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Company

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Industry	Cannabis, Medical marijuana
Founded	2011; 13 years ago in Maine
Headquarters	New York, NY , United States
Website	acreageholdings.com

Acreage Holdings (formerly known as High Street Capital Partners) is a public company domiciled in [British Columbia, Canada](#), holding a portfolio of [cannabis](#) cultivation, processing and dispensing operations in the [United States](#).^[1]

History^[edit source]

Acreage Holdings was founded in Maine in 2011.^[1]

Ownership^[edit source]

Members of Acreage Holdings' Board of Directors include former [Republican](#) Congressman and [Speaker of the United States House of Representatives](#) [John Boehner](#),^[2] former [libertarian](#) Republican Governor of Massachusetts [Bill Weld](#), former [IBM](#) Chief Financial Officer Douglas Maine, and former Conservative Prime Minister of Canada [Brian Mulroney](#).^{[3][4]}

Although several of the board members have stated that they joined the board because of the medical uses for cannabis (Boehner specifically cited the potential of medical marijuana to limit the [opioid epidemic](#)),^[5] the company is investing in operations serving recreational as well as medical use of cannabis. In late 2018, Acreage Holdings acquired [Michigan](#)-based Blue Tire Holdings LLC.^[6] Acreage CEO Kevin Murphy expects additional American states to transition from medical use only to medical and recreational use. Murphy stated in a Bloomberg interview that the November 2018 U.S. mid-term elections were very helpful to the industry, both because

of the people who were elected to office and because some incumbent opponents of marijuana legislation were voted out.^[7]

Holdings^[edit source]

Acreage had its [initial public offering](#) in November 2018, beginning trading on the [Canadian Securities Exchange](#).^[8] By the following April, it was one of the largest US-based cannabis companies, with licenses or agreements for cultivation, processing and dispensing in nineteen states, as well as its own chain of retail stores, The Botanist.^[8]

Acreage holdings entered the Massachusetts market by creating controlled companies to in effect hold and operate more than the 3 license limit. Then acted to create a regional noncompete [monopoly](#) with the companies Seahunter and American.^[9]

In the same month, [Canopy Growth](#), a firm with headquarters in [Smiths Falls, Ontario](#) and the largest cannabis company in the world,^[8] concluded an agreement with Acreage to buy 100% of the latter's shares for US\$3.4 billion. The sale would be concluded in future, and only if the American federal government legalizes cannabis. In the meantime, Canopy would pay US\$300 million to seal the deal. In an interview with [The Canadian Press](#), Vivien Azer, senior research analyst with Cowen, said that Acreage was a suitable acquisition target because it had the greatest market penetration in the U.S. and believed that the deal would "likely prove helpful in pushing for a change in U.S. laws surrounding cannabis".^[10]

Facilities^[edit source]

Acreage purchased a former industrial facility in [Sanderson, Florida](#), and set up a test cultivation and processing facility with the intent to expand to a warehouse on the site.^[11]

The facility was sold to Red White & Bloom in Feb 2021.^[12]

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- [Jump up to:](#)
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External links^[edit source]

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Company type [Medical marijuana](#) and, in Canada, recreational marijuana

Traded as [TSX: WEED](#)

[Nasdaq: CGC](#)

ISIN [CA1380351009](#)

Industry [Cannabis](#)

Predecessor [Tweed Marijuana Inc.](#)

[Bedrocan Canada Inc.](#)

Founded [2013](#)

Founders [Bruce Linton](#), [Mark Zekulin](#), [Chuck Rifici](#)

Headquarters	Smiths Falls, Ontario, Canada
Area served	Worldwide
Products	Medical cannabis, recreational cannabis
Revenue	▼ Can\$297.15 million (2024) ^[1]
Net income	▲ Can\$ -657.27 million (2024) ^[1]
Total assets	▼ Can\$1.30 billion (2024) ^[1]
Total equity	▼ Can\$500.51 million (2024) ^[1]
Number of employees	1,029 (2024)
Website	www.canopygrowth.com www.tweed.com www.spectrumcannabis.ca

Canopy Growth Corporation, formerly **Tweed Marijuana Inc.**, is a [cannabis](#) company based in [Smiths Falls, Ontario](#).

In April 2019, Canopy was the world's largest [cannabis](#) company based on the value of all shares or market capitalization.^[2] At that time, [Constellation Brands](#) Inc. controlled over 35% percent of the company which had approximately 3,200 employees.^[3] The year 2019 created new challenges for the company however, with its stock price dropping by about 32%.^[4] In the next two years (to the end of 2021) its shares dropped an additional 55%. In September 2022, the company announced divestiture of its Canadian retail operations, selling its 28 retail stores across the country to other cannabis companies.^[5]

History^[edit source]



Tweed branded cannabis as sold in Alberta

Tweed was founded by Bruce Linton and [Chuck Rifici](#)^[6] in 2013,^{[7][8]} and renamed Canopy Growth Corporation in 2015 after a merger with Bedrocan Canada.

Bruce Linton was the primary Founder, Chairman and Co-CEO^[9] and Mark Zekulin was Co-CEO and President until July 3, 2019, when Linton was ousted from the company.^[10] Zekulin became the sole CEO, until later that year a new CEO was announced and Zekulin stepped down on 20 December.^[11]

Canopy Growth was the first federally regulated, licensed, publicly traded cannabis producer in North America, traded on the [Toronto Stock Exchange](#) as *WEED*. It began trading as *CGC* on the [New York Stock Exchange](#) on May 24, 2018,^[12] as the first cannabis producer on the NYSE.^[13] On October 17, 2018,^[14] marijuana became legal in Canada for recreational use.^[15] Canada's first legal cannabis sale was made at midnight by CEO Bruce Linton at a Tweed store in [St. John's, Newfoundland and Labrador](#).^[16]

Prior to that date, cannabis was legal only for medical purposes in Canada; growers were licensed by Health Canada under the Access to Cannabis for Medical Purposes Regulations (ACMPR).^[17] The company was described as "Canada's first cannabis unicorn with a \$1 billion dollar valuation" by the Financial Post news organization in November 2016.^[18] The company was renamed to Canopy Growth Corp. in September 2015 with two established brands: Tweed Inc. and Bedrocan Canada Corp.^[19] Specifically, CGC is the parent company of licensed cannabis producers [Tweed Inc.](#), [Tweed Farms Inc.](#), Spectrum Cannabis., as well as newly acquired companies.

Tweed operates out of the former [Hershey's](#) chocolate factory in [Smiths Falls, Ontario](#),^[20] and operates the Tweed Farms greenhouse in [Niagara-on-the-Lake](#).^{[21][22]}

In provinces where the private sector is allowed to sell cannabis, the company has opened retail stores via its subsidiary Tweed Inc.^{[15][23][24]} As of April 2019, Tweed stores were open in [Manitoba](#), [Newfoundland and Labrador](#), and [Saskatchewan](#).^[25] Canopy Growth has opened cannabis stores in Manitoba and Ontario under the [Tokyo Smoke](#) brand.^[26]

In June 2018, Canopy Growth funded *Professorships in Cannabis Science* at the [University of British Columbia](#) in [Vancouver](#), in conjunction with the [British Columbia](#) Centre on Substance Use (BCCSU).^[27] By October 5, 2018, the company's market capitalization exceeded US\$14 billion^[28] and Linton was named 2018 CEO of the Year by the Ottawa Board of Trade and Ottawa Business Journal.^{[29][30]}

Partnership with Constellation Brands^[edit source]

In August 2018, [Constellation Brands](#) – an American beer, wine and spirits producer with global markets – announced its investment of an additional Can\$5 billion (US\$3.8 billion) in Canopy Growth, giving it 38% ownership of the company,^[3] up from the previous 10%. President Bruce Linton said the additional funds would be used for international expansion wherever federal laws allow it.^{[31][32]} Future marketing plans include products such as cannabis-infused beverages and sleep aids.^[33] After the Constellation deal was announced, the market value of Canopy Growth rose to nearly US\$12 billion.^{[34][35]} At the end of 2019, when the Canadian cannabis market had declined over the second half of the year, Constellation Brands announced there were no plans to invest further in Canopy Growth, although long-term plans to develop drinkable cannabis products for medical and recreational markets remained in place.^[36]

2019 restructuring^[edit source]

News reports indicated that Bruce Linton had been ousted from all of his roles with Canopy Growth and Canopy Rivers, its venture capital division, on July 2, 2019, after an emergency board meeting.^[36]

This move came a few days after Constellation Brands, which then held four of the seven Canopy board seats and controlled nearly 40% of the firm, expressed dissatisfaction with the cannabis giant's financial results.^[36] (By that time, CFO Tim Saunders had been replaced.) Significant losses had been reported during its efforts to increase the size of greenhouse facilities in [British Columbia](#) and [Quebec](#). The fourth quarter 2018 loss had been much greater than expected, with a net loss attributable to shareholders of \$335.6 million, substantially higher than the net loss that had been predicted by analysts. A CTV News report summarized the situation as: "the cannabis company's expenses ballooned, its net loss widened and medical and recreational sales activity slowed from the previous quarter". Constellation Brands president and CEO Bill Newlands made this comment in late June 2019: "... we continue to aggressively support Canopy on a more focused, long-term strategy to win markets and form factors that matter while paving a clear path to profitability".^[37]

The board left Mark Zekulin to continue as sole CEO and a search was to be conducted for a replacement co-CEO. Rade Kovacevic was named President and John Bell was appointed chairman. As of early July 2019, Linton held 18 million shares of Canopy. In an interview, he told [CNBC](#) that he had been "terminated", not "stepped down" as previous reports had suggested. "I was asked to leave, and I left under the terms that we mutually agreed to", he explained.^{[11][38]}

A mid-November 2019 report said that the company's stock "slid more than 17% Thursday ... after the company posted weaker-than-expected earnings for its fiscal second quarter".^[39] By that time, cannabis stocks in general had "crumbled to their lowest level since 2017" according to an October 2019 report.^[40]

On 9 December 2019, the company announced a new CEO, David Klein, previously executive vice president and chief financial officer at Constellation Brands and Canopy Growth's chair. (By that time, Canopy's stock had dropped 32% since the start of 2019). Interim CEO and co-founder Mark Zekulin was to step down before year end; Klein was to assume his new role on 14 January 2020.^[4] One news report stated that the appointment of Klein would further entrench Constellation's influence on Canopy Growth.^[41]

In December 2020, the company announced that it will close some sites in Canada which can affect the jobs of 220 employees.^[42]

Overseas operations^[edit source]

