached to this Current Report on Form 8-K as Exhibit 99.1 and is incorporated herein by reference. The information in this Item 7.01 of this Current Report on Form 8-K and Exhibit 99.1 shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, or incorporated by reference in any filing under the Securities Act of 1933 or the Securities Exchange Act of 1934, except as shall be expressly set forth by specific reference in such filing.

Cautionary Note Regarding Forward-Looking Statements

This Current Report on Form 8-K and Exhibit 99.1 hereto contains certain statements that are, or may be deemed to be, “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). All statements included in this Current Report and Exhibit 99.1, other than statements that relate solely to historical fact, are “forward-looking statements.” Such statements include, but are not limited to, any statement that may predict, forecast, indicate or imply future results, performance, achievements or events, or any statement that may relate to strategies, plans or objectives for, or potential results of, future operations, financial results, financial condition, business prospects, growth strategy or liquidity, and are based upon management’s current plans and beliefs or current estimates of future results or trends. Forward-looking statements can generally be identified by phrases such as “believes,” “expects,” “potential,” “continues,” “may,” “should,” “seeks,” “predicts,” “anticipates,” “intends,” “projects,” “estimates,” “plans,” “could,” “designed,” “should be” and other similar expressions that denote expectations of future or conditional events rather than statements of fact.

These forward-looking statements are subject to assumptions, risks and uncertainties that may change at any time, and readers are therefore cautioned that actual results could differ materially from those expressed in any forward-looking statements. The Company undertakes no obligation to update any forward-looking statements as a result of new information, future developments or otherwise, except as expressly required by law. All forward-looking statements in this document are qualified in their entirety by this cautionary statement.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

The following exhibits are filed with this Current Report on Form 8-K:

Exhibit Number	Description
99.1	Press release, dated December 1, 2021, titled, “Starco Brands (STCB) and Global Artist Cardi B. Launch Whipshots™, a Game-Changing, Vodka-Infused Whipped Cream.”
104	Cover Page Interactive Data File – the cover page XBRL tags are embedded within the Inline XBRL document

SIGNATURE

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

STARCO BRANDS, INC.

Dated: December 3, 2021

/s/ Ross Sklar

Ross Sklar
Chief Executive Officer

Starco Brands (STCB) and Global Artist Cardi B Launch Whipshots™, a Game-Changing, Vodkas-Infused Whipped Cream

The One-of-a-Kind Spirits Product Launches Nationwide Today in Three Flavors

Santa Monica, CA (December 1, 2021) — Today, **Starco Brands** and global artist **Cardi B** officially launch **Whipshots™**, a vodka-infused whipped cream that adds a playful shot of sophistication to any drink, dessert or party. The cutting-edge and highly anticipated spirits product is now available for consumers to purchase online nationwide at www.whipshots.com.

Whipshots combines luxury and indulgence with unmatched flavor to create a boozy whipped cream that is unlike any other spirit on the market. A luscious addition to any cocktail or event, Whipshots has 10% Alc./Vol, does not require refrigeration, and is initially available in three delicious flavors: vanilla, caramel and mocha.

“At Starco Brands we pride ourselves on only commercializing products and technologies that are truly behavior changing,” says **Ross Sklar, CEO of Starco Brands**. “Whipshots is one of the most innovative products to ever hit the spirits vertical. This combines delectable flavors, cutting edge creative direction and a world class celebrity and influencer strategy. We are honored and thrilled to be shaking up the spirits world, and cannot wait for everyone to experience this party in a can.”

Every day throughout December, Whipshots will be dropping 500 cans for purchase through our official **Whip Drop**. This release program will allow fans to snag their very own can of Cardi exclusively on Whipshots.com, powered by the Spirits Network.

Leading the team in creative direction, cultural icon and established entrepreneur Cardi B is excited to be joining forces with the Starco Brands team as a partner of Whipshots. Together with Starco Brands CEO Ross Sklar and Chief Mixology Officer **Rob Floyd**, Cardi brings her unique sense of positioning, playfulness and entrepreneurial expertise to Whipshots™ to disrupt a spirits marketplace that is currently dominated by conventional ideas.

“Whipshots is over the top, sexy and unique – kind of like me. It’s going to be a party in every can,” explains Cardi B. “No matter where you are, you can party like Cardi, and I’m so excited to finally be able to share this one-of-a-kind product with all of you.”

In partnership with world-class alcohol distributor RNDC, Whipshots is available online nationwide and will appear on shelves across the U.S. next year. Whipshots is introducing the three flavors in three sizes – 50 mL (mini’s), 200 mL regular size and 375 mL bottle service size.

Starco Brands is a disruptive and scaling company that prides itself on only tackling products and technologies that are truly behavior-changing. Starco Brands packs a powerful punch by offering high-end products in novel ways. Cardi B is known for her unique innovative style and staying true to her own brand. With Whipshots, two disruptors have joined forces to shake up the spirits channel. Whipshots is the perfect addition to any dessert, and it can be used in creative cocktails or used to top off drinks for an extra kick.

LA-based creative agency Woo was tapped by Whipshots as its AOR during the initial stages of development to help build the brand identity and all campaign elements. Everything from positioning and packaging, to the brand’s website and integrated launch campaign breaking today, were handled by the agency. R&CPMK is agency of record for Whipshots’ PR and experiential activation, and has been instrumental in bringing the brand to life for consumers.

Follow @whip_shots and visit Whipshots.com to join the Whip Drop.

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About Whipshots

Developed by Starco Brands, Whipshots is a first-of-its-kind alcoholic whipped cream that is a party in a can and will launch in December 2021 with Partner Cardi B. Whipshots is a playful shot of sophistication that will indulge your curiosity and senses. The boozy whipped cream does not require refrigeration, and can ultimately be found next to other spirits at retail locations and behind the bar. Follow Whipshots @whip_shots and visit whipshots.com for more information..

About Starco Brands

Starco Brands (STCB) is an innovative branded consumer packaged goods company focused on technological innovation that changes the current landscape for the better. Starco Brands invents cutting-edge brands that change our behavior. Starco Brands is a public company for the public and develops products across a variety of categories including: Household Cleaning, Personal Care, OTC, Food, Beverage & Spirits and DIY Hardware. For more information about Starco Brands, please visit www.starcobrands.com.

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