



## DRAFT FOR APPROVAL

### BERKSHIRE ROOTS TO LAUNCH MEDICAL CANNABIS SALES AT EAST BOSTON LOCATION

*To Host a virtual Medical patient session for the community Nov 29 & 30<sup>th</sup> Visit [www.Leafwell.com](http://www.Leafwell.com) for more information.*

Boston, MA, 11/28/23 – In a move designed to better serve the needs of the community in the East Boston neighborhood, Berkshire Roots is launching Medical cannabis sales as a complement to its existing Recreational business at its East Boston store, located at 253 Meridan Street. Sales to certified medical cannabis patients will begin late Nov 28<sup>th</sup>, 2023.

With over five years of experience in serving medical patients at its main location in Pittsfield, MA Berkshire Roots is uniquely positioned to leverage the expertise, care and product selection for Medical patients in its East Boston dispensary, reinforcing Berkshire Roots reputation for providing an unparalleled in-store experience, in a warm, welcoming space that reflects the diversity and needs of the neighborhoods they operate in.

Bucking industry trends, where most dispensaries tend to migrate from medical sales to adult use, Berkshire Roots has made the decision to add medical to its robust adult use program in East Boston to offer those residents the benefits and savings of being a medical patient.

Medical patients enjoy many benefits within the program, most notably cardholders are exempt from state and local taxes, which could mean up to **20%** cost savings over adult use purchases. Medical patients are also able to purchase up to 10 ounces of flower every 60 days as well as other medical patient deals, special product pricing and daily incentives through the Berkshire Roots "\$200 Happier" loyalty program.

"Many individuals turn to cannabis as a vital part of their health and wellbeing," said Zach Helms, CRO of Berkshire Roots. "Patient care is our priority at our dispensaries, the benefits from a health and wellness perspective as well as pricing discounts only available to Medical cannabis patients allow us to provide solutions such as higher potency products and also offer discounts not offered to the adult use market.

This, in turn, makes cannabis even more accessible to more individuals. We are excited to make medical cannabis available at our East Boston dispensary," he concluded.








To help educate the community about the benefits of becoming a medical patient, Berkshire Roots is hosting a virtual event on November 29th & 30th with medical certification company, Leafwell, this session and materials are available in English and Spanish. During the virtual event, and others scheduled throughout the month, the medical providers will be offering information and a discount card which can be redeemed for up to 50% off the medical certification application process. People interested in more information can click [here](#) to join our email list and get info on discounted certifications and more info about the launch of Berkshire Roots East Boston Medical launch.



## Find out if you qualify to become a medical patient

*During uncertain times, Berkshire Roots wants to provide you with resources to help you understand your options.*

**Do you have at least one of the following debilitating diseases?**

PTSD 	Back, neck or joint pain 	 Glaucoma
Positive HIV or AIDS 	 <b>Other debilitating conditions</b> <small>These conditions will be determined in writing by your healthcare provider/certifying practitioner</small>	Anxiety 
 Depression		

### **About Berkshire Roots**

[Berkshire Roots](#) is one of Massachusetts leading cannabis cultivation and dispensary operators providing craft-grown cannabis from Berkshire County. 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.

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