



For Immediate Release

News Release

June 10, 2021

## **BC Craft Supply Co Introduces Grizzlers, Canada's OG Legacy Pre-Roll Brand into Ontario and Alberta.**

**Vancouver, B.C. –** [BC Craft Supply Co. Ltd.](#), (CSE: [CRFT](#)) ("CRFT" or the "Company"), a diversified wellness company advancing cannabinoid and psychedelic innovation and psychotherapy, is pleased to announce the launch of Grizzlers™, its flagship legacy cannabis brand into the markets of Ontario and Alberta.

Grizzlers™ is a legacy brand of pre-rolled craft cannabis; offering access to premium grown, hang dried, hand trimmed, and hand packed cannabis at accessible prices. Since its inception in 2017, Grizzlers™ quickly grew to be the most widely available legacy pre-roll producer in the country; achieving national distribution and wide-scale brand recognition.

Fueled by significant market anticipation, Grizzlers™ is launching two SKUs: a 7 x 0.5g (multi-pack) format and a 0.5g (single-serve) format, both in an Indica dominant Black Cherry Punch.

Market reception to date has been overwhelming. Ontario has ordered and shipped over 6,000 multi-packs, with re-orders already in tow from the Ontario Cannabis Store ("OCS"). Alberta has ordered 7,200 multi-packs, with over 20,000 single-serve packs ordered and shipped.

Grizzlers™ signature pre-roll Indica formats will be available to order at the OCS and through private retailers in Alberta as of June 15, 2021.

CRFT CEO, Matthew Watters, commented, "Our commitment to craft, focus on the flower, accessible pricing, and of course our legacy market clout, set Grizzlers™ apart from the rest. We're excited to offer customers something they've been waiting for - a legacy market product at a legacy market price."

Offering a reimagined vision for craft markets through collaboration, expertise, and adaptation, the Company has partnered with award-winning cannabis marketing company AHLOT, and cannabis cultivator and processor SAFARI FLOWER to expand Grizzlers™ distribution nationally and restore much need access to its existing following of loyal customers.

### **About BC Craft Supply Co. Ltd.**

BC Craft Supply Co. Ltd. is a diversified wellness company advancing cannabinoid and psychedelic innovation and psychotherapy. The Company offers a reimagined vision for craft markets through collaboration, expertise, and adaptation. Its operations include:

- **CRFT** a curator and aggregator of craft cannabis, providing advocacy and access for premium small-batch growers to Canada's cannabis market;
- **Medcann Health Products** - a cultivation and processing facility in Chemainus BC, currently undergoing a \$2M renovation to access both Canadian medical and recreational cannabis markets;



- **Feelwell Brands**, a successful cannabinoid brand house licensed in the state of California; and
- **AVA Pathways** a pre-clinical biotech company focused on neuroplasticity and mental health applications using psilocybin and compounds derived from mushrooms.

CRFT works with local artist cross-sectors and remains fervently committed to keeping the art, technique, and purity of their pursuit.

#### **About Think AHLOT Corporation ("AHLOT")**

AHLOT is an award-winning cannabis marketing company that helps consumers easily discover new cannabis brands and products. Best known for its unique marketing channels, including the AHLOT Cannabis Collections multipacks, AHLOT collaborates with cannabis brands to increase awareness and sales through innovative go-to-market strategies, integrated marketing campaigns, and unique, trial-friendly product formats. All AHLOT cannabis products have been evaluated by AHLOT's community members comprising of Canadian consumers, budtenders and AHLOT's Cannabis Curation Committee.

#### **About 9869247 Canada Limited D.B.A Safari Flower Co.**

The [Safari Flower Co](#) is a standard cannabis cultivator and processor in Ontario focusing on smart craft cannabis batch formats of new genetic entrants for the Canadian market. Their purpose-built facility, located beside an actual Safari Animal Park in Fort Erie, Ontario, holds ten micro-size flowering rooms of approximately 2100 sq ft canopy space, focusing on producing white label crops for other established producers and brands across Canada, including some of the new, unique live rosin extracts that have been reaching consumer shelves in the past few months. While the company boasts of an advanced facility that integrates numerous cost-saving and environmentally friendly approaches to production and contract manufacturing - such as cogeneration power, heat and condensation recovery, staggering light cycles, and composting much of their waste.

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#### **CAUTIONARY NOTE REGARDING FORWARD-LOOKING INFORMATION:**

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward-looking statements include, but are not limited to, the anticipated timing of the official launch of the Company's new product lines.

Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to general business, economic, competitive, political, and social uncertainties. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. Except as required by law, Ascent assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

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