



*aloha*

CANNABIS CO.

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2023 RETAIL



# MARKET OPPORTUNITIES

**Positioning:** Aloha provides an option for customers interested in exploring regional cannabis from Hawaii. No brand focuses on having a specific regional heirloom in the product lineup.

**Appeal:** There is an abundance of brands in the cannabis space. Aloha provides a relaxed feel that attracts consumers looking for a vacation from the rest.

**Adoption:** Aloha has a sister brand, Aloha Naturals, so the brand's identity has been adopted with room to expand quickly.

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# ABOUT ALOHA



**A, ala, watchful, alertness**  
**L, lokahi, working with unity**  
**O, oia'i'o, truthful honesty**  
**H, ha'aha'a, humility**  
**A, ahonui, patient perseverance**

Aloha. We use it in greetings and farewells and in expressing love. But the word means even more, it is a way of life.

Besides these common meanings, the word Aloha holds within itself all one needs to know to interact rightfully in the natural world. These insights describe an attitude or way of life sometimes called "The Aloha Spirit" or "The Way of Aloha."

Our cannabis products are created in the spirit of Aloha.

# ALOHA DELIVERS

Island-inspired Cannabis that is consciously grown and packaged.

Product offerings are curated for the globe-trotting or couch traveler alike, as they both will be provided with a cannabis journey rooted in Hawaiian Lineage.

An approachable option for all types of consumers with the messaging and spirit of Aloha and Ohana.

Quality every time, Aloha has fundamental standards for flowers, and we succeed in providing consistent products.

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# HAWAIIAN HEIRLOOMS

Hawaiian cannabis is known for its lighthearted and giggle-inducing effects that can wash away the day's stress and leave you grinning ear-to-ear. Hawaiian strains have been building blocks for the next generation of hybrids getting famous.

Here are some of the strains that come from Hawaii and are forever known to contribute to our current lineups:

- Maui Wowie
- Kona Gold
- Puna
- Kauai Electric

These strains are still being grown and maintained on the islands, but many are not available in the market as most have been bred with other heirlooms from around the world to create our current hybrids. There is always a special sensory attributed to cannabis with Hawaiian lineage. Aloha always has a genuine Hawaiian link in every product.







# PRODUCTS

Cannabis grown with Aloha Spirit.

A Hawaiian Linage

Conscious Medium (soil, living soil)

Hang dried and Hand trimmed

Cold cured

Flushed for a clean smoke

Conscious Packaging

Supporting ocean protection and restoration



# LIME MAKANI



**THC: 22-28%**  
**CBD: 0-1%**  
**TERPENES: 3%+**  
**SATIVA HYBRID**

## **DESCRIPTION:**

Lime Makanai is a cross of Lime 1 and Double Sour Grapefruit. The Hawaiian lineage comes from the Sour Grapefruit side. Makani is breeze in Hawaiian and it was named this for the fresh smoke and clean citrus flavour. Loose waves of lime citrus come through in the flavour.



# LIME MAKANI CORAL REEFERS



**THC: 22-28%**

**CBD: 0-1%**

**TERPENES: 3%+**

**SATIVA HYBRID**

## **DESCRIPTION:**

The same great Lime Makani flower in our signature Coral Reefer. Coral Reefers are always custom milled for terpene and resin retention. Aloha uses full flower single strain for each pre roll. Our standard for flush accommodates a clean ash smoke every time.



# PRODUCTS

AVAILABLE FORMATS:  
3 X 0.5 G PREROLLS

WHOLESALE PRICE: \$6.20

MSRP: \$8.99

AVAILABILITY DATE:  
DEC 15, 2022

AVAILABLE FORMATS: 3.5G POUCH

WHOLESALE PRICE: \$13.48

MSRP: \$18.25

AVAILABILITY DATE:  
DEC 15, 2022

# MARKETING PLAN

## Direct Sales National Retailer Relationships

Gain Load in Commitments from national retail and larger provincial chains of 2 Cases per Store

### Re-Order Blitz

Through product knowledge and in-store visits, increase order volume at each listing store and begin to add additional listings

### Swag-A-Thon

Provide in-store merchandising and budtender apparel to listing stores to improve consumer awareness & pull through.

### PLAN STEP 1



### PLAN STEP 4



### PLAN STEP 2



### PLAN STEP 5



### PLAN STEP 3



### Digital Independent Reach

Leverage database of 462 stores and 1500 contacts to secure load in commitments of 2 cases for 40 Stores

### Pull to Social Reach

Begin campaign on Instagram and LinkedIn to budtenders and store managers





# SUPPORTING OUR OCEANS

Aloha Cannabis is committed to the continued health of our planet. This includes support of Oceana Canada, our commitment to pursue better and more sustainable packaging as we grow, and grassroots shoreline cleanups.



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