

Weekend Unlimited Industries Inc.

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Weekend Unlimited launches online WKND! Wellness hemp-derived CBD retail shop

Weekend Unlimited Inc (CSE:POT) (OTCMKTS:WKULF) revealed Thursday that it has launched its online WKND! Wellness hemp-derived CBD retail shop for US customers.

In a statement, Weekend Unlimited CEO Chris Backus said WKND! Wellness is a "lifestyle-based hemp and CBD product line" that is an "ideal fit" for online retail.

"We indicated last month that the company's hemp derived CBD product portfolio was in the final stages of development and now with the launch of the online store to sell that product portfolio our plan is being executed with tremendous efficiency," noted Backus.

READ: Weekend Unlimited to accelerate launch of edibles in Oklahoma
"In addition to generating revenue, we see this as a major step in expanding the brand's reach and recognition, which will help to increase demand for WKND! branded products at retail overall," he added.

Customers can access the online WKND! Wellness retail store at www.wkndwellness.com, which offers four hemp-derived CBD product lines: CBD soft gel capsules, CBD liquid tinctures, CBD cooling gel, and CBD body butter.

Notably, all WKND! Wellness products made by the Vancouver-based recreational cannabis group are manufactured and packaged in the US. Here are some of the highlights of the retail push:

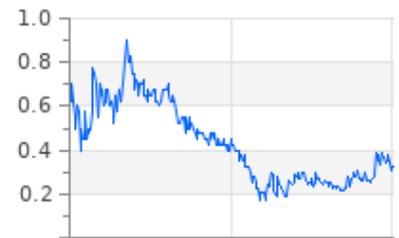
- All products are dosed generously with full-spectrum CBD;
- WKND! Wellness products are manufactured according to Good Manufacturing Practice and the manufacturing facility is FDA-registered;
- Every batch of WKND! Wellness product is tested by a third-party lab for purity and content;
- WKND! Wellness products can be shipped anywhere in the US except Idaho and North Dakota.

"With the explosion of hemp-derived CBD products across the US, it is essential that the WKND! brand had a vibrant and scalable presence so that customers throughout the country could experience our high-quality botanical creams, tinctures, and extracts and become connected to our brand," said Backus.

Weekend Unlimited focuses on both the cannabis and CBD markets, boasting operations in the US and Canada.

Weekend boss Backus describes the Vancouver company as a global consumer packaged goods company with a focus on cannabis. Weekend Unlimited has spent the last several months on the acquisition trail, scooping up companies, production facilities and investment stakes as it looks to establish dominance in the cannabis space.

1 Year Share Price Graph



March 2020 August 2020 February 2021

Share Information

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

Company Synopsis:

Weekend Unlimited 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 nationally, online and at a retailer near you. Weekend Unlimited is well-positioned to launch and scale the brands that will define cannabis and CBD.

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