In addition to operations in [Canada](#), Canopy Growth has a partnership agreement in [Spain](#) with pharma company Alcaliber S.A.,^[43] owns a subsidiary in [Germany](#) that imports medical cannabis, Spectrum Therapeutics GmbH,^[44] and has a partnership with Spectrum Cannabis Denmark ApS, a medical cannabis grower.^[45] The company is also involved in the business in [Jamaica](#), [Chile](#), [Peru](#) and [Brazil](#),^{[46][47][48]} as well as in [Australia](#). In 2018, the company acquired Annabis Medical, a distributor in the [Czech Republic](#), and medical marijuana supplier Daddy Cann Lesotho in Africa.^[23] In February 2019 Canopy set up a partnership with the [Beckley Foundation](#) to distribute medical cannabis in the UK.^[49]

Expansion^[edit source]

Subsequent acquisitions for this corporation included Vert Medical, the German cannabis distributor MedCann (now Spectrum Therapeutics) and a majority interest in Quebec's Groupe H.E.M.P.CA Inc. In early December 2016, Canopy Growth Corp. announced a friendly takeover bid of another licensed Ontario-based producer, Mettrum Health (CVE:MT). The deal, pending the approval of Mettrum's board, was closed in January 2017.^[50]

In addition to sales in the domestic market, Canopy Growth began selling medical cannabis products in [Germany](#) and [Brazil](#) in 2016. However, the company was operating at a loss, presumably because of the significant expenditures it was making to acquire competitors in preparation for significantly increased cannabis demand by the recreational use market expected to commence in 2018. [Legislation](#) to legalize cannabis for recreational use was approved by the [House of Commons of Canada](#) in November 2017;^[51] the [Senate of Canada](#) was expected to vote on the [Cannabis Act](#) (Bill C-45) on June 7, 2018.^[52] Actual sales to casual users was likely to commence in January 2018.^{[53][54]} In January 2019, Canopy Growth announced that it was granted a license by New York State to process and produce hemp in the United States.^[55]

On January 27, 2017, Canopy and Mettrum Health Corp. announced the takeover of Mettrum by Canopy. The deal was awaiting approval by the Ontario Superior Court of Justice. At around the same time the deal had closed, Canopy completed the purchase of the entire former [Hershey's](#) chocolate factory, adding 50 percent more production space at that location.^[56] The takeover of Mettrum has resulted in "the creation of a world-leading diversified cannabis company with six licensed facilities and a licensed production footprint of approximately 665,000 sq. ft. with significant acreage for expansion".

In February 2018, Canopy Growth Corporation and Sunniva Inc., a North American provider of medical cannabis, announced a supply agreement. Sunniva's Canadian subsidiary, Sunniva

Medical Inc., committed to selling Canopy 45,000 kilograms of premium quality cannabis annually for a two-year period commencing in the first quarter of 2019.^[57]

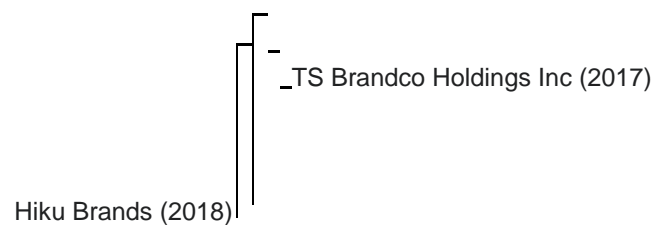
Expansion into Europe continued in April 2019 with the acquisition of licensed cannabis producer Cáñamo y Fibras Naturales, S.L. which is based in [Spain](#). By that time, the Company already owned a licensed production site in [Odense, Denmark](#), as well as the Storz and Bickel facility in Tuttlingen, [Germany](#).^[58]

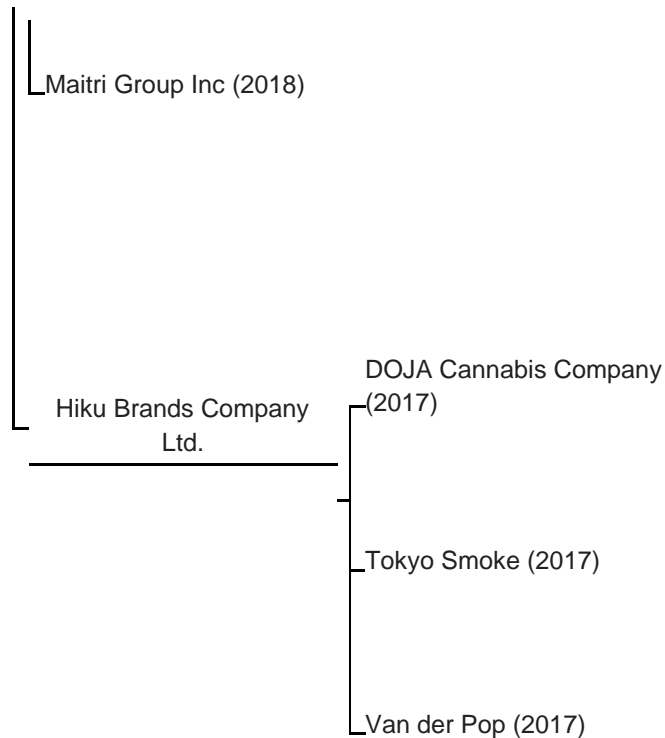
A tentative expansion step into the US market was also made in April 2019. The company concluded a deal to pay US\$300-million for the right to buy cannabis company [Acreage Holdings Inc.](#) a company located in [British Columbia](#) but with a diverse portfolio of cannabis cultivation, processing and dispensing operations in the US.^[59] No actual purchase was made, but the agreement states that Canopy will buy 100% of Acreage shares for US\$3.4 billion if the American federal government legalizes cannabis. In an interview with [The Canadian Press](#), Vivien Azer, senior research analyst with Cowen, said that Acreage was a suitable acquisition target because it had the greatest market penetration in the U.S. and believed that the deal would "likely prove helpful in pushing for a change in U.S. laws surrounding cannabis".^[60]

Hiku Brands^[edit source]

Hiku was a [recreational](#) and [medical cannabis](#) company based in [Toronto, Ontario](#) and [Kelowna, British Columbia](#) which was acquired by Canopy Growth Corp. on July 10, 2018. Hiku's subsidiaries included [Tokyo Smoke](#), DOJA, Van der Pop and Maitri.^[61]

Hiku formed as a result of a merger between DOJA Cannabis Company and Tokyo Smoke in December 2017, and later through the additions of Maitri Group and TS Brandco Holdings. Hiku Brands officially became 'Tokyo Smoke Brands' in March 2019.^[62] On July 10, 2018, cannabis producer Canopy Growth Corp. announced the acquisition of Hiku Brands Ltd., including their portfolio brands consisting of licensed producer DOJA, women-focused Van der Pop, Quebec-based Maitri and retail chain Tokyo Smoke.^[citation needed]





Edibles[\[edit source\]](#)

In November 2019, the company announced the release of retail edible cannabis products, including [THC-](#) and [CBD-infused](#) beverages and [chocolates](#).^[63]

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C R E S C O L A B S

Company type	Public
Traded as	CSE: CL OTCQX: CRLBF
Industry	Cannabis industry, medical marijuana
Founded	2013
Founder	Charlie Bachtell Joe Caltabiano
Headquarters	Chicago, IL
Area served	Arizona California Illinois Massachusetts Michigan New York Nevada Ohio Pennsylvania Florida
Key people	Charlie Bachtell (CEO) Tom Manning (chairman)

Brands	Cresco
	Reserve
	Remedi
	Mindy's
	High Supply
	Good News
	FloraCal

Website <https://www.crescolabs.com/>

Cresco Labs, Inc. is a [publicly traded](#), [vertically integrated cannabis](#) and [medical marijuana](#) company^[1] based in [Chicago, Illinois](#), with current retail operations in nine states where marijuana has been [legalized for medical use](#).^[2] The company's [stock](#) trades on the [Canadian Securities Exchange](#) under the ticker symbol CL,^[3] and in [over-the-counter markets](#) in the [United States](#) with the ticker symbol CRLBF.

History^[edit source]

Cresco Labs was founded in 2013^{[4][5]} by Charlie Bachtell, who currently serves as [CEO](#), and Joe Caltabiano, who served as president until resigning^[6] on March 2, 2020.^[7] The co-founders met in 2007 while working together at [Guaranteed Rate](#), a [mortgage](#) company based in Chicago. Despite founding Cresco in 2013, Bachtell continued working at Guaranteed Rate as its general counsel until 2015; Caltabiano remained with Guaranteed Rate as a vice president until 2017, and did not begin working full-time at Cresco until after a stint with BeMortgage.^[8]

Bachtell, who earned a Juris Doctor in 2003 at [DePaul University College of Law](#), wrote a 25-page business plan within 72 hours of Illinois' 2013 passage of its medical marijuana law on the suggestion of Caltabiano, a childhood leukemia survivor who maintained an active interest in cancer care and philanthropy.^[5] The company was initially formed with \$3.5 million from the two co-founders and three of their friends, with 6% of the company's initial equity given to Denver

Relief Consulting as a fee for establishing operational know-how and infrastructure. Cresco's initial retail locations, all in Illinois, were licensed for Joliet, Kankakee, and Lincoln, and were operational by the end of 2015.^[8] The company operated cultivation facilities beginning in November 2015, with its first retail cannabis sales occurring in January 2016.^[5]

At the start of 2018, Cresco employed roughly 100 people. By the end of the third quarter of 2018, the company had 300 employees in six states.^[8]

On October 5, 2018, Cresco raised \$100 million in [private investment capital](#). At the time, it operated three cultivation facilities in Illinois and employed roughly 300 people, about half of whom were based in Illinois.^[9]

On October 9, 2018, Cresco announced its intention to [go public](#) on the Canadian Securities Exchange (CSE) via a [reverse takeover](#) with Randsburg International Gold Corp. At the time of the announcement, Cresco was licensed to operate in Pennsylvania, Ohio, Arizona, Nevada, and California as well as Illinois. It was the second Illinois-based cannabis company to go public on the CSE in 2018, after Green Thumb Industries.^[10] Cresco began trading on the CSE on December 3, 2018,^[11] raising \$87 million; at this point, it had raised \$205 million over the course of 2018.^[12]

At the end of 2018, Cresco employed roughly 500 people. On December 20, 2018, Cresco announced the acquisition of two dispensaries in Illinois, which brought the company to the state-mandated limit of five.^[12]

On June 1, 2019, Illinois [became the 11th state to allow recreational use of marijuana](#),^[13] on June 3, Cresco CEO Bachtell announced plans to double the company's employee headcount from 300 to 600 by the start of 2020 to meet recreational demand, which he estimated would initially be "four to eight times" the size of the medicinal cannabis market, with the potential to become "10 to 20" times as large as Illinois' medicinal market, which was reported to be roughly \$130 million at the time of the law's passage.^[14] On [CNBC's *Fast Money*](#), Bachtell noted that Illinois would progress from a market with 70,000 medicinal marijuana patients to one with "13 million people [and] over 100 million tourists a year."^[15] Since legalization, Cresco Labs has opened several dispensaries under the Sunnyside label in Illinois communities that border states where marijuana remains illegal; there are currently Sunnyside dispensaries in [Danville, Illinois](#) (bordering [Indiana](#)) and [South Beloit, Illinois](#) (bordering [Wisconsin](#)).

