



Luxury, Lifestyle Cannabis Brand Toast™ Debuts First Mobile Cannabis Lounge In Downtown Aspen

NEW YORK, Feb. 24, 2017 /PRNewswire/ -- Toast™, a luxury, lifestyle Cannabis brand that provides a sophisticated consumer experience, today unveiled its first Mobile Cannabis Lounge event in partnership with Loopr, a Denver based company. The Toast™ Mobile Lounge will run exclusively in Aspen, Colorado from Friday, February 24th through Sunday, February 26th, 2017. This Toast™ experience will activate the mind and relax the body while keeping the consumer in control - the ideal state of mind for making social connections.

The Toast™ Mobile Cannabis Lounge provides consumers with a private, unique and chic space to enjoy a Slice™ of Toast™, amidst the luxurious and distinctive backdrop of Downtown Aspen. Private VIP Toast™ Tasting tours will be available by appointment. Open group tours that bring consumers together to create new social connections after a day of skiing will be available throughout the weekend.

Punit Seth, Co-Founder and CEO notes, "A major issue facing the industry today is that consumers are unable to legally and responsibly consume Cannabis outside their own home. With the Toast™ Mobile Cannabis Lounge, we not only take a first step in addressing that issue, but also share our vision of the ideal Cannabis experience."

Toast™ brand ambassadors will be out-and-about in Downtown Aspen educating consumers about Toast™. Special promotional offers are available exclusively at The Original Leaf dispensary. Co-founders Punit Seth and David Moritz will be on-site to meet with consumers and offer brand and product insights during each tour.

"In the beautiful town of Aspen, we're excited to introduce people to a mature, social and responsible Cannabis experience, more akin to Champagne," says Co-Founder David Moritz. The Toast™ brand was created by Co-Founder David Moritz's New York City luxury marketing firm, Viceroy Creative.

Toast™ provides a trusted quality and refined experience in which each puff is like having a sip of Champagne and an entire Slice™ is equivalent to having a generous glass. Each Slice™ is developed using a proprietary manufacturing process and 100% Cannabis blend, which result in a consistent and ideal experience for the Toast™ consumer. Toast™ establishes a new world order for the etiquette of recreational Cannabis use. As a responsible leader in the Cannabis industry, Toast™ is committed to responsible consumption practices providing a uniform and predictable experience, allowing users to more carefully monitor and regulate their intake.

2/24/2017

To RSVP for a VIP Toast™ Tasting tour or to book a group tour, please email info@WeToast.com.

Toast™ is available at the The Original Leaf in Aspen, CO. and will be available in other select dispensaries across the state. For more information on the Toast brand, upcoming promotions and news on new retailers please visit Toast™ on Instagram, <https://www.instagram.com/wetoast/>

About Toast™

Toast™ is a luxury, lifestyle Cannabis brand that provides a sophisticated consumer experience. The Toast™ experience will activate the mind and relax the body while keeping the consumer in control - the ideal state of mind for making social connections. Toast™ achieves this by offering the first professionally manufactured Cannabis cigarette called a Slice™; The Slice™ contains a proprietary 100% Cannabis blend and is manufactured using a complex and proprietary process. A Slice™ is consumed in its entirety by one person; whereas a pack of Slices™ is shared with friends and family. The Slice™ establishes a new but familiar currency where one puff of a Slice™ is like a sip of a cocktail and an entire Slice™ is the equivalent of a full drink. This new currency enables consumers to regulate their intake and consume responsibly.

<http://finance.yahoo.com/news/luxury-lifestyle-cannabis-brand-toast-130000468.html>