

Take a look - Embarc is more than a passive retailer

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Councilors :

As you consider a relationship with Embarc, please be aware that they aren't simply cannabis retailers. They actively help their customers "find their high". They brag about their ability to convince cannabis-cautious communities where they operate to embrace cannabis, to be less "skittish."

Below is a link to an article discussing that with statements from the Embarc CEO that will give you insight into their methods. Part of your due diligence must include an understanding of how Embarc, in using slick retail marketing techniques, helps communities to embrace cannabis culture. Is a small cut of their drug-dealing-based profits worth it?

Here's a quote in the article from Embarc's CEO:

"This is a wellness product. . . . We're focused on continuing to deliver the kind of experiences that break down stigma and introduce cannabis to these new communities."

Read it here

<https://mgmagazine.com/business/retail-merchandise/embarc-curating-the-cannabis-dispensary-experience/>

Sincerely

Brian Comnes, Sutter Creek

Sent from Yahoo Mail for iPhone
