

Introducing Toast Gold™ -- The Champagne Of Cannabis

NEWS PROVIDED BY
Toast Holdings, Inc. →
Jan 10, 2018, 08:00 ET

SHARE THIS ARTICLE



ASPEN, Colo., Jan. 10, 2018 /PRNewswire/ -- **Toast™**, the only lifestyle Cannabis brand that provides