

**FOR IMMEDIATE RELEASE**



**HEAVY METAL ENTERTAINMENT & BERKSHIRE ROOTS  
TO LAUNCH ONE-OF-A-KIND  
CANNABIS PRODUCT LINE  
IN MASSACHUSETTS**

**Will introduce it at NECANN Boston, March 10-12**

PITTSFIELD, MA and NEW YORK, NY, 3/7/23 - Berkshire Roots and Heavy Metal Entertainment (HME) today announced a partnership in which Berkshire Roots will offer new flower strains and create unique cannabis products branded “Heavy Metal” to coincide with HME’s plans to deliver edgy and exciting new media and experiences for its fan base and to attract new people to its rich history of stories and characters. The cannabis product line will be introduced to the public at the NECANN Boston trade show at the Hynes Auditorium at the Berkshire Roots booth. The announcement was made by James Winokur, CEO of Berkshire Roots, with Heavy Metal Studios President Tommy Coriale attending NECANN and speaking on behalf of Heavy Metal Entertainment.

HME has been on the forefront of bringing counterculture to the mainstream through adult-oriented science fiction, fantasy, and horror entertainment since its founding in 1977. The new ownership group is focused on a 360-degree fan experience unlike any other in entertainment, delivering unrivaled content across print publishing, new media, and a newly launched TV, Film, and animation focused content studio. Tying in Heavy Metal’s boundary pushing DNA and world class art and storytelling to great cannabis products will deliver a level of customer experience never before seen in either the entertainment or cannabis industries.

According to CEO James Winokur, “Building on the reputation and consumer loyalty Berkshire Roots has established since it launched, we are now in a position to guide other brands that want to enter the cannabis market and Massachusetts specifically. We want to work with unique offerings that set themselves apart in a crowded field. When I first started thinking about the Heavy Metal brand and how creative we could get in our product offerings, I became really passionate about working with the HME team. I think this model is game-changing for the industry, and I can’t think of another partnership like this in the cannabis space. Our customers are going to really love this pairing!”

“When we were all introduced to Berkshire Roots, we immediately gravitated to the idea of a connection between our brand and cannabis,” offered Coriale. “As conversations with company management went on and Heavy Metal got a glimpse of their follow-up product ideas, we grew increasingly excited as they really understood the DNA of the brand and its commitment to enhancing our customer experience in unexpected ways. We can’t wait to see this product connect to both the long-time fans, and the younger generation who are just getting to know Heavy Metal for the first time.”

Heavy Metal was founded as a print publication that uniquely blended comic book-style stories with adult-themed subjects and characters no other publisher had been able to achieve in those early days. Shortly thereafter, Heavy Metal and legendary Producer/Director Ivan Reitman (Ghostbusters, Stripes, Twins) released the groundbreaking 1981 film that brought the magazine to life and introduced adult animation as we know it today to the masses. There is a broad range of history and influence to draw on for this partnership, along with today’s brand-new artists and writers who are also developing new story arcs and characters which will play in emerging digital spaces with art, NFTs, AR/VR, and more.

Berkshire Roots, based in Pittsfield, MA, is a leading cultivator, manufacturer and dispensary operator well known for its own highly awarded products. Berkshire Roots dispensaries are located at 501 Dalton Avenue, Pittsfield, MA and 253 Meridian Street, East Boston, MA The Heavy Metal products will be available simultaneously at the beginning of April with a select group of retailers throughout the state, **including Budzee Delivery, Dreamer, The Goods, Honey, Nature’s Remedy, Northeast Alternatives, Nova Farms, Panacea Wellness and Zyp Run Delivery.**

### **ABOUT HEAVY METAL ENTERTAINMENT**

First published in 1977, Heavy Metal Magazine, the world's foremost illustrated magazine, explores fantastic and surrealistic worlds, alternate realities, science fiction, and thrillers, in the past, present, and future. Writers and illustrators from around the world take you to places you never dreamed existed. Heavy Metal Magazine was the first magazine to bring European legends like Moebius, Enki Bilal, and Pepe Moreno to the U.S. while showcasing American superstars like Richard Corben, Jim Steranko, and Bernie Wrightson. The magazine continues to showcase amazing new talent and established creators, and features both serialized and standalone stories, artist galleries, and interviews. Heavy Metal Entertainment is home not only to its iconic magazine, but also an incredible slate of comics, graphic novels and prose novels, a podcast network, and a burgeoning television and film studio. Learn more at [www.heavymetal.com](http://www.heavymetal.com).

### **About Berkshire Roots**

Berkshire Roots is one of Massachusetts leading cannabis cultivation and dispensary operators providing craft-grown cannabis from Berkshire County, the highest elevation in the state. The company’s team members in cultivation, extraction lab and infused products are considered amongst the best in the state. Strict quality control and lab testing ensure patients and consumers experience the ultimate cannabis experience no matter the product type. Berkshire Roots branded products are sold in its own dispensaries and throughout dispensaries around the state in more than 75 partner locations.

Berkshire Roots is committed to using our voice to end racial injustice within our community and at the national level through its diversity training, hiring practices and donations to related organizations.

Learn more at [www.BerkshireRoots.com](http://www.BerkshireRoots.com)

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