In March 2020, Cresco Labs President Joe Caltabiano announced his departure from the firm.^[16]

Acquisitions^[edit source]

On March 18, 2019, Cresco announced the \$120 million acquisition of VidaCann, a [Florida medical marijuana](#) company with seven active retail locations and the potential to hold up to 30 total licenses for [cultivation](#), manufacturing, and retail facilities in Florida.^[17]

On April 1, 2019, Cresco announced an \$850 million acquisition of Canada-based Origin House,^[18] heralded at the time as "the largest public company acquisition in the history of the U.S. cannabis industry". The deal, denominated at \$1.1 billion Canadian dollars,^{[19][20]} was undertaken to increase Cresco's presence in California, in which Origin House products were already sold through more than 500 dispensaries.^[19] The deal was not completed until January 9, 2020, because the two companies received requests for information from the U.S. Department of Justice's Antitrust Division in June 2019.^[21] On Jan 14, 2021, Cresco entered into a definitive agreement to acquire Bluma Wellness (CSE: BWEL.U) (OTCQX:BMWLF), a Florida licensee, in an all-share transaction valued at \$213 million.

In October 2021, Cresco Labs announced the acquisition of Pennsylvania operator, Laurel Harvest, for \$80 million. The transaction is expected to close in the 4th quarter of 2021.^[22]

In March 2022, Cresco Labs announced the acquisition of New York-based cannabis firm, Columbia Care, for \$2 billion in an all-stock transaction. Following this acquisition, Cresco would have had the second-largest retail footprint in the industry after [Trulieve](#).^[23] This deal didn't go through in the end, due to a failure to divest assets to comply with government regulation.

Marketing and branding^[edit source]

Cresco hired marketing executives including Cory Rothschild, [Gatorade](#)'s former director of consumer engagement; Cris Rivera, former senior director of marketing at [MillerCoors](#); and Scott Wilson, a former global creative director at [Nike](#) who was named Cresco's chief experience officer in November 2018.^[24]

In February 2019, Cresco announced the creation of a subsidiary and new brand called Well Beings, which will offer versions of Cresco's other products containing only [cannabidiol](#) (CBD).^[25]

In late July 2019, Cresco announced plans to rebrand its 56 active dispensaries under the "Sunnyside" brand, in an effort to make the shopping experience more akin to that of other major retail brands located in prime shopping districts. Sunnyside will be oriented around a

wellness theme, to replace and consolidate the 11 brands currently used by Cresco's retail locations.^{[26][27]}

See also^[edit source]

[*Cannabis portal*](#)



[*Companies portal*](#)

- [Medical cannabis in the United States](#)

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Company type	Public
Traded as	OTCQX: CURLF TSX: CURA
Industry	Cannabis industry
Founded	2010
Headquarters	New York City, US
Key people	Boris Jordan , Executive Chairman Matt Darin, CEO Joseph Bayern, Vice Chairman
Website	curaleaf.com

Curaleaf Holdings, Inc. is an American [cannabis](#) company publicly traded on the Canadian stock exchange. The company is headquartered in [New York City](#). Founded in 2010, it produces and distributes cannabis products in North America, operating dispensaries in 19 states. The company is headquartered in New York City, and is the world's largest cannabis company by revenue.

History [\[edit source\]](#)

Curaleaf was founded in 2010 under the name PalliaTech.^[1] It operated in [New Jersey](#) and had a research center in [Colorado](#). In 2013, the investment group Sputnik purchased a 35% stake in the company.^[2] The company name was changed to Curaleaf in 2018,^[3] just prior to going public on Toronto's [Canadian Securities Exchange](#) under the symbol CURA.^[4] It also raised \$400 million in what was considered the largest stock offering in cannabis industry history.^[5] Curaleaf has grown to be the largest Cannabis company in the world.^[6]

Curaleaf has made several acquisitions in the cannabis industry. It acquired the [cannabis oil](#) brand Select in 2019, making it the largest cannabis operator in the United States.^[7] The following year it acquired Colorado based edibles maker BlueKudu, which is known for its infused chocolates and gummies.^[8] In 2020, Curaleaf became the world's largest cannabis company by revenue after the [purchase](#) of its [Chicago](#)-based competitor Grassroots Cannabis.^[9] The purchase also expanded the company into 23 states in the U.S.^[10]

In April 2021, Curaleaf announced that it had completed its previously announced acquisition of EMMAC Life Sciences Limited ("EMMAC"), the largest vertically integrated independent cannabis company in Europe. The acquisition gives Curaleaf cultivation, EU GMP-certified processing, distribution, and R&D operations in several key European cannabis markets, including the United Kingdom, Germany, Italy, Spain and Portugal.^[11]

In May 2021, Curaleaf announced it had signed a definitive agreement to acquire Los Sueños Farms, a 36-acre outdoor marijuana growing operation in Colorado, for over \$60 million.^[12]

In September 2021, an Oregon subsidiary of the company, Cura Cannabis, mistakenly distributed tinctures with THC that were mislabeled as containing only CBD. This led to a recall by The [Oregon Liquor and Cannabis Commission](#) (OLCC).^[13]

In April 2023, Curaleaf's Chairman [Boris Jordan](#) was named a winner of Global Cannabis Times 100 Most Influential People 2023 in the Business Category.^[14]

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- [Official website](#)

- [CNN](#) - Curaleaf is the largest Cannabis company in the world.^[1]



*This **Cannabis**-related article is a *stub*. You can help Wikipedia by *expanding it*.*

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Company type	Private
Industry	Cannabis delivery Medical cannabis Recreational cannabis
Founded	2014; 10 years ago
Founder	Keith McCarty
Headquarters	San Francisco, California, United States
Key people	Ro Choy, CEO ^[citation needed]

Website

www.eaze.com

Eaze is an American company based in [San Francisco](#), California that launched a medical cannabis delivery app of the same name in 2014.^[1]

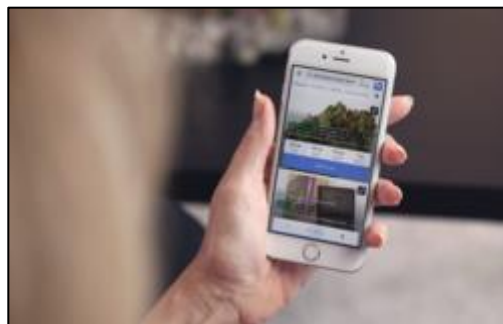
History^[edit source]

Eaze was launched in 2014 by Keith McCarty to deliver medical marijuana to patients in [California](#).^{[2][3]} McCarty started the company in his San Francisco apartment with four employees. The company provides a mobile app to connect users with cannabis dispensaries, but does not grow or sell marijuana itself, and has been nicknamed “the [Uber](#) of Weed”.^{[4][5]} As of 2017, the company operates in more than 100 cities within California.^[4]

In 2017, Eaze reported 300 percent growth over the previous year. It has 81 employees, and performs 120,000 deliveries per month to 250,000 users.^{[6][7]} A survey of Eaze users revealed that 66% are male, 57% are between 22 and 34, just over half have a [bachelor's degree](#), and 49% have an annual income over \$75,000.^[8] The company's vaporizer cartridge sales reached \$1 million in sales in 4 months, and 31% of customers had ordered a vaporizer by the end of 2016.^{[4][5]}

In 2016, Eaze founder Keith McCarty stepped down from his position as [CEO](#) and was replaced by Jim Patterson, who served as the company's chief product and technology officer.^[9]

EazeMD^[edit source]



User showing the app

EazeMD is a service that helps people acquire a medical marijuana card. It is a California-based [telemedicine](#) service in which physicians assess patients through an online video chat.^{[10][11][12]} It is California's largest telemedicine service for marijuana referrals.^[11]

In June 2017, a former employee of one of these physicians accessed patient data in the physician's records system, causing a security breach. However, there was no evidence that Eaze data was accessed.^[13]

Eaze Insights^[edit source]

Eaze Insights conducts surveys of their users and compiles data into reports on cannabis use. Statistics from their reports have been cited in [Seattle Weekly](#),^[14] [Forbes](#),^[15] [The Huffington Post](#),^[5] [Business Insider](#),^[16] [Fortune](#),^[8] and other general interest publications.

Financing^[edit source]

The company announced its \$10 million [Series A funding](#) in April 2015 by multiple venture capital firms, including the [Snoop Dogg](#)-backed Casa Verde Capital.^{[17][18]} In October 2016, Eaze announced its series B funding in the amount of \$13 million from five investors, making the company "the highest-funded startup in the history of the cannabis industry, as well as its fastest-growing one".^{[2][19][20]} In September 2017, the company raised another \$27 million in venture funding.^[21] The Series B funding was led by Bailey Capital, joined by [DCM Ventures](#), Kaya Ventures, and FJ Labs. According to the company's officials in 2017, Eaze managed to raise more than \$52 million since its inception in 2014.^[22]

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Formerly	GW Pharmaceuticals Group PLC (2001–2001) GW Pharmaceuticals PLC (2001–2021) ^[1]
Company type	Subsidiary
Traded as	Nasdaq: GWPH

Industry [Pharmaceutical industry](#)

Founded 1998; 26 years ago

Founder Geoffrey Guy
Brian Whittle

Headquarters [Cambridge](#), United Kingdom

Key people Justin Gover ([CEO](#))

Products [Epidiolex](#)
(Epidyolex in Europe)
[Nabiximols](#)
(Sativex)

Revenue  \$527 million (2020)

Net income  -\$58 million (2020)

Total assets  \$939 million (2020)

Total equity  \$741 million (2020)

Number of employees 1,161 (2020)

Parent [Jazz Pharmaceuticals](#)

Website gwpharm.co.uk 

Footnotes / references

[2]

GW Pharmaceuticals Limited^[1] is a British [pharmaceutics](#) company known for its [multiple sclerosis](#) treatment product [nabiximols](#) (brand name, Sativex) which was the first natural [cannabis](#) plant derivative to gain market approval in any country.^[3] Another cannabis-based product, [Epidiolex](#), was approved for treatment of epilepsy by the US [Food and Drug Administration](#) in 2018.^[4] It is a subsidiary of [Jazz Pharmaceuticals](#).

