



Chris Burggraeve (ex-AB Inbev) invests in 'Amazon of the weed'

Ex-beer marketer raises the American drugs market

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© BELGA - Chris Burggraeve, then marketing director at AB InBev. Photo from 2010.

ECONOMICS Chris Burggraeve, marketing director at AB InBev until five years ago, has recently been thrown into a new sector in the United States: that of the soft drugs. The 52-year-old Belgian is ready for his second investment.

The most recent investment is one in greenRush, the largest online marketplace to say that it is legal to buy cannabis, or "the Amazon of the weed". The start-up from San Francisco raised 3.6 million dollars from various investors and Burggraeve will be part of the advisory board.

"Socially responsible use"

The Belgian is also co-founder of Toast, a company that sells customized and pre-rolled joints. "This is one of the fastest growing categories worldwide," says Burggraeve. "Why? Because people want it." He emphasizes that his investments focus on socially responsible use.

There is still a federal ban on marijuana in the United States, but in eight states the soft drug is permitted for recreational use. In a further 21 states, the drug is permitted for medical use. Sixty-four percent of the American population would want to see the federal alliance lifted.

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