

Weekend Unlimited Industries Inc.

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Weekend Unlimited rolls higher by building brands, alliances and expanding its Northern Lights hemp farm

- Specializes in the scaling of small to medium brands, primarily in the categories of flower, extracts and edibles
- Acquired Verve Beverage, the maker of CBD and non-CBD drinks, and creator of Champ Energy, the official drink of the NHL's San Jose Sharks
- Unveiled a new wknd! product line consisting of pre-rolls, vape pens and cannagars

What Weekend Unlimited does:

Weekend Unlimited Inc (CSE:POT) (OTCQB:WKULF) is a cannabis-focused investment company that scales small to medium brands, primarily in the categories of flower, extracts and edibles. The company which has operations in Canada focuses on both the cannabis and CBD markets, and has been making steady inroads into the US market.

Founded in September 2017, the Vancouver-based recreational cannabis group focuses on building and facilitating the growth of a diversified portfolio of assets and cannabis consumer products. It provides services to cultivators and processors in Washington State, while the corporate segment actively pursues investments in the cannabis industry.

The company closed its acquisition of Verve Beverage Company, the maker of CBD and non-CBD beverages, and creator of Champ Energy, the official energy drink of the NHL's San Jose Sharks.

On the roster of recent wins is the acquisition of Canna Candys, the maker of mixed fruit gummies enhanced with hemp oil extract. While production facilities remain in California, the gummies will be sold in America's Northeast, Midwest and Southeast.

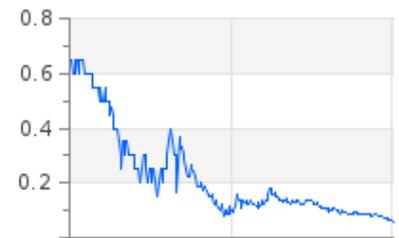
Another coup for Weekend's sales in Canada is the licensing and opening of its subsidiary Northern Lights Supply in Nisku, Alberta. The store offers 6,500 square feet of retail space, making it one of the largest approved retail cannabis stores in Alberta.

Weekend recently underwent a brand identity redesign and unveiled a new wknd! product line of pre-rolls, vape pens and cannagars which it recently launched in Washington State.

The Vancouver-based lifestyle brand has developed proprietary blends and formulations for its branded pre-rolls, cannagars and vape pens — each available in three different product lines called Bliss, Now and Escape.

Weekend's business in Washington state is moving ahead with its efforts to provide processing and distribution to the popular Boggy Boon-branded cannabis company Seven Hills. Boggy Boon-branded cannabis is cultivated in a 28,000 square foot facility located in Wenatchee, a town in north-central Washington, where Weekend's subsidiary Orchard Heights Growers is also conveniently located.

1 Year Share Price Graph



September 2019 March 2020 September 2020

Share Information

Code: POT
Listing: CSE
Sector: Cannabis
Website: www.weekendunlimited.com

Company Synopsis:

Weekend Unlimited Industries is a lifestyle-based recreational cannabis and CBD wellness company. We are developing and launching premium cannabis and CBD brands to deliver life's highs - anytime, anywhere. Our CBD products are available online and at a retailer near you. Weekend Unlimited is well-positioned to launch and scale the brands that will define cannabis and CBD.

action@proactiveinvestors.com

How is it doing:

It has been a busy spell for the company which upgraded capacity at its 600-acre Northern Lights Organics hemp farm in British Columbia. The company has completed construction on a pair of 3,000 square-foot greenhouses, originally purchased at the end of 2018, and connected them to the BC Hydro electrical grid.

The company successfully produced more than 50,000 high-CBD hemp seeds at its Northern Lights Organics farm, and its 6,000 square foot greenhouse was planted in August. That would put the first harvest in December.

In October, Weekend revealed its Northern Lights farm has won certified organic land certification. Given that certified organic hemp-derived CBD is in high demand, it allows for premium pricing. The farm has achieved certification through the Pacific Agricultural Certification Society (PACS).

In October, the company also launched its online WKND! Wellness hemp-derived CBD retail shop for US customers. The online store will allow WKND! Wellness products to be shipped anywhere in the US except Idaho and North Dakota.

Weekend is collaborating with Seattle-based cannabis producer Emerald City on proprietary cannabis blends and formulations for its flagship wknd! branded products with the goal of establishing a reliable consumer base in Washington before expanding to other states.

Weekend described the launch of wknd! products in Washington state in August as a "significant milestone" for the company. It said Washington State is "the ideal incubator" for the establishment of its flagship wknd! branded products.

Inflection points:

The Canadian company emphasizes that while Washington State is its retail entry point, it will eventually push its flagship wknd! branded products into additional states.

In September, Weekend said it is launching its cannabis products in Oklahoma. The company has identified the Sooner State as a thriving market offering strong margins. The launch will kick off with the introduction of a new WKND THC edibles product line, the company said, in addition to the flower cannabis products on the market.

Weekend is also likely to see gains from forming a brand alliance with Ruby Mae's, a cannabis-infused edibles producer in the state. Through a licensing agreement, Weekend will move forward with a line of edibles products, and Ruby Mae will produce a line of flower products.

Weekend said it is entering the hemp-derived CBD space with its WKND! Wellness product line, which will soon be available online and for retail sales in the US. In a statement, the cannabis company said it was in "final development" mode for its WKND! Wellness Line product line.

The 'Made in USA' hemp-derived CBD portfolio will include four products, including body butter, full-spectrum tincture, cooling gel, and capsules, which represent the top selling product types in the hemp-derived CBD industry. Every batch of WKND! Wellness product is tested by a third-party lab for purity and content.

Looking ahead, Weekend hopes to widen its business beyond Canada, Washington State, Oklahoma and the West Coast of the US, and push East into New York, New Jersey and Massachusetts.

What the boss says:

In a recent interview, CEO Chris Backus said: "The company is taking a long-term approach to sustainable market growth, building brand affinity in multiple markets and growing state by state through the establishment of rock-solid brand alliances like the one we have structured with Ruby Mae's in Oklahoma."

Contact Uttara Choudhury at uttara@proactiveinvestors.com

Follow her on Twitter: @UttaraProactive

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Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

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