History^[edit source]

GW Pharmaceuticals was founded in 1998 by doctors [Geoffrey Guy](#) and Brian Whittle. That year, they obtained a cultivation license from the United Kingdom [Home Office](#) and the [MHRA](#), allowing the company to cultivate, possess and supply [cannabis](#) to conduct scientific research concerning [medical cannabis](#).^[5]

Later in 1998, GW Pharmaceuticals entered into a contract with [Hortapharm B.V.](#), a cannabis research and development corporation based in Amsterdam.^{[6][7]}

In 2001, GW Pharmaceuticals listed on the [Alternative Investment Market](#), the junior market of the [London Stock Exchange](#).^[8] In May 2013, the company became dual-listed on the [NASDAQ](#) and AIM.^[9]

In 2014, the company made a deal with [New York](#) to develop clinical trials using cannabidiol (CBD) to treat children who suffer from seizures and other medical complications.^[10]

In May 2021, [Jazz Pharmaceuticals](#) acquired the company.^{[11][12]}

Products^{[\[edit source\]](#)}

Sativex^{[\[edit source\]](#)}

Main article: [Nabiximols](#)

[Nabiximols](#) (trade name *Sativex*) is a [botanical drug](#) that is a [cannabis](#) extract, administered as a mouth spray; it was approved in the UK in 2010 as a treatment for [multiple sclerosis](#) (MS) patients to alleviate [neuropathic pain](#), [spasticity](#), overactive bladder, and other symptoms.^{[\[13\]](#)}

Nabiximols is made with two unknown [Cannabis strains](#), and is extracted with [ethanol](#) and [carbon dioxide](#).^{[\[14\]](#)}

In 2020, GW Pharmaceuticals concluded a partnership with [Bayer](#) for the distribution of Sativex in the UK.^{[\[15\]](#)} It has an estimated annual production of 100 tons of medicinal cannabis.^{[\[16\]](#)}

Epidiolex^{[\[edit source\]](#)}

Main article: [Epidiolex](#)

In 2015, GW Pharmaceutical initiated [Phase 3 clinical trials](#) of [cannabidiol](#) oral solution for treatment of two [rare disease](#) in children – [Dravet syndrome](#) and [Lennox–Gastaut syndrome](#).^{[\[17\]](#)} In August 2015, GW received [FDA Fast Track Development Program](#) designation from the US [Food and Drug Administration](#) for use of the drug candidate to treat newborns with epilepsy.^{[\[18\]](#)}

The drug, under the brand name Epidiolex, was given US [Food and Drug Administration](#) approval in June 2018.^{[\[19\]](#)[\[20\]](#)} It was subsequently given European EMA approval in September 2019 under the brand name Epidyolex.^{[\[21\]](#)[\[22\]](#)}

See also^{[\[edit source\]](#)}



- [Cannabis portal](#)
- [Dronabinol](#)
- [Marinol](#)
- [Nabilone](#)

- [Medical use of cannabis](#)

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External links^[edit source]

- [Official website](#) 
- [The Medicinal Uses of Cannabis and Cannabinoids](#)

Harborside Health Center

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From Wikipedia, the free encyclopedia

Harborside, formerly **Harborside Health Center**, is a recreational and [medical cannabis dispensary](#), with its flagship location in [Oakland, California](#), and an additional location in [San Jose](#). Founded in 2006 by [Steve DeAngelo](#) and Dave Wedding Dress, Harborside operates as a non-profit patient collective.^[1] In December 2011, Harborside Health Center was featured in the [Discovery Channel](#)'s four-part documentary series, *[Weed Wars](#)*.^[2] In June 2013 CNN premiered "Inside Man", an 8-episode documentary hosted and produced by Morgan Spurlock. The show's first episode provided a detailed, inside look at California's medical marijuana industry and featured Spurlock working in Harborside Health Center, as well as it described the legal troubles of the center.

It is considered to be the largest nonprofit medical cannabis dispensary in the state,^[3] if not the nation.^[4]

Federal case^{[[edit source](#)]}

In the summer of 2012, [Northern District of California](#) U.S. Attorney [Melinda Haag](#) filed [civil forfeiture](#) actions against the landlords of Harborside Health Center's two locations in an effort to evict the dispensary.^[5] Harborside challenged the evictions in state court, maintaining its compliance with state and local laws. A [Superior Court](#) judge dismissed the Oakland eviction, noting that the lease explicitly stated the use of the premises for the distribution of medical marijuana. The City of Oakland rallied behind Harborside^[6] and attempted to join the dispensary in the fight, but a judge overruled their action. In 2015 three members of Congress from California—Reps. [Sam Farr](#), [Dana Rohrabacher](#) and [Barbara Lee](#)—released a statement in support of Harborside,^[7] saying that the [US Department of Justice](#) "has overstepped its bounds" and "is not acting within the spirit or the letter of the law nor in the best interests of the people

who depend on Harborside for reliable, safe medical marijuana." In May 2016, the Department of Justice dropped the 4 year case against Harborside Health Center.^[8]

Patient services[edit source]

Harborside Health Center was the first medical cannabis dispensary to introduce lab testing.^{[9][10]} The dispensary also offered (circa 2010) free [wellness](#) services including [acupuncture](#), [yoga](#), [Reiki](#) and others.^[11] Harborside was the first marijuana organization to broadcast the administration of the non-psychoactive cannabinoid, CBD, to a child afflicted with [Dravet syndrome](#),^[3] a rare form of epilepsy ("Weed Wars," Episode 3).

Retail sales[\[edit source\]](#)

Beginning 1 January 2018, Harborside began retail sales to adults.^[12] All adults over the age of 21 with a valid ID may enter.

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Hawthorne Gardening Company

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Company type [Subsidiary of The Scotts Miracle-Gro Company](#)

Industry [Cannabis industry](#)

Founded 2014; 10 years ago

Products [Hydroponic products](#)

Brands Gavita

General Hydroponics

Sun System

Hawthorne Gardening Company, formed in October 2014,^[1] is [The Scotts Miracle-Gro Company](#)'s subsidiary for [cannabis](#) growers and one of the first major investments by a major United States corporation in the [cannabis industry](#).^[2]

Background^[edit source]

Hawthorne Gardening was created "to meet the demands of [hydroponic growers](#) (a.k.a. cannabis growers) ... [it] markets itself [to them] using language that's in line with the free-spirited, artisanal cannabis farmer."^[3] The business made its first cannabis-related investment in April 2015, when it bought General Hydroponics, a 35-year old [liquid nutrient](#) maker, called by *High Times* "the standard for hydroponic growers".^[1] After the 2015 purchase, a Hawthorne executive told the press, "the lion's share of General Hydroponics business in North America is cannabis growers".^[4] Scotts' CEO decided to spin off a cannabis business after a 2013 visit to a garden store in [Yakima, Washington](#) with a large section of hydroponic equipment.^[5] According to *Forbes*, Scotts had invested more than \$250 million in the subsidiary by mid 2016.^[5] In March 2018, the Hawthorne Gardening Company and [The Flowr Corporation](#) (a Canadian Licensed Producer of medical cannabis) announced an [R&D](#) partnership, building North America's first dedicated facility for cannabis research and development.^[6]

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Cannabis portal

Companies portal

- Official website



High Times

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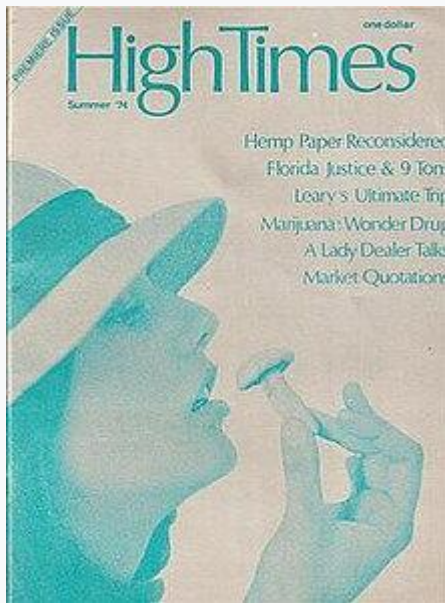
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For other uses, see [High Time \(disambiguation\)](#).



Cover image of *High Times*' premiere issue,
featuring model Elizabeth Donoghue,^[1]
Summer 1974

VP, Content Jon Cappetta (2019–present)

Editor Ellen Holland (Mar. 2022–
present)

**Former
editors** Ed Dwyer (founding
editor)
[Larry Sloman](#)^[2]
(1979–1984)
[Steven Hager](#)
(1988–2003, 2006–
c. 2013)
Chris Simunek (c.
2013–2014)
Dan Skye (2014^[3]–
2020)
Jamie Solis (2020–
2022)

Categories	Recreational drugs
Frequency	Monthly
Circulation	500,000 (1987)
Publisher	Trans-High Corporation (1974–2016)
	Hightimes Holding Corp. (2017–present)
Founder	Tom Forçade
Founded	1974; 50 years ago
First issue	Summer 1974
Company	Hightimes Holding Corp.
Country	United States
Based in	Los Angeles
Language	English
Website	hightimes.com

ISSN

0362-630X



High Times cover (17 November 2006)

High Times is an American monthly [magazine](#) (and cannabis brand)^[4] that advocates the [legalization of cannabis](#)^[5] as well as other [counterculture](#) ideas. The magazine was founded in 1974 by [Tom Forcade](#).^[6] The magazine had its own book publishing division, High Times Books, and its own record label, High Times Records.

From 1974 to 2016, *High Times* was published by Trans-High Corporation (THC).^[7] Hightimes Holding Corp. acquired THC and the magazine in 2017.^{[8][9]}

Overview^[edit source]

High Times covers a wide range of topics, including politics, activism, drugs, education,^[5] sex, music, and film, as well as photography.^[10]

Like *Playboy*, each issue of *High Times* contains a [centerfold](#) photo; however, instead of a nude woman, *High Times* typically features a [cannabis](#) plant.^{[11][3]} (The magazine, however, often featured women—occasionally crowned as "Ms. High Times"^[12]—on the cover to help

newsstand sales.)^[5] In addition, the magazine "published writers like [Hunter S. Thompson](#), [William S. Burroughs](#), [Charles Bukowski](#), [Allen Ginsberg](#), and [Truman Capote](#)."^[5]

Publication history^[edit source]

Origins^[edit source]

Forçade's previous attempt—via the [Underground Press Syndicate](#)/Alternative Press Syndicate—to reach a wide [counterculture](#) audience of [underground papers](#) had failed, even though he had the support of several noteworthy writers, photographers, and artists.^[13] Through *High Times*, Forçade was able to get his message to the masses without relying on mainstream media.^{[14][15]} Forçade was quoted as saying, "Those cavemen must've been stoned, no pun intended."^[citation needed]

High Times was originally meant to be a joke: a single-issue lampoon of [Playboy](#), substituting marijuana for sex.^{[16][5][3]} Brainstorming for the first issue's contents was conducted by a group that included Forcade, Rex Weiner, Ed Dwyer, Robert Singer, [A. J. Weberman](#), [Dana Beal](#), [Ed Rosenthal](#), the underground cartoonist Yossarian a.k.a. Alan Shenker,^[17] and Cindy Ornsteen a.k.a. Anastasia Sirocco.^[1]

The first issue, 50 pages in total, with the tagline, "The Magazine of High Society," appeared in the summer of 1974.^[1] Advertising for the first issue had been pre-sold at that year's National Fashion and Boutique Show. "*High Times* #1 made its debut at the June 1974 show and was an instant success, selling out its first run of 10,000 copies and getting reprinted twice."^[1]

The magazine's first editor was Ed Dwyer, who had earlier written the text of the [Woodstock](#) music festival program booklet (as well as the [Woodstock](#) film program booklet).^[18] The magazine was initially distributed by [Homestead Book Company](#)^[19] and [Big Rapids Distribution](#).

