

Weekend Unlimited Inc.

08:53 08 Feb 2019

Weekend Unlimited brand Canna Candys to launch in America's Northeast, Midwest and Southeast

Weekend Unlimited Inc (CSE:POT) (OTCMKTS:WKULF) announced Friday that its Canna Candy brand has signed an exclusive distribution deal with Infinity One LLC to introduce its product beyond California and into America's Northeast, Midwest and Southeast regions.

"This is an exciting step for Canna Candys and Weekend," said Weekend Unlimited CEO Paul Chu said in a statement. "It represents the first of many deals to expand into new markets with our products."

The company said the first order is for Canna Candys' 5 mg 99.6% hemp-oil extract mixed fruit gummies in gummy packs containing 20 servings.

READ: Weekend Unlimited completes purchase of 20% stake in California's Canna Candys and Canna Medibles

The agreement with Infinity One LLC to distribute Canna Candys products will begin with a rollout of one million gummies per month, with additional inventory to follow beyond candies and gummies. The initial month's purchase order is for US \$350,000.

"Infinity One LLC is proud to become a master dealer for Weekend Unlimited," said Infinity One president Rae Kim.

Following Weekend's consumer packaged goods strategy, Infinity One will focus on sales through supermarket chains, pharmacies and convenience stores.

"We have existing relationships with HSN, Target, Bed Bath & Beyond and Amazon in addition to our vast indirect sales channels," said Kim. "Most of our chain store accounts range from 200 to 400 retail locations. The plan we have developed with Weekend sees us expanding in the second phase to add edibles and beverage products to our product line as we expand distribution in these regions and add Texas in the coming months."

Growing in the US

The first month's allotment of one million pieces of Canna Candys' fruit gummies will be distributed through Infinity's sales channels and distribution network through the Northeast, Midwest and Southeast.

Subsequent orders will depend on the success of the products. The distribution agreement is for one year, with options to renew.

Based in Vancouver, Weekend Unlimited is a cannabis-focused investment company that specializes in the scaling of small to medium brands, primarily in the categories of flower, extracts and edibles.

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1 Year Share Price Graph



Share Information

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

Company Synopsis:

Weekend Unlimited is a lifestyle-based recreational cannabis company. The company is developing premium products designed to deliver life's highs, anytime, anywhere. With U. S.

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