

TOWN&COUNTRY

Now You Can Legally Smoke Week on a Luxury Tour Bus in Aspen

The "mobile cannabis lounge" recently hit the streets of America's fanciest ski town.



Aspen has a new place to smoke weed—and it's extra fancy.

This past weekend, a cannabis-friendly tour bus hit the streets of America's most luxurious ski town. And it's not just because Aspenites have been clamoring for the chance to drive and tok. The "mobile cannabis lounge" is a solution to the problem of where to smoke your legal weed.

While it's perfectly legal to buy pot these days from Colorado dispensaries, it's **illegal** to smoke it in public. "A major issue facing

consumers is that they are unable to legally and responsibly consume cannabis outside their own homes," says Punit Seth, co-founder and CEO of **Toast**, the new cannabis cigarette brand that organized the bus.

After "a lot of conversations with city attorneys and city clerks," the bus launched in Aspen on February 10.

For one 27-year-old rider, the bus is the answer he's been looking for. He hopped on recently with a friend from out of town. "My buddy said 'This is a once-in-a-lifetime opportunity!'" said the Aspen native, who did not want to give his name. "It was definitely an interesting social experience. I think you'll start seeing more places like this where people can go to consume cannabis products in a safe, secure way instead of dodging the regulations that are in place now."



THE INTERIOR OF THE TOAST BUS

COURTESY OF TOAST

He's probably right. Since marijuana is now **legal** in 28 states and the District of Columbia, this is big business. In December, CNBC **called** the weed industry "one of the fastest -growing job generators in the United States." For their part, Colorado entrepreneurs are looking for ways to raise the profile of their products—and even more ambitiously, to change the public perception of pot-smoking.

Nobody's improved on the joint in, like, 3,000 years.

Seth and his Toast co-founders are a case in point. Seth worked at the hedge fund Bridgewater before getting into the marijuana business. One of his co-founders used to be the CMO of InBev, and another runs a marketing agency in New York that works with high-end fashion and spirits brands. His brand, Toast, is now available at two dispensaries in Aspen, the **Original Leaf** and **Silverpeak**, and multiple locations of the **Health Center** in Denver. The company has partnered with **Loopr**, a Denver-based "premium cannabis social lounge experience on wheels," to offer the Aspen bus for a this ski season and several times throughout the summer.

Rachel Shipp, a former vice president at BlackRock who now works at **Green Rush**, an online marijuana delivery marketplace that connects buyers with dispensaries, is a regular Toast user. (Toast is a new addition to her company's service) The Silicon Valley-based executive says that the pot industry is "moving away from the stoner culture and becoming more inclusive. We're truly addressing the moms, the professionals, and the executives who are now consuming marijuana."

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