High Times was at the beginning funded by drug money from the sale of illegal marijuana,^{[20][5]} But the magazine found an audience, becoming a monthly publication with a growing circulation, and the staff quickly grew to 40 people.^[when?] Marijuana [hydroponics](#) growers were a large part of the magazine's advertiser base.^[5]

Financial struggles and legal battles^[edit source]

High Times founder Forçade committed [suicide](#) in November 1978.^{[21][22]} He bequeathed [trusts](#) to benefit *High Times* and the [National Organization for the Reform of Marijuana Laws](#) (NORML).^[6] (Forçade had been a supporter of NORML since the organization's founding in 1970.)^[citation needed]

Following Forçade's death, the magazine was controlled by "mostly by Forçade's relatives" and lawyer [Michael John Kennedy](#).^[4]

Under the editorship of [Larry Sloman](#) (from 1979 to 1984),^[23] the magazine consistently struggled against marijuana prohibition laws, and fought to keep itself alive and publishing in an anti-cannabis atmosphere.^[5] Reflecting the time period, *High Times* began to feature positive coverage of [cocaine](#) as a recreational drug.^{[3][5]}

The magazine's former associate publisher, Rick Cusick, said the only way *High Times* managed to stay in business and never miss a publication date for over four decades was, "Really, really good lawyers, even though everybody knew I was talking about just one—Michael Kennedy."^[24] Kennedy served as the General Counsel and Chairman of the Board for *High Times* for over 40 years until his death in 2016, when his wife and board member, Eleanora Kennedy, took the reins.^[citation needed]

Mainstream success and the Hager era^[edit source]

In 1987, *High Times* was audited by the [Audit Bureau of Circulation](#) as reaching 500,000 copies an issue, rivaling [Rolling Stone](#) and [National Lampoon](#).^[25]

In 1988, [Steven Hager](#) was hired as the magazine's editor. He changed the focus from the promotion of hard drugs (e.g., cocaine and [heroin](#)), and instead concentrated on advocating personal cultivation of cannabis.^{[5][26]} Hager became the first editor to publish and promote the work of [hemp](#) activist [Jack Herer](#).^[27]

In 1988, under Hager's leadership, the magazine created the [Cannabis Cup](#), a cannabis awards ceremony held every [Thanksgiving](#) in [Amsterdam](#) that later expanded to a number of U.S. cities.^[3] He also formed the High Times Freedom Fighters, the first hemp [legalization](#) group.^[citation needed] The High Times Freedom Fighters were famous for dressing up in [Colonial](#) outfits and organizing hemp rallies across the [United States](#). One rally, the Boston Freedom Rally, quickly became the largest marijuana-related political event in the country,^[5] drawing an audience of over 30,00 to the [Boston Common](#) in 2013.^[5]

The magazine advocated for the widespread use of [hemp](#) in the 1990s, publishing a quarterly magazine called *Hemp Times* and operating a retail location in Manhattan called Planet Hemp.^[5]

In 1991, the magazine began featuring celebrities on the cover of the magazine. Over the years, these included [Cypress Hill](#), [The Black Crowes](#), [Ziggy Marley](#), [Beavis and Butt-Head](#), [Milla Jovovich](#), [Ice Cube](#), [Wu-Tang Clan](#), [George Carlin](#), [Ozzy Osbourne](#), [Kevin Smith](#), [Frances McDormand](#), [Pauly Shore](#), [Sacha Baron Cohen](#), [Willie Nelson](#), [Woody Harrelson](#), and [Snoop Dogg](#).^[28]

In 1997, the magazine and Hager founded the [Counterculture Hall of Fame](#), with inductions held annually on [Thanksgiving](#) as part of the Amsterdam Cannabis Cup event.

In the late 1980s [Mike Edison](#) began writing "Shoot the Tube," a featured column about television and politics for *High Times*. In 1998 Edison was named the magazine's publisher, and later took control of the editorial side of the magazine as well. As editor and publisher, he caused a furor among staffers by putting [Black Sabbath](#) singer [Ozzy Osbourne](#) on the cover, and then leaking to the *New York Post*'s [Page Six](#) gossip column that thousands of dollars of pot had gone missing from the photo shoot.^[29] After taking the magazine to new heights in sales and advertising,^[30] Edison was instrumental in producing *High Times*' first feature film, *High Times' Potluck*.^[31] Edison left *High Times* in 2001.

In 2000, the magazine established the [Stony Awards](#) to recognize and celebrate notable [stoner films](#) and [television episodes about cannabis](#). Six *High Times* Stony Awards ceremonies were held in New York City beginning in 2000, before the Stonys moved to Los Angeles in 2007. Award winners received a [bong](#)-shaped trophy.^[32] Starting in 2002, the Stonys presented the Thomas King Forçade Award for "stoner achievement" in film.^[33]

Later developments^[edit source]

In 2003, Steven Hager was fired, and *High Times*' board of directors shifted the magazine's focus from marijuana to more literary content, hiring [John Buffalo Mailer](#) as executive editor.^{[4][34]} As a result, the magazine "lost a third of the circulation in nine months."^[4] Mailer left the magazine within a year^[4]—a succession of editors followed, including David Bienenstock, Rick Cusick, and Steve Bloom.^[35]

In 2004, *High Times* returned to its roots, releasing the [CD High Volume: The Stoner Rock Collection](#). Hager was rehired, first as the [creative director](#),^[citation needed] and then in 2006, back

to the position of editor-in-chief,^[35] but by 2009 he had returned to the role of creative director.^[12]

In November 2009, *High Times* celebrated its 35th anniversary.^[36]

In the period 2010–2013, the magazine put out a standalone publication that advocated for medical marijuana.^[5]

Hager was again let go by the magazine in 2013, eventually successfully suing *High Times* for defrauding him of his ownership shares in the company.^[37] Hager subsequently released a 20-part series on YouTube, titled *The Strategic Meeting*, showing the internal machinations inside the company. The video series asserts that Michael Kennedy stole the company from the rightful employees and subverted the original mission for his own private gain.^[38]

In October 2014, the magazine celebrated its 40th anniversary with a party attended by celebrities such as Susan Sarandon.^[3] In 2014, the *High Times* website was read by 500,000 to five million users each month.^{[3][39]}

Relocation to L.A., sale^[edit source]

In January 2017, the magazine announced it would be permanently relocating from New York to Los Angeles.^[20] This followed the legalization of marijuana in several West Coast states, including California.^[40]

In the summer of 2017, *High Times* was sold to a group of investors led by Adam Levin^[4] of Oreva Capital for an amount estimated from \$42 million^{[41][37]} to \$70 million.^[4]

High Times acquired cannabis media company Green Rush Daily, Inc. on April 5, 2018.^[42] The deal was valued at \$6.9 million. Green Rush Daily founder Scott McGovern joined the magazine as Senior Executive Vice President.^[43]

Columns^[edit source]

- "Almost Infamous" by Bobby Black (2004–2016)—lifestyle and entertainment^[44]
- "Ask Ed: Your Marijuana Questions Answered" by Ed Rosenthal (1980s–1990s)^[45]

- "Brain Damage Report" by [Paul Krassner](#) (late 1970s–2000s)^[34]
- "Cannabis Column" by [Jon Gettman](#)^[46]
- "Chef Ra's Psychedelic Kitchen" by [Chef Ra](#) (c. 1988–c. 2003)^[47]
- "Sex Pot" by [Hyapatia Lee](#) (from 2013)^[48]
- "The Stoned Gamer" by [Alana Evans](#) (from 2014)—[gaming](#)^{[49][50]}
- "Toasted Tweets" by [Jessica Delfino](#) (2016)—weekly cannabis-themed [Twitter](#) round-up
- "The Stone Cold Cop List" by [Jon Cappetta](#) (2020) - monthly collection of newly released products ^[51]

Comics^[edit source]

By 1976, *High Times* was publishing comics in its pages, by the likes of [underground comix](#) creators such as [Gilbert Shelton](#) ("The Fabulous Furry Freak Brothers"), [Kim Deitch](#), [Josh Alan](#) and [Drew Friedman](#), [Bill Griffith](#) ("Zippy the Pinhead"), [Paul Kirchner](#) ("Dope Rider"), [Milton Knight](#) ("Zoe"), [Spain Rodriguez](#) ("Trashman"), [Dave Sheridan](#), [Frank Thorne](#), and [Skip Williamson](#) ("Snappy Sammy Smoot"). Later, artists like [Bob Fingerman](#) and [Mary Wilshire](#) contributed comics to *High Times* as well.^[7]

Notable contributors and staff members^[edit source]

[Andrew Weil](#) was a regular contributor to *High Times* from 1975 to 1983.^[52] For a time, [William Levy](#) served as the magazine's European editor.

In 1976, [Bruce Eisner](#) became a contributing editor for the magazine. [Chip Berlet](#) was the magazine's Washington, D.C. bureau chief in the Seventies. [Jeff Goldberg](#) was an editor in 1978–1979.

[Kyle Kushman](#) is a former cultivation reporter for *High Times* and has been a contributing writer for over 20 years.

[Bobby Black](#) had a long association with *High Times*, from 1994 to 2015,^{[53][54][55][56]} including being a senior editor^[57] and columnist. His involvement at *High Times* included production director and associate art director; writing the monthly lifestyle and entertainment column "Almost Infamous"; writing feature articles and interviews; creator and producer of the

magazine's annual Miss High Times beauty pageant;^[12] producer and host of the annual High Times Doobie Awards for music;^{[58][59]} lead reporter, judge, and competition coordinator for the [Cannabis Cup](#) and the [High Times Medical Cannabis Cup](#); and A&R, producer, liner notes and art director for *High Volume: The Stoner Rock Collection* CD (High Times Records).^[60]

At age 19, [Zena Tsarfin](#) started as an intern for the magazine.^[61] She later returned to *High Times*, serving as the magazine's managing editor until 2001 and then again from March 2006 to January 2007. From 2014 to 2016, Tsarfin was *High Times*' director of digital media.

[Danny Danko](#) is the magazine's former Senior Cultivation Editor.^[5]

The careers of a number of writers/editors from the [comics](#) industry overlapped with *High Times*, including Tsarfin, [Josh Alan Friedman](#) (*High Times* managing editor, 1983), [Lou Stathis](#) (*High Times* editor, late 1980s), [Ann Nocenti](#) (*High Times* editor, 2004), and most significantly, [John Holmstrom](#), who began to work for the magazine as Managing Editor in 1987, was soon promoted to Executive Editor, and in 1991 was promoted to Publisher and President. In 1996 he stepped aside to launch and oversee the *High Times* website, and left the magazine for good in 2000.

