

# HONEY®

FLORIDA STATE LAUNCH

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# STEPPING INTO THE SUNSHINE STATE.

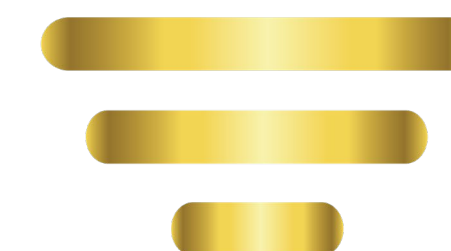
## LICENSING A CALIFORNIA CANNABIS CLASSIC.

HONEY® is a California cannabis company that is known, industry-wide, for producing quality, original, and innovative products with style and unmatched taste. We are pleased to announce that HONEY® is ready for national & global expansion.

The following is a brief overview of how HONEY® can quickly and competitively enter the FL market landscape while simultaneously providing new customers with an exotic and luxurious experience.

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HONEY - FL STATE LAUNCH





# COLLECTION 1:

HIGH-LIFE, HIGH-POTENCY

Readily supplied with full inventory ready to ship, we will enter the FL market with a delightful range of high-potency pens, delicious gummies & infused products in a variety of exciting flavors.

## TIER: DISTILLATE



HONEY® HIGH-LIFE is catered to those who seek a premium, heightened experience. This collection was crafted for an active and youthful audience, while keeping attractive pricing in mind.

This is where extreme value meets exceptional quality.

## PRODUCT MIX:

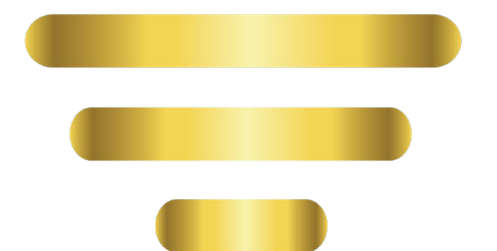


- **Puff Bar** - Indica, Sativa, Hybrid
- **510 Cart** - Indica, Sativa, Hybrid
- **Gummies/Straws:**
  - Sunshine Lemonade
  - Nite-Nite (CBN)
  - Energy (THCV)
- **Capsules** - Compliant white label manufacturing has been sourced



## LAUNCH TIMING & ACTIVITY:

- 0 - 6 months (Summer & into the Fall)
- BudTender Education Training
- Offers/Sampling Events
- 360 Marketing (Regional Assets)
- SWAG Items





# COLLECTION 2:

## A LITTLE SWEETER, ROSIN

As part of our introduction to the HIGH-LIFE collection, we will also offer our growing customer base an opportunity to explore our staple line-up.

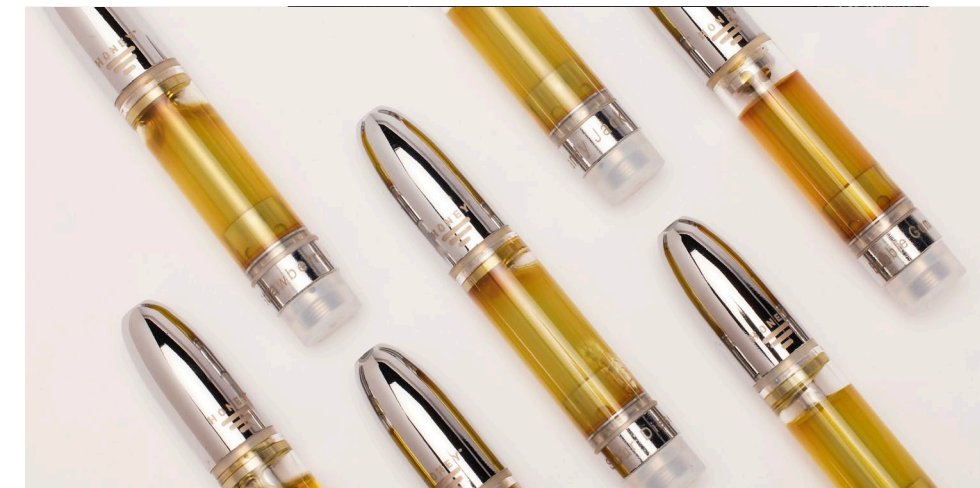
### TIER: ROSIN



Our Rosin portfolio features a collection of classic and popular strains that are solid customer favorites.

Where incredible taste and a velvety smooth experience collides.

### PRODUCT MIX:

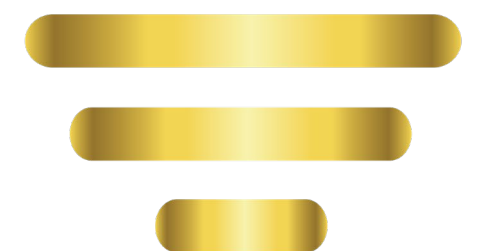


- **Puff Bar** - Indica, Sativa, Hybrid
- **510 Cart** - Indica, Sativa, Hybrid
- **Straws:**
  - Cherry Bomb
  - Grape Ape
  - Lemonade



### LAUNCH TIMING & ACTIVITY:

- Fall 2023
- BudTender Education Training
- Offers/Sampling Events
- Street Teams/SWAG
- 360 Marketing (Regional Assets)





# COLLECTION 3:

AS NATURE INTENDED, LIVE ROSIN.

To complete our product portfolio mix, our masterful collabs with renowned cultivators have enabled us to deliver HONEY's new, top-shelf, and long-awaited live rosin collection.

## TIER: LIVE ROSIN



Crafted and perfected in California, our live rosin portfolio brings to the table something only HONEY® can offer. By meticulously sourcing the highest quality cannabis from top cultivators, our live rosin portfolio provides an unparalleled and highly desirable experience.

Simply put, Top-shelf.

## PRODUCT MIX:

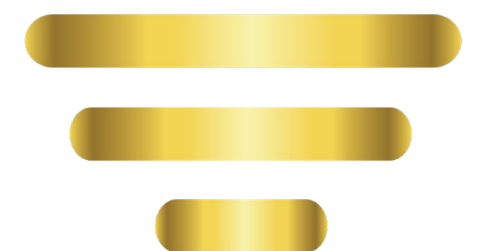


- **Puff Bar** - Indica, Sativa, Hybrid
- **510 Cart** - Indica, Sativa, Hybrid
- **Gummies/Straws:**  
Tropical Sleigh Ride



## LAUNCH TIMING & ACTIVITY:

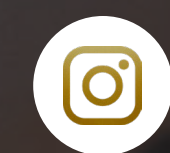
- Winter 2023/24
- BudTender Education Training
- Offers/Sampling Events
- 360 Marketing (Regional Assets)
- Special Launch Event
- Street Teams







STAY POLLINATED



THE\_HONEYBRANDS