



A Toast to the High Life



420ja Team

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Once you've had a [Slice of TOAST](#), you've partaken in the first cannabis cigarette on the commercial market. Toast caters to the upscale and conscious cannabis user, reaching its desired consumer through innovative branding and laser focus on responsible usage.

An interesting fact for cannabis entrepreneurs: [72% of marketers say branded content is more effective than advertising in a magazine. 69% say it is superior to direct mail and PR.](#)

Modern cannabis culture continues to dispel the myths and stereotypical vision of recreational cannabis users as rebellious teenagers and unproductive adults. Ganja is now inclusive to the luxury life, with studies showing that 84% of cannabis users hold a full-time job with 65% earning an annual income of \$75,000 or more.

What's in a Slice of Toast?

Available in full packs, a Slice of Toast is a single cannabis cigarette mixing premium strains with a unique balance of THC and CBD. Being that [Tetrahydrocannabinol \(THC\)](#) affects the brain psychologically by altering the balance of natural cannabinoid receptors in the body while [Cannabidiol \(CBD\)](#) works medicinally to relieve pain, anxiety, and inflammation without the high sensation, Slices feature a lower level of THC and increased CBD.

This blends into a perfectly portioned recipe that gives you less of a high while elevating your awareness and easing anxieties, creating a more-than-ideal social experience, especially when you share your pack of Toast with fellow recreational consumers. As explained by Toast, one puff is equivalent to a sip of a cocktail and a full Slice is the entire drink.

Originating in Aspen, Colorado and founded by successful business executives Punit Seth and Chris Burggraeve, Toast can be purchased at select dispensaries in Colorado but we hope to see Slices of Toast available in Jamaica and throughout the Caribbean in the near future.

Visit www.wetoast.com for more.