Andrew James Parker, a.k.a. Chewberto420, is a cannabis photographer and author, based out of the Western United States (predominantly [Huntington Beach, California](#) and [Pagosa Springs, Colorado](#)), who has made contributions to the magazine since 2016. Parker is known for his images based in [macro photography](#). He discovered naturally occurring purple hash through experimentation with [anthocyanins](#) within cannabis.^{[62][63][64]}

Book publishing^[edit source]



A High Times branded cannabis dispensary in [Coalinga, California](#)

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See also^{[\[edit source\]](#)}

- [Cannabis Cup](#)
- *[High Times' Potluck](#)*
- [Counterculture Hall of Fame](#)
- [Stony Awards](#)
- [High Times Medical Cannabis Cup](#)

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From Wikipedia, the free encyclopedia

This article **reads like a press release or a news article** and may be **largely based on routine coverage**. Please help [improve this article](#) and add [independent](#)

[sources.](#) (October 2021)

The logo for Leafly, featuring the word "Leafly." in a bold, green, sans-serif font. The dot on the period is a small circle.

Logo since 2019

**Company
type**

[Public](#)

Traded as

[Nasdaq: LFLY](#)

Industry

Medical & Adult Use
Cannabis

Founded

June 13, 2010 in [Irvine, California](#), U.S.

Founders

Cy Scott

Scott Vickers

Brian Wansolich

**Headquarte
rs**

[Seattle, Washington](#), U.S.

Key people

Yoko Miyashita
(CEO)^{[1][2]}

Website

www.leafly.com

Leafly is a website focused on [cannabis](#) use and education.^[3] The company says it has more than 120 million annual visitors and over 10 million monthly active users.^[4] Leafly provides a wide range of information on cannabis including 1.5 million consumer product reviews, more than 9,000 cannabis articles and resources, and over 5,000 verified strains in its database.^[4] Leafly additionally provides 4,500+ retailers and 8,000+ cannabis brands with e-commerce tools such as digital storefronts, embedded menus, point-of-sale integrations, targeted advertising, and more.^[4] The company is headquartered in [Seattle, Washington](#) and from 2012 to 2019 was owned by [Privateer Holdings](#), a private equity firm focused on the emerging legal cannabis industry.^{[5][6][7]} Leafly is now a publicly traded company with 160 employees.^[4]

History^[edit source]

Leafly was founded in June 2010 by Scott Vickers, Brian Wansolich, and Cy Scott.^[8] The three [Orange County](#) engineers recognized the need for a legitimate strain resource and began to build Leafly as a side project to their jobs as web developers.^{[8][9][10]} Privateer Holdings acquired the company in 2011, at which time Brendan Kennedy became the company's CEO.^{[11][12][13]} Meanwhile, the original founders left to launch a new company named Headset.^[14] By July 2011 the website had received about 180,000 unique visitors and was growing at 30 percent per month.^[10] In April 2012, Leafly reported about 2.3 million monthly visits and approximately 50,000 [mobile app](#) downloads per month.^{[9][15]} In June 2016, the company announced that it received more than 6 million monthly visitors and 31 million page views across its website and mobile applications.^[16] On August 2, 2014, Leafly became the first cannabis company to place an advertisement in [The New York Times](#).^[17]

Leadership^[edit source]

On November 6, 2017, Privateer Holdings announced the appointment of Chris Jeffery as CEO; he was formerly co-founder of food delivery service OrderUp,^[18] He was replaced in 2018.^[19]

On March 4, 2019, the firm appointed former vice president of [Amazon Prime Video International](#) Tim Leslie as its CEO.^{[20][21]} He was replaced on August 18, 2020 by Yoko Miyashita, formerly the firm's General Counsel.^[22]

Business model^[edit source]

Leafly generates [revenue](#) by selling online [display advertising](#) and priority dispensary listing packages to companies in the cannabis industry.^{[9][23]} Display advertising campaigns are sold on a Cost Per Impression model.^{[8][9]} More than 4.5 million orders are placed with businesses on Leafly each year, generating \$460 million in gross merchandise value (GMV) annually for Leafly partnered retailers.^[4]

Use^[edit source]

Leafly has three primary functions:

Strain explorer^[edit source]

Patients and consumers use Leafly to search for cannabis strains according to medical use, such as [anxiety](#) or [nausea](#), and desired effects, like [euphoria](#) or [creativity](#).^{[9][24]} Relevant strains are then presented in a format similar to the periodic table. The table is color coded to identify whether the strain is [sativa](#), [indica](#), or a hybrid of both. The problem is that almost every piece of strain data is incorrect and unverified.^{[10][25]}

Dispensary locator^[edit source]

Patients can use their zip codes or city and state names to search for dispensaries, which are then displayed on a map of the area. The dispensary profiles include menus, reviews, photos, and store locations.^{[25][26][13]}

Reviews^[edit source]

Leafly users can write reviews of strains and products they have tried or dispensaries they have visited. For dispensaries and products, reviews consist of a brief comment section and a star

rating system that is based on medication, service, and atmosphere. Strain reviews include desirable effects, attributes, and summary information.^{[26][15][12]}

Mobile access^[edit source]

Leafly has mobile applications for iOS and Android devices.^{[25][27][28][8][10]} In 2021, the company launched a new iOS app that enables iPhone and iPad users to place pickup orders for cannabis in legal state markets.^[29]

Statistics^[edit source]

- 220 million annual sessions^[4]
- 10+ million monthly active users^[4]
- 5,000+ strains in the Leafly database, sorted alphabetically and categorized by indica, sativa, and hybrid^[4]
- 1.5 million product reviews^[4]
- 9,000+ cannabis articles and resources^[4]
- 4,500+ retailers online with Leafly^[4]
- 8,000+ brands online with Leafly^[4]
- 4.5 million orders placed annually^[4]
- \$460 million GMV^[4]

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Company type	Public
Industry	Cannabis
Founded	2010
Founder	Adam Bierman Andrew Modlin
Defunct	April 26, 2024; 6 months ago
Fate	Bankruptcy
Headquarters	California, United States
Revenue	 \$130 Million(2019) ^[1]
Number of employees	1,000
Website	medmen.com

MedMen Enterprises was a [United States-based cannabis](#) company. At its peak, it had operations in California, Nevada, Arizona, Florida, Illinois, New York, and Massachusetts.^{[2][3]} MedMen owns and operates 29 retail stores and 6 cultivation facilities and is currently licensed to expand its footprint to 65 retail locations.^[4] Its stock began trading on the [Canadian](#)

[Securities Exchange](#) under the ticker symbol MMEN in 2018.^[5] The CSE suspended trading of MedMen's stocks on January 8, 2024 pursuant to cease trade orders from the [Ontario Securities Commission](#) and [British Columbia Securities Commission](#),^[6] and the stocks were delisted on May 16, 2024.^[7] MedMen was also traded [over-the-counter](#) in the United States under the ticker symbol MMNFF.^[8] MedMen is based in [Culver City, California](#) and has more than 1,000 employees.^{[9][3][10]}

History^[edit source]

MedMen was co-founded in 2010 by Adam Bierman and Andrew Modlin.^[11] In an interview with Green Entrepreneur, the pair said they saw a business opportunity in the emerging cannabis industry and a chance to "redefine society's relationship with cannabis". In 2018, MedMen West Hollywood was one of the first cannabis retail stores to open in California after the state's recreational cannabis laws went into effect.^[12] MedMen opened its first branded retail outlets in New York^{[13][14]} and in Nevada in 2018,^[15] and opened its first medical marijuana dispensary in Florida in 2019.^[16]

In April 2018, the company opened MedMen Mustang, a 45,000 square-foot greenhouse and manufacturing facility near [Reno, Nevada](#) with expectations of producing 10,000 pounds of cannabis annually.^[17]

In May 2018, MedMen began construction on a second 45,000-square-foot cannabis factory in [Desert Hot Springs, California](#). It was scheduled to open in early 2019.^[18]

MedMen went public on the Canadian Stock Exchange via a [reverse takeover](#) (RTO). The company listed under the [stock ticker](#) symbol MMEN on May 29, 2018.^[3]

In June 2018, MedMen announced its acquisition of a nursery and retail license to build 25 stores in [Florida](#).^[3]

In the second half of 2018, MedMen acquired dispensaries in [Arizona](#), [Northern California](#), and [Illinois](#). The company also initiated a \$682 million acquisition of PharmaCann, although the deal eventually fell through.^[19] The acquisition would have set a record for the largest U.S.-based cannabis company buyout.^{[20][21]} The board decided the money would be better spent in increasing market share naturally.^[22]

In February 2019, MedMen announced a relationship with Treehouse Real Estate Investment Trust ("Treehouse"), a cannabis-focused [REIT](#) that had raised \$133 million to acquire properties from MedMen.^[23]

In 2019, MedMen former CFO, James Parker, filed a lawsuit claiming that he was [wrongfully discharged](#); while MedMen's CEO and its board denied the claims, calling them baseless and asserting that they will prevail in court.^[24] On April 19, 2019, MedMen's [Chief Operating Officer](#) Ben Cook, [general counsel](#) Lisa Sergi Trager, and senior vice president of corporate communications Daniel Yi resigned.^[25] Parker's lawsuit's claims resulted in the New York Medical Cannabis Industry Association removing MedMen from its roster.^[26]

In May 2019, the [Journal of the American Medical Association](#) called for a "national evidence-based regulatory regime for marijuana marketing" citing MedMen's nationally broadcast health claims.^[27]

In June 2019, the [Los Angeles Business Journal](#) reported MedMen's cash burn rate \$70 million per quarter as the company cut expenses by 20% from 2018 levels.^[28]

On February 1, 2020, Adam Bierman resigned as CEO and surrendered all of his Class A super voting shares.^[29] Ryan Lissack, MedMen's chief operating officer and chief technology officer, was appointed to serve as the interim CEO.^[30]

On March 30, 2020, MedMen announced it had appointed Tom Lynch as Interim Chief Executive Officer and Chief Restructuring Officer. He previously served as Interim Chief Executive Officer of [David's Bridal](#) and before that chairman and chief executive officer of [Frederick's of Hollywood](#).^[31]

On April 26, 2024, MedMen announced that they have entered bankruptcy proceedings in Canada, and its CFO Amit Pandey resigned immediately after the announcement. MedMen USA filed for voluntary [Chapter 7 bankruptcy](#) liquidation and immediately discontinued all future operations permanently.^[32]

Funding^[edit source]

Prior to its [Canadian Stock Exchange](#) listing, MedMen raised approximately \$110 million through a private placement at an implied [enterprise valuation](#) of \$1.65 billion.^[33]

The company also raised nearly \$200 million (debt and equity) from September 2018 through November 2018, but reported only \$80 million in cash on hand at year-end. In March 2019, MedMen announced a \$250 million convertible financing facility with Gotham Green Partners.^[34]

Retail stores and facilities^[edit source]

As of fall 2019, MedMen operated 32 dispensaries serving both medical and recreational customers in Arizona, California, Illinois, Nevada, New York, and Florida.^{[35][24]}

On March 11, 2024, it was reported by several sources that Medmen had closed its operations everywhere except for in San Diego and near LA International Airport. The closures came not too long after the company's stock value dropped to zero, which lead to the ousting of their CEO and executive chairman.^{[36] [37]}

Business strategy^[edit source]

Domestic^[edit source]

MedMen West Hollywood was one of two licensed dispensaries operating in time for the start of legal recreational use in the Greater Los Angeles area on January 2, 2018.^[38]

According to the [Bureau of Cannabis Control](#) records, the first state license for a cannabis business in the city of Los Angeles went to MedMen Beverly Hills on January 19, 2018.^{[39][40]}

MedMen has opened eight stores in Florida to serve its medical marijuana market and plans to have nine stores open by the end of 2019.^[41]

International^[edit source]

In 2015, MedMen partnered with MedReleaf, a Canadian marijuana producer now known as [Aurora Cannabis](#), to open opportunities for collaboration on "product development and market penetration" with MedReleaf CEO Neil Closser joining MedMen's board of advisors.^[42]

On March 19, 2018, MedMen announced its cross-border, joint-venture partnership with Canadian company, Cronos Group, called MedMen Canada.^[43]

Marketing and branding^[edit source]

In February 2019, the company released a video ad directed by [Spike Jonze](#) and narrated by [Jesse Williams](#)^[44] touting the "normalization" of cannabis usage in American culture and linking the practice to founding father [George Washington](#). The ad also criticizes anti-cannabis sentiment and [American drug war](#) policy.

