

# PURIST



## TOAST THE SEASON

It's designed to mimic the effect of one glass of champagne, minus the hangover. Meet Toast, the first professionally manufactured cannabis cigarette, which contains a tobacco-free cannabis blend of curated strains, both low in THC (the euphoria-inducing chemical compound) and high in CBD (cannabis' calming compound).

"We wanted to design a strain, product and experience that both compliments and enhances social occasions or gatherings," says Toast's CEO and co-founder Punit Seth. "A pack of Slices [their name for a single cigarette] is meant for sharing with friends or family, much like sharing a bottle of wine or fine scotch." The Slice can be recognized by its regal purple-colored filter and gold butterfly insignia perfectly packaged into size-varied boxes. But Toast is now celebrating a new line of Slice (sporting gold-colored filters) called Toast Gold, which is a lighter blend than Toast Original, providing a larger dose of CBD therefore increasing the calming effect. Toast Original and Toast Gold are available in two-packs (\$20), five-packs (\$45) and 10-packs (\$85) at select authorized dispensaries in Colorado. [wetoast.com](http://wetoast.com) —  
*Charlotte DeFazio*