

## **Wabi Sabi Artisanal Cannabis Chocolates Now Available in Alberta**

Wabi Sabi Brands, an artisanal cannabis chocolatier producing premium quality chocolates for Canadians, is excited to announce that cannabis retailers across Alberta will be able to order and sell Wabi Sabi products beginning this week, following their successful launch in Saskatchewan earlier this month.

“After years of hard work by our entire team to conceive, develop and realize our dream of offering the best cannabis chocolates in Canada and beyond, we are delighted that retailers and consumers across our home province of Alberta will be able to benefit from our unique creations starting this week.”, stated Wabi Sabi co-founder and CEO Todd Pringle. “As proud Albertans we appreciate the AGLC listing our products expediently. It definitely was a proud moment to have the first two pallets of our creations leave our state-of-the-art licensed facility for temperature-controlled shipment to our distribution partner Stigma and then the AGLC warehouse. We are excited to be one of the leading innovators in the fast-growing new cannabis categories. Superior new products like our artisanal chocolates make cannabis more accessible to Canadians who do not want to smoke or vape and prefer to consume in ways that are familiar to them, such as our delicious chocolates.”.

Added Karim Bhojani, Vice President Sales & Marketing: “After our successful initial launch in Saskatchewan earlier this month, we can’t wait to see our wonderful products become available to consumers everywhere in Alberta via our valued retailer partners in the coming days and weeks. We are very encouraged by the very positive response from Saskatchewan retailers and consumers, where we are already receiving very positive feedback and sales of our two artisanal chocolate products. The initial shipment quickly sold out and we are working to deliver more of our artisanal products to Saskatchewan as soon as possible. We also look forward to working with other provinces to quickly bring Wabi Sabi products to more consumers across Canada. Using only the best ingredients and a traditional production process where every chocolate is still touched by our passionate chocolatiers multiple times firmly positions at the premium end of the chocolate segment which also provides superior profitability to our retail partners.”.

“As the peak chocolate season begins, including the restarting of direct shipments to consumers by provincial Boards, it is the perfect time to launch our remarkable Wabi Sabi products across Canada.”, remarks co-founder and CFO Rob Pare. “Our two first offerings, White Chocolate Creamy Caramel and Milk Chocolate Cookies & Cream, are well reviewed and liked by everyone who tries them. Both products uniquely pair fine Belgian Chocolate with premium full spectrum cannabis for great taste and effect. As far as we are aware, we are the only chocolate in Canada with full spectrum cannabis instead of simple distillate. This gives our premium chocolates their delicious cannabis-neutral taste while ensuring a desirable terpene profile and effect. It makes our Wabi Sabi products ideal for experienced and new cannabis users alike to enjoy.”.

## About Wabi Sabi

Wabi Sabi Brands is a private Licensed Canadian Cannabis Producer based in Calgary/Alberta. The company is an artisanal chocolatier focused on superior cannabis chocolates, uniquely pairing rich, sustainable Belgian chocolate with full-spectrum extracts for unparalleled taste and effect.

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