On July 19, 2019, the television [animated comedy](#) series [South Park](#) released a satirical video on [YouTube](#)^[45] to promote its fictional "[Tegridy Farms](#)" cannabis brand, which originated in a 2018 episode. Multiple publications have noted similarities between the South Park ad and MedMen's Spike Jonze-directed ad, both of which begin with scenes featuring America's [Founding Fathers](#) growing hemp, particularly George Washington.^{[46][47][48]}

See also^[edit source]

[Cannabis portal](#)



[Companies portal](#)

- [Cannabis in the United States](#)
- [Medical cannabis in the United States](#)
- [Legality of cannabis](#)

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Traded as CSE: [PLTH](#) and OTCQX: [PLNHF](#)

Industry [Cannabis](#)

Headquarters Nevada, United States

Key people Robert Groesbeck
([Chairman](#) and [Co-CEO](#))
Larry Scheffler ([Chairman](#)
and [Co-CEO](#))

Products [Medical cannabis](#), [Recreational cannabis](#), [vape pens](#) and smoking accessories

Brands Planet 13 Las Vegas, Medizin, Trendi, Leaf & Vine, Purc, Planet M

Website <https://www.planet13holdings.com>

Planet 13 Holdings, Inc. is a [cannabis](#) company based in Nevada, United States.^[1] On Nov 1, 2018, the company opened its [cannabis dispensary](#) in [Las Vegas](#) which became the largest cannabis dispensary in the world at 112,000 square feet.^[2]

The company operates through Planet 13 Cannabis Superstore & Entertainment Complex as well other sub-brands like Medizin, Trendi, Leaf & Vine, PURC and Planet M. The product portfolio of the brands are primarily cannabis products while PURC is a [coffee](#) brand.^[3]

The company has expanded across the United States and have dispensaries in Orange County, California, Florida, and Illinois.^[4]

History^[edit source]

Planet 13 Holdings is run by its two [CEOs](#) Bob Groesbeck and Larry Scheffler, who are both former politicians. Groesbeck served as the mayor of [Henderson](#), 16 miles away from Las Vegas, from 1993 to 1997, and Scheffler served as a councilman for Henderson.^{[5][6]}

The company has a cultivation license in Nevada with a capacity of 950 kg per year. It also has two retail licenses to sell both medical and [recreational cannabis](#).^[7]

In 2021, Planet 13 Holdings purchased a medical marijuana subsidiary of Harvest Health and Recreation for \$55 million. The store will be known at Planet 13 Florida.^[8] In 2022, the company purchased Next Green Wave to expand operations in California.^[9]

In July 2021, the company opened Planet 13 Orange County in [Santa Ana, California](#).^{[10][11]} The largest dispensary in California, it features an 89-foot digital waterfall, a computerized interactive beach, and a 16-foot octopus sculpture.^[10]

Planet 13 Cannabis Dispensary^[edit source]

The company has a retail outlet near the [Las Vegas Strip](#) is the largest cannabis dispensary in the world measured by square footage at 40,000.^{[12][13]} It serves an average of 3,575 customers per day.^[14] It is open 24 hours seven days a week.

Market and Expansion^[edit source]

The company's share price had more than doubled in one year, up to 175%. The share price has also increased up to 48% in a quarter.^[15] With a market capital of C\$510 million, the company reported sales of \$5.5 million in March 2019, a 64% increase from the time of opening of the dispensary in November 2018. Based on the same, the annual sales figures are expected to be around \$66 million as estimated by [Seeking Alpha](#). The company stock performed well in 2019 with a reported 113% gain until April 2019. On July 1, 2021, Planet 13 opened a 40,000-square-foot store in Santa Ana, Calif., just 10 minutes from [Disneyland](#).^[14]

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From Wikipedia, the free encyclopedia



Industry	Private equity firm
Founded	October 20, 2011
Founders	Brendan Kennedy Michael Blue Christian Groh
Headquarters	Seattle, Washington, United States
Website	privateerholdings.com

Privateer Holdings is an American [private equity](#) company that invests in the legal [cannabis industry](#).^{[1][2]} It is headquartered in [Seattle, Washington](#) and employs more than 350 people in seven countries.^[3]

Privateer Holdings secured the first institutional investor to enter the cannabis industry, [Founders Fund](#).^[4] In 2019, Privateer Holdings was merged with [Tilray](#).^{[5][6]}

History^{[[edit source](#)]}

This section needs to be **updated**. Please help update this article to reflect recent events or newly available information.
(September 2024)

The company was founded by Brendan Kennedy, Michael Blue, and Chris Groh on October 20, 2011.^[6]

Portfolio companies^{[[edit source](#)]}

Privateer Holdings portfolio companies include: [Leafly](#), [Tilray](#), and [Marley Natural](#), a partnership with the [Bob Marley](#) estate launching a line of cannabis-focused goods.^[7]

Privateer Holdings acquired Leafly in 2011. In 2014, Leafly became the first cannabis company to place an advertisement in the [New York Times](#).^[8]

Privateer owns 76 percent of Tilray Inc.,^[9] a company federally licensed by the Government of Canada to produce, process, package and distribute medical cannabis. The company operates a 60,000 sq. ft medical cannabis research and production facility in Nanaimo, British Columbia. As of 2016, Tilray supplied pharmaceutical-grade medical cannabis products and had raised \$122 million.^[10] Tilray's primary market is Canada, where it serves more than 20,000 patients, but the company also exports medical cannabis products to other countries. Tilray was the first company to legally export medical cannabis products from North America to Australia, Brazil, Chile, the European Union, and New Zealand.^{[11][12][13][14]}

Tilray became the first medical cannabis producer in North America to be GMP certified in December 2016.^[15] GMP certification is the most rigorous standard that manufacturers of medical products must meet in their production processes. GMP certification allows Tilray to create products for clinical research. As of 2016, Tilray supplies pharmaceutical-grade medical cannabis products for three different clinical trials in partnership with hospitals and universities in Canada and Australia.^{[[citation needed](#)]}

In November 2014, Privateer Holdings and [Bob Marley's](#) daughter [Cedella](#) launched the cannabis brand [Marley Natural](#) developed by the Marley family in conjunction with Privateer.^[16] Marley Natural launched its inaugural collection of cannabis products, body care, and smoking accessories in [Los Angeles, California](#) in February 2016.^[17] As of April 2017, the brand sells cannabis in California, Oregon, and Washington.^[18]

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A major contributor to this article appears to have a [close connection](#) with its subject. (*June 2017*)



Steep Hill

Industry	Cannabis testing
Founded	2007
Headquarters	Berkeley, California
Parent	Canbud Distribution Corp.
Website	https://www.steephill.com/

Steep Hill, INC. is a California-based [medical cannabis](#) and adult-use cannabis testing, analytics, and research laboratory that opened in late 2007.^[1] It was the first commercial medical [cannabis](#) testing lab to open in the United States.

Founding^[edit source]



Steep Hill was founded by David Lampach,^{[2][3][4]} Addison DeMoura,^[5] and [Steve DeAngelo](#) in 2007.^{[6][7]} In accordance with [California Proposition 215 \(1996\)](#) and California's Prop. 64 [Adult Use of Marijuana Act](#) regulations, Steep Hill routinely analyzes samples from the [California](#) medical and adult-use [cannabis](#) markets for signs of active compounds, [microbiological contamination](#), residual [solvents](#) and [pesticides](#). The lab uses [Shimadzu](#) equipment for [gas chromatography](#). Steep Hill has advocated for strict safety and quality testing regulations^[8] in the cannabis industry.^[9]

Products^[edit source]

The lab is known for its QuantaCann and QuantaCann2 systems,^{[10][11]} the first instant onsite potency analysis systems in the medical cannabis industry.^[12] QuantaCann is on-site potency and moisture machinery providing important analytical information from cannabis samples in 60 seconds. The QuantaCann machinery was featured in the 2014 episode of [CSI: Vegas](#), "Buzz Kill"^[13] as the scientific equipment used to solve a murder in a dispensary. In addition, Steep Hill Labs created GenKits,^[14] a genetics kit used for identifying various cannabis strains.^[15] It has been primarily used for young seedlings so that growers may identify young male plants.^[16] With this information growers are able to use additional [genetic testing](#) for traits to determine whether or not to remove them from their yields. Cannabis cultivators use GenKit for the classification, documentation, and safeguarding of cannabis varietals.^[17] The lab complements this with programs that seek to identify specific [THCA](#) and [CBDA](#) content in plants. Other Steep Hill products include their Phenosight™ products,^[18] which guide marker-assisted breeding programs in developing cannabis strains with desirable traits, and Strain Fingerprint,^[19] quantifying the average concentrations of the twelve most common cannabinoids and terpenoids found in cannabis strains.^[20]

History & Timeline^[edit source]

2011^[edit source]

Steep Hill was selected to serve as a [Mendocino County](#) 9.31 inspector. The company inspected cannabis gardens in order to establish compliance with County law.^{[21][22]}

2013^[edit source]

Steep Hill served on a team that was contracted to consult the [Washington State Liquor and Cannabis Board](#)^[23] on implementation of its adult-use legal cannabis program.^{[24][25]}

In July 2013, Steep Hill Lab Inc. merged with Halent Scientific Inc. to form Steep Hill Halent Lab Inc.^{[26][27][28][29]}

2014^[edit source]

In November 2014, Steep Hill and [University of Technology Jamaica](#) signed a [Memorandum of Understanding](#),^[30] initiating a three-year partnership.^[31] This partnership furthers advanced research efforts to examine the scientific and medicinal properties and potential of the cannabis plant with the acquisition of a Steep Hill's QuantaCann2 cannabis testing machinery.^[32]

Steep Hill expanded its lab locations to [Washington state](#).^[33]

2015^[edit source]

Steep Hill announced a partnership with the cannabis lifestyle website [Leafly](#)^[34] for the debut of its Strain Fingerprint product.^[35]

Steep Hill expanded its lab locations to include [New Mexico](#).^{[36][37]}

2016^[edit source]

Steep Hill announced significant [East Coast](#) expansion^[38] of [licensee](#) lab locations, including new locations in [Pennsylvania](#), [Washington, D.C.](#),^[39] and [Maryland](#),^[40] as well as into [Alaska](#).^[41] The lab obtained approval to operate in Maryland in 2017.^[42]

During a 30-day period ending on Oct. 10, 2016, Steep Hill performed [quantitative](#) pesticide testing of California-produced cannabis samples,^[43] reporting that 84.3% of samples submitted tested positive for pesticide residue,^[44] failing to meet the criteria of Oregon's [pesticide regulations](#).^{[45][46]}

Steep Hill adopts PathogenDx technology for performing commercial cannabis microbial testing to California requirements, deploying January 2017.^[47]

The work of Steep Hill's cannabis [genomics](#) research division was the subject of a 2016 profile in [Wired magazine](#).^[48]

2017^[edit source]

In August 2017, Steep Hill closed a two million dollar funding round to support its 2018 growth.^[49]

Steep Hill's Dr. Reggie Gaudino, Ph.D., Vice President of Science, Genetics, and Intellectual Property, provided [testimony](#) before the Sixth Meeting Of the New Mexico Legislative [Health and Human Services](#) Committee, "There Is No [FDA](#) In Cannabis Testing, Therefore, Safe Cannabis for Patients is Left to the States States Must Respond on Behalf of Patients."^[50]

In November 2017, Steep Hill announced a strategic alliance with New Frontier Data to offer intelligence reporting, data analysis, technology, and scientific expertise to governmental agencies in European Union member countries.^[51]

Steep Hill Alaska, one of two testing labs in the state, reported inconsistencies in potency results from different labs, resulting in the formation of a committee to look at issues regarding the testing of cannabis products in Alaska.^[52]

Through a partnership with Canada's [First Nations](#) Pontiac Group,^[53] Steep Hill expands to offer full service cannabis testing and quality assurance to [Canada](#).^[54]

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Trulieve

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Trulieve is a business in the U.S. [cannabis industry](#). It is considered the second largest in the segment, behind [Curaleaf](#), with \$1.2 billion in 2022 sales.^[1] In 2021, after acquiring Canadian company Harvest, Trulieve became at the time the largest cannabis company in the world,^[2] and claimed to be the most profitable.^[3]

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Weedmaps

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Company [Public](#)
type

Traded as [Nasdaq: MAPS](#)

Industry	Cannabis technology
Founded	July 2008
Headquarters	Orange County, California
Key people	<p>Chris Beals (CEO)</p> <p>Doug Francis (Chairman)</p> <p>Justin Hartfield (CoFounder)</p> <p>Steven Jung (COO)</p> <p>Juanjo Feijoo (CMO)</p> <p>Arden Lee (CFO)</p> <p>Justin Dean (CIO)</p> <p>Brian Camire (General Counsel)</p>
Products	<p>Weedmaps.com</p> <p>WM Orders</p> <p>WM Exchange</p> <p>WM Retail</p> <p>MMJMenu</p>

WeedMaps is a tech company serving the [cannabis](#) industry, founded in 2008 by [Justin Hartfield](#) and Keith Hoerling.^[1]

Headquartered in [Irvine, California](#), Weedmaps has more than 400 employees, and has offices in Denver, Tucson, New York, Barcelona and Toronto. In March 2019, Chris Beals was named CEO of Weedmaps, replacing Doug Francis who took responsibilities as Chairman of the company.^[1] As of October 2019, the company announced they would lay off approximately 25 percent of its workforce, due to the slow introduction of recreational markets in California and Massachusetts.^[2]

History^[edit source]

A 2009 [New York Daily News](#) article said of Weedmaps, "There's a new stoner's paradise on the Web" that is a website "where medical marijuana patients can connect with other patients in their area, to freely discuss and review local cannabis co-operatives and dispensaries."^[3] In November 2010 WeedMaps was acquired by General Cannabis Incorporated for an undisclosed amount. As part of acquisition, founder Justin Hartfield became WeedMaps' Chief Web Officer.^{[4][5]}

Although the company does not disclose revenue figures, some media outlets have reported historical sales estimates for the company. For example, a 2010 TechCrunch article reported that Weedmaps grew monthly revenue of \$20,000 in 2009 to \$400,000 per month in 2010, with approximately 50,000 registered users at the time.^[6]

In November 2011 Weedmaps acquired Marijuana.com for \$4.2 million. The acquisition included the Marijuana.com domain name as well as all of the site's content.^{[4][7]}

In February 2013 General Cannabis sold all cannabis-related businesses, including WeedMaps, back to the original founders.^[8]

In June 2013, Hartfield and business partner and COO Doug Francis formally announced the formation of Ghost Group and its offspring, the Emerald Ocean Capital firm, the first marijuana Venture Capital firm to connect and invest through "Emerging Companies in Legal Cannabis and Medical Marijuana Sectors."^{[9][10]}

Also in June 2013, Business Insider dubbed Hartfield "The First Venture Capitalist of The Pot Industry."^[11]

Partnership with NORML^[edit source]

In October 2011, Weedmaps entered into an online partnership with [NORML.org](#), helping to revamp the site. This partnership signified Weedmaps' effort to aid legalization efforts and take a more active approach within the marijuana community.^[12]

Weedmaps Museum of Weed^[edit source]

In August 2019, Weedmaps launched a 30,000 square-foot Museum of Weed in [West Hollywood](#), "aimed at destigmatizing cannabis", telling the story of cannabis prohibition over the last century. The museum finished its 3-month run at the end of October. There is no news on the next destination for the museum.^{[13][14][15]}

Go Public^[edit source]

In 2021, the Company went public via SPAC transaction with Stock Ticker \$MAPS.

Acquisition of Sprout^[edit source]

In September 2021, Weedmaps acquired Sprout, a leading cannabis CRM and marketing software company, from Jaret Christopher and a group of investors for \$29.6 million.^{[16][17]}

Products and services^[edit source]

Weedmaps.com^[edit source]

Weedmaps.com provides adult use and medical marijuana dispensary locations (including updated menus and reviews), doctors' offices, brands, and delivery services throughout the United States and Canada.^[18] Consumers can also place online orders for products from dispensaries or delivery services via the site. The site also has sections for industry news, learning about cannabis and strain information.

Weedmaps mobile applications[\[edit source\]](#)

Weedmaps is the most widely used and downloaded marijuana mobile application on the Google Play and the Apple App Store.^{[19][20]} The application offers similar functionality to the website but does not allow ordering, due to Google and Apple's restrictions.

Wholesale Exchange[\[edit source\]](#)

In April 2019, Weedmaps launched their wholesale exchange platform, WM Exchange.^{[21][22]} It is currently available in California and Oklahoma.

Weedmaps Layoffs[\[edit source\]](#)

In 2022, Weedmaps had to lay off employees amidst a "tough stretch" for the cannabis-reviews site. Weedmaps CEO Chris Beals stepped down from his office in November 2022.^{[23][24]} Weedmaps still remains a top cannabis platform despite its layoffs.

Point of sale system[\[edit source\]](#)

In December 2011, Weedmaps acquired MMJMenu, a Denver-based software entity that "provides back-end enterprise software for medical marijuana dispensaries. The software handles everything from patient management to inventory control to checkout at point of sale."^[25] MMJMenu allows medical marijuana businesses to track their sales and revenue from seed to sale, servicing medical marijuana states such as California, Colorado, Washington, and Michigan.

In September 2019, Weedmaps announced the launch of its own point-of-sale system, WM Retail, and announced live menu integrations for consumers using Cova or Meadow point-of-sale systems.^[26]

Criticism and legality[\[edit source\]](#)

Reviews[\[edit source\]](#)

In 2016, a study by [Fakespot](#) found many reviews on the site to be suspicious. Weedmaps mistakenly leaked data showing that the majority of reviewers were from a small group of IPs that all gave good reviews of the site which means that individual users were leaving multiple reviews. An independent analysis of the text of reviews estimates that 62% of reviews are fake.^[27] Fakespot CSO Ming Ooi gave Weedmaps an F-grade.

As of 2020, Weedmaps has rolled out "Verified Reviews" and other automated review moderation solutions to improve review quality. Fakespot has to date not responded to requests for an updated audit.^[28]

Unlicensed dispensaries^[edit source]

After the passing of adult-use cannabis in California through [Proposition 64](#), Weedmaps continued to list dispensaries that had previously advertised on the site, expecting they would receive licenses. Many in the industry criticized the decision to keep them on the site after the grace period for dispensaries that had been operating under [Proposition 215](#) expired in early 2019. In August 2019, the company announced it would only allow state-licensed dispensaries to be advertised on the site, allowing clients until the end of the year to update their license information.^[29]

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- ^
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Industry	cannabis
Founded	2015; 9 years ago in Tumalo, Oregon , United States
Founders	Aaron Morris
	Chris Joseph
Headquarters	Portland, Oregon , United States
Key people	Eric Hoest (CFO)
	Rene Kaza (sales executive)
Products	Cannabis edibles
Owner	Aaron Morris
	Chris Joseph
Parent	Northwest Commonwealth, LLC ^{[1]}

Website

wyldcanna.com

Wyld is a brand of cannabis edibles founded in 2015 by Aaron Morris and Chris Joseph.

History^{[[edit source](#)]}

Wyld was established in 2015 out of a farmhouse in [Tumalo, Oregon](#) by spirits-industry veterans Aaron Morris and Chris Joseph on a ranch that had already been licensed for growing [cannabis](#). Describing the first couple of batches as tasting like "crayons", Chris Joseph spoke with his gelatin supplier and eventually improved the recipe, creating Wyld's first two flavors, [marionberry](#) and raspberry in the process.^{[[2](#)]} In 2016, the company moved to its current headquarters in [Portland, Oregon](#).

Reception^{[[edit source](#)]}

Writing for [Forbes.com](#), Lauren Yoshiko called the gummies "Juicy and soft" and lacking the cannabis oil taste usually associated with edibles. She also enjoyed the flavor, saying that if she wasn't "treating them like medicine" she would eat the "whole pack of ten in one sitting".^{[[3](#)]}

See also^{[[edit source](#)]}

- [List of cannabis companies](#)

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