

Solful Cannabis Dispensary Grand Opening in Sebastopol

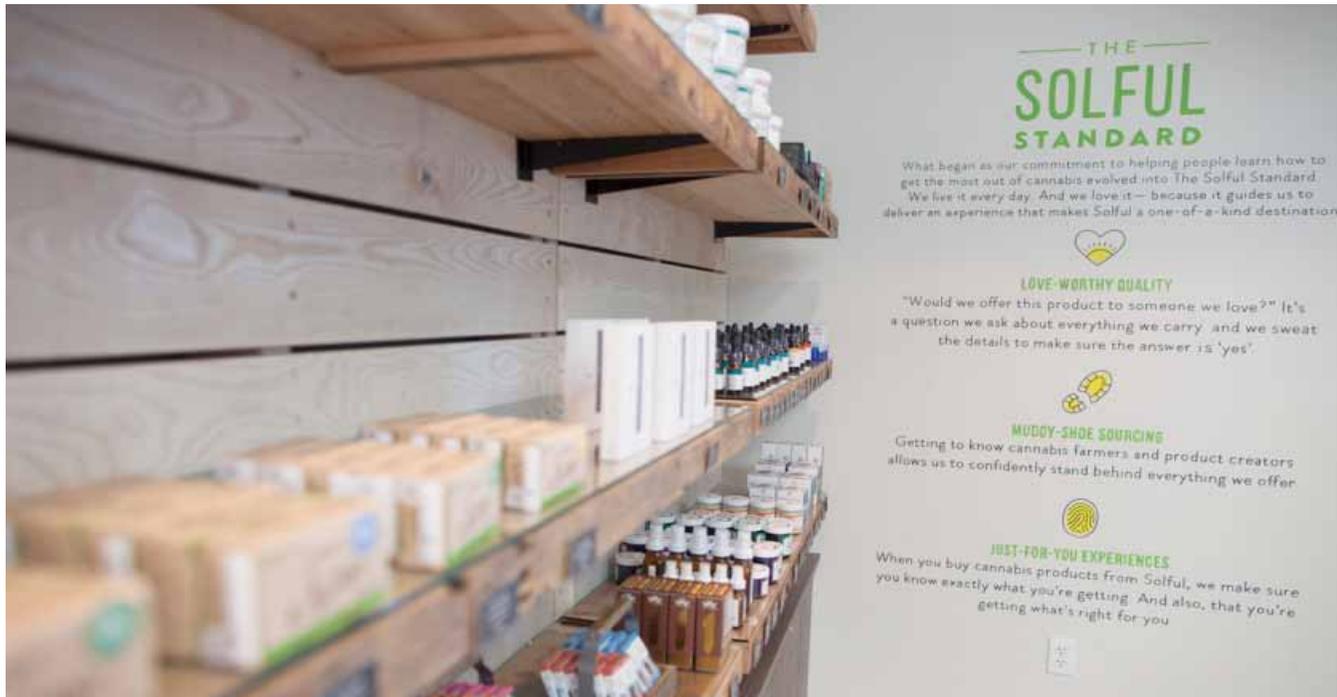
March 1, 2018



As Sonoma County begins its recovery with the mantra of ‘Sonoma Strong!’, Solful, West County’s newest cannabis dispensary, marks its grand opening this Sunday, March 5th by donating 10% of its proceeds to the RCU Fire Victim Relief Fund.

Solful has been in the works since 2015, when a group of local cannabis activists created a new dispensary model based on effective and safe medical cannabis products combined with patient education. Solful’s founders pioneered this approach after visiting and studying dozens of dispensaries, cannabis farms, testing labs, and manufacturing facilities. The Sebastopol Planning Commission and City Council voted unanimously to create a second dispensary license based on this model to accommodate West County’s growing patient community.

Sebastopol Vice Mayor Patrick Slayter is enthusiastic about what Solful brings to the community. “They have the qualities in a business we can collectively give a big thumbs up to,” said Slayter.



The distinctive model for offering cannabis to the community that engendered the city's support is based on Solful's three core objectives:

1. To provide a warm, welcoming, upbeat destination where customers seeking to enhance their lives through cannabis receive relevant information & products for individual needs

Before opening its doors, the Solful team spent weeks learning about cannabis by visiting farms in Northern California, touring manufacturing facilities, and attending lectures from top cannabis educators. Solful has also published *The Solful Field Guide to Getting the Most out of Cannabis*, a small booklet offered to guests about how cannabis works, its active ingredients, and how to consume cannabis to pursue desired health outcomes.

2. To serve and benefit key community stakeholders which include neighbors, customers, supply partners, and team members

Solful's pledge to be an active community partner has already come to life through its participation in various fire relief efforts, including distributing donated medicine to evacuees and organizing donated food and clothing for folks staying in shelters. Going forward, Solful will continue its community work by partnering with local organizations providing valuable services to the West County community and hosting educational events on health and wellness, agriculture, and other topics.

3. To celebrate the creativity, healthy lifestyles, and bounty of Northern California

The Solful team has traveled many dirt roads to visit scores of farms throughout Northern California, and has hand-picked what it considers to be the most effective, safe, and ethically cultivated products to offer to its guests. The level of rigor Solful brings to its procurement process,



including lab testing, labeling, and accurate dosing information, ensures that Solful is able to offer products that are truly special—for their quality, and for the artisanal craftsmanship that goes into producing them.

“In the same way that you’d rather buy a locally grown, organic tomato from a farmer’s market rather than one shipped in from hundreds of miles away, we’re giving our community access to a highly curated selection of amazing, locally produced products that they would unlikely find on their own,” says Co-Founder Eli Melrod.

To introduce its unique dispensary model to the community, Solful will host a Grand Opening Celebration on Sunday, November 5th from 11 a.m. to 5 p.m. The celebration will feature:

- Mike and Mary Benziger, Sonoma County’s pioneers of biodynamic agriculture, on-premise to release of their 2017 harvest of certified Biodynamic cannabis
 - Craig Johnson of Alpenglow Farms, innovator of closed-loop, regenerative cannabis farming (and Solful’s November Farmer of the Month for November) to share the bounty of his artisan family farm’s cannabis
 - Patrick Amiot, local artist and world-famous Sebastopol junk-yard sculptor, to unveil his newest creation designed for Solful, and sign his unique calendars (from 1:00 pm -2:30 m.)
 - A number of local edible makers, topical producers, tincture manufacturers, and extract artists on site to discuss their innovative products
 - A local DJ to provide entertainment, along with complimentary food and beverages.
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