



## Lower Potency Cannabis Cigarettes: One Puff is Like One Sip of Wine

Business | Submitted by

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Legalization of cannabis changed everything: you don't see people hiding to have a puff, weed consumption is coming out of the darkness, and more and more users are able to enjoy it openly.

Cannabis is no longer viewed as counter-culture **product of hippies**.

On the contrary: it is getting more popular among average citizens, school teachers, shop assistants, office workers, students, carpenters - they all roll joints from time to time (hopefully) when tired.

Moreover, cannabis has broken into the luxury market, becoming a product of for elites (not like they were not able to get it illegally). Famous actresses and pop stars don't hide their passion for weed anymore; because it is trendy to smoke on the scene and wear cannabis necklaces.

The company called Toast, decided that people don't always want to get high as a kite, and released lower potency cannabis cigarettes. They will be created with the help of a special blend grown in Denver, Colorado.

Gabrielle Rein, Chief Creative Officer of Aspen, Colorado based company, claims that it is time to reshape the attitude of cannabis once it became legal.

Most people **want to use it in a social setting**, and enjoy the smoking experience without getting wasted.



One lower potency cannabis cigarette can be compared **to a glass of wine or a cocktail**.

You feel relaxed, cheerful, and energized, BUT, you won't get drunk or stoned. One puff can also be compared to one sip.

Gabrielle also admits that this product is not supposed to fit the tastes of the majority of people. After all, it is “haute high”. Yet, after the legalization, people are interested in moderate cannabis consumption.

“But it’s more the lifestyle of wanting to use cannabis regularly as you would with spirits — and responsibly.”



The company is going to introduce its product in California, Las Vegas, in several months and then expand to other legal states.

Cigarettes from Jazz Époque, the one popular in Europe, in the beginning of the 20th century served as the inspiration for the Toast company.

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So now we have one more luxury cannabis product which can be used basically - anywhere.