



# Cannabis for the Workweek

*Retail Partner Training*







- ❖ Western Massachusetts Hemp was founded by Michael and Brian Lupario in 2019. Seeking the best cannabis experience and quality, they sought out to create a product that resembles as close as possible the cannabis plant. This is done today through craft methods, minimal processing, and never using isolates, distillates and additives.
- ❖ Our Mission and Vision
  - Promote, preserve and deliver hemp's natural chemistry.
    1. The cannabis plant is the foundation of the product and product experience.
    2. The natural chemistry of the plant creates the most therapeutic result.
    3. Quality is determined by how well the chemistry is preserved.







# Authentic Cannabis Products

We keep our products as close to the plant as possible. Our full spectrum hemp extracts contain the widest array of cannabinoids and terpenes while still containing less than 0.3% THC.

## Product Assortment

- ❖ 25:1 CBD/THC Strain Specific Drops
- ❖ 25:1 CBD:THC Strain Specific Vegan Capsules
- ❖ Botanically Infused Topical Cream
- ❖ Sun Grown Pre-Jarred Eighths
- ❖ Pre-Rolled 5 - Packs







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## *Our Process*

- ❖ Promote - The best of the plant
  - Selecting strong seeds
  - Our farm and organic practices
  - Harvesting expertise
  
- ❖ Preserve - What the plant has created
  - We hand harvest
  - Our dry and long cure
  - A gentle Co2 extraction
  
- ❖ Deliver - In the purest form possible
  - We choose to use a hemp seed oil infusion
  - Synergized with forged botanicals
  - To create a function driven experience through our multiple functions







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*Why should your customer buy it?*

❖ Ratio and CBD consumer

- High value, quality and TAC @ an approachable \$/mg
- No distillates or isolates, full spectrum
- Several product offerings and delivery
- Seeking an active and productive lifestyle

❖ Canna Curious Consumer

- Microdosing allows a dose of THC @ 1mg at a time, allowing for worry-free consumption.
- Full spectrum, no distillates or isolates.

❖ Savvy Consumer

- Appreciates exotic strains, terpenes and minor cannaboids
- Allows for custom blending with favorite THC strains
  - creates entourage with THC







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## *Bud-Tenders Incentives*

- ❖ *Bud-tenders can earn sales incentives (commission) on the sales of Western Hemp Products products equal to 10% of total monthly sales.*
- ❖ *Every month, WMH will award the top bud-tender in sales with a special gift.*







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## *Q and A*

### ❖ *Frequently Asked Questions*

- *What is CBD and how does it work?*
- *What are the typical health benefits of CBD?*
- *Where does natural CBD come from?*
- *What is a full spectrum product, and why is this important?*
- *What are strain specific formulas?*
- *What is a microdose of THC and why is this important?*
- *How is wholeflower extracts different from distillates and isolates?*
- *How much CBD should I take?*
- *What is the difference between hemp extract and hemp oil?*

