



## **New Luxury Cannabis Brand Brings Haute High To Consumers**

NEW YORK, Feb. 10, 2017 /PRNewswire/ -- As the Cannabis legalization movement continues to gain momentum across the U.S., a new market has emerged of high-end consumers. Toast™, a luxury, lifestyle Cannabis brand that provides a sophisticated consumer experience, is redefining how consumers enjoy Cannabis. Born in Aspen, Colorado, and bred on the pillars of purity, style, and luxury, Toast™ establishes a new world order for the etiquette of recreational Cannabis use.

Toast™ provides a trusted quality and refined experience in which each puff is like having a sip of champagne and each full Slice™ is like 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.

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™ presents consumers with an instinctive experience that allows them complete control over their level of indulgence. As a responsible leader in the Cannabis industry, Toast™ is committed to safe consumption practices providing a uniform and predictable experience, allowing users to more carefully monitor and regulate their intake.

Toast™ establishes a new etiquette for the Cannabis industry embracing how smoking Cannabis in controlled and mild doses can enhance a social experience. A recent study from Miner & Co. Studio stated that an "...overwhelming majority of Cannabis Consumers [polled] are consuming Cannabis and Cannabis products to enhance their daily and social experiences. 95% prefer a high that allows them to be 'present', 'mindful' and/or 'focused'..."

Punit Seth, Co-Founder and CEO states, "Toast™ has the hypothesis that our consumers want to enjoy Cannabis with the reliability, ease and potency of a fine cocktail or wine - that is, not like a drug but a lifestyle enhancement through social and responsible consumption. Market tests overwhelmingly supported that claim and that Toast™ is the only brand for the people who seek to share an elegant, fun, and controlled Cannabis experience with friends."

Toast™ is co-founded by a set of successful former executives including CEO Punit Seth (previously at Bridgewater Associates and Accenture) and Senior Advisor Chris Burggraevae (former Global CMO of Anheuser-Busch InBev). Together, the founders have harnessed their individual expertise in finance and operations, digital, entrepreneurship, and consumer brand building to elevate Toast™ to the forefront of the Cannabis

marketplace. The founders have a shared mission to help shape the burgeoning Cannabis market (estimated to grow to \$50B) into one that encourages social and responsible consumption.

"Cannabis is starting to lose its taboo and slowly but surely becoming societally acceptable. As a direct result of the mainstreaming of Cannabis, brands like Toast™ will be the standard bearers for responsible, beautiful, and consistent usage." Eddie Miller, Co-Founder and Chief Business Development Officer stated.

Toast™ will be available at The Original Leaf in Aspen, CO. starting on February 10th, 2017 and be available in other select dispensaries across the state. For more information on the Toast brand, its co-founders and updates 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-cannabis-brand-brings-haute-135900987.html>