

Cheers to This

TOAST TO THE FUTURE OF RECREATIONAL CBD.

Many of us want to enjoy cannabis without getting stoned, whether it be in social situations, with our significant others, or after a tough day at work. “Toast provides an experience that is much closer to sipping your favorite blended cocktail than taking shots of high-proof alcohol,” says Punit Seth, chief executive officer of Toast. “With Toast, consumers can enjoy our



100 percent cannabis blend, which is high in CBD and low in THC, without feeling too ‘high.’”

Founded last February in Aspen, Toast offers premium, professionally manufactured, 100 percent cannabis “cigarettes” called Slices, which bring a new concept to smoking cannabis: a predictable taste and precise levels of CBD and THC in every puff, no matter where the product is purchased.

“A lot of focus in cannabis is on increasingly high levels of THC, which is the psychoactive part of the plant that makes you feel stoned. But we felt the

market was lacking a more accessible, socially friendly product that offered consumers a unique mind-body experience produced by blending CBD with low levels of THC, known as the ‘entourage effect’. This experience did not exist in a smokable format, which is a delivery intake mechanism that enables control, social use, and immediate onset,” he continues.

“The entourage effect is a balanced and proportionate mind-and-body high—the result of Toast using the whole cannabis plant. Most consumers are aware of the medicinal benefits of CBD; however, the entourage effect enables the CBD to be activated by the other naturally occurring cannabinoids creating a unique recreational effect. CBD is not just medicinal anymore,” says Seth.

The product is intuitive. Each Slice includes an innovative filter designed especially for cannabis that smooths and cleanses the smoke while still enabling the cannabinoids to pass through with every drag. A Slice smokes quite differently from hand-rolled joints since they are consistent and manufactured uniformly, resulting in a slow and even burn every time. Slices are packed in a distinctive Art Deco-style box detailed with metallic gold.

Toast Original contains a 2:1 blend of CBD:THC, but additional Toast products are coming soon. While Toast Original is similar to sipping on a cocktail, Toast will introduce products that are still equivalent to alcohol strength but more akin to a glass of champagne or a bourbon neat by offering different ratios of CBD and THC.

TOAST SLICES ARE AVAILABLE AT COLORADO RECREATIONAL STORES.