



News Release

MedMen x Drew Martin Give Back for Valentine's Day

LOS ANGELES (February 9, 2021) – MedMen is pleased to announce a partnership with Drew Martin in collaboration with Jeff Leatham to give back for Valentine's Day. Exclusive floral arrangements are designed to complement the botanical flavors of Drew Martin's Rose Petal and Peppermint pre-rolls with a portion of the holiday weekend's proceeds supporting The Hood Incubator.

The Hood Incubator is a non-profit, which leverages the legal cannabis industry to reverse the impact on the Black community from the War on Drugs by unifying around a political agenda of justice and inclusion.

Curated by Jeff Leatham, Artistic Director of the Four Seasons Hotel George V in Paris, the arrangements include explorer and freedom roses in pink and red hues as well as cymbidium orchids in green with orange pincushions and purple vanda orchids, among others.

Drew Martin's Rose Petal and Peppermint pre-roll features dried rose petals sourced from a woman-owned co-op in India and peppermint grown organically by a farmer in Washington. The botanicals were chosen specifically to complement the notes of pine and lemon in the sun-grown sativa-hybrid cannabis sourced from Spirit Chicken Farms in Mendocino County.

To learn more about Drew Martin, please visit [Ember](#), MedMen's digital editorial platform. Ember is high culture for all, providing a point of view on style, wellness, food, and travel through a cannabis filtered lens.

ABOUT MEDMEN:

MedMen is North America's premium cannabis retailer with flagship locations in Los Angeles, Las Vegas, Chicago and New York. Through a robust selection of high-quality products, including MedMen-owned brands [statemade], LuxLyte and MedMen Red, and a team of cannabis-educated associates, MedMen has defined the next generation discovery platform for cannabis and all its benefits. MedMen's industry-leading technology enables a fully compliant, owned-and-operated delivery service and MedMen Buds, a nationwide loyalty program. MedMen believes that a world where cannabis is legal and regulated is safer, healthier and happier. Learn more at www.medmen.com

ABOUT DREW MARTIN:

Drew Martin pre-rolls offer a curated blend of sun grown cannabis and globally inspired botanicals. Combining his study of herbalism, a decade of world travel, and a refined palate from his time as an award-winning mixologist, Drew Martin formulated a new take on an old social ritual. His eponymous line of botanically blended pre-rolls features four distinctive blends of flavorful botanicals paired with an uplifting sativa-hybrid cannabis sourced from an independent woman-owned farm in Mendocino County. Created to be shared among friends, Drew Martin pre-rolls are expertly crafted to be unlike anything you've ever tasted and deliberately low dose so you're always in the room. Drew Martin botanically blended pre-rolls are available at MedMen stores throughout California. For more information visit drewmartin.co or [@drewmartinco](https://www.instagram.com/drewmartinco) on Instagram.

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