

EuroLife Brands

07:54 26 Nov 2019

EuroLife Brands to launch hemp cigarette 'HANF SWISS' for the European market

EuroLife Brands Inc (CSE:EURO) (OTCMKTS:CANVF) revealed Tuesday that it plans to launch its own exclusive hemp cigarette brand, "HANF SWISS" and focus distribution efforts around the European market.

The Canadian company said it will initially distribute the brand through various brick-and-mortar outlets in Europe, alongside its own CBD consumer package goods in the e-commerce marketplace once fully operational.

Significantly, EuroLife Brands is on its way to becoming a player in Europe's hemp market after signing a binding letter of intent, which awards the Canadian cannabis group the right to purchase 20% of a yet-to-be-formed German company called German HempCo, which will control a hemp cultivation plant on the outskirts of Dresden, Germany.

READ: EuroLife Brands pushes into Europe's hemp market with new stake in Germany

Through its stake in the German company, EuroLife said it will have a "consistent supply of hemp filler" from the Dresden cultivation project.

EuroLife said HANF SWISS hemp cigarettes will be tobacco-free, nicotine-free, and will be rolled in organic hemp paper with a natural wood pulp filter.

Rolling out synergistic brands

"As we work towards closing on our interest in the Dresden hemp cultivation project, we will continue to proactively incubate down stream business verticals with the aim of maximizing margin capture on cultivated feed-stock supply," said EuroLife Brands CEO Shawn Moniz.

"Upon finalization of our ownership position, EuroLife intends to aggressively roll-out synergistic and high-value brands for distribution into the European marketplace. The introduction of HANF SWISS hemp cigarettes signals the foray into one of the fastest growing market segments of the cannabis industry: dried and smokable hemp flowers," he added.

Weaning away smokers from tobacco

The EuroLife Brands boss noted that recent market reports suggest more-and-more smokers are turning to hemp because it contains "no tobacco, no nicotine, and is rich in various potentially beneficial compounds such as CBD and terpenes."

An industry report from Research and Markets pegs the value of the global cigarette market at \$1,124 billion by 2024, and it is expected to grow at a 4% compound annual growth rate over the next five years.

"With the recent marked increase in cases of health problems associated with electronic cigarette and vaporizer use, natural hemp cigarettes afford consumers another modality of ingestion from which to choose," said the company.

Price: 0.025

Market Cap: \$8.95 m

1 Year Share Price Graph



Share Information

Code: EURO

Listing: CSE

52 week High Low
0.2 0.005

Sector: Cannabis

Website: eurolifebrands.com

Company Synopsis:

EuroLife Brands is a leading global digital CBD marketplace with an exclusive CPG-focused eCommerce platform backed by evidence-based cannabis education and detailed consumer data collected through Cannabis. Me, the Company's data-driven cannabis education platform with users spanning the world.

action@proactiveinvestors.com

According to data from Brightfield Group, a survey of more than 5,000 CBD users found that 24% have used CBD to quit smoking and replace cigarettes with smoking hemp or vaping. Additionally, 41% of quitters have replaced tobacco entirely with hemp CBD. The growing availability of hemp cigarettes in cannabis-friendly countries like Germany and much of the European Union will likely see the dried and smokable hemp flower market continue to grow impressively.

EuroLife has recently been on a mission to migrate all of its cannabis and hemp-related business to Europe and away from North America.

In recent weeks, the group has struck relationships with three important partners to bring new products to the European marketplace, namely, with The Yield Growth Corp, Champignon Brands Inc, and AgraFlora Organics International Ltd, the firm noted.

Contact Uttara Choudhury at uttara@proactiveinvestors.com

Follow her on Twitter: [@UttaraProactive](https://twitter.com/UttaraProactive)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

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

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of EuroLife Brands named herein, including the promotion by the Company of EuroLife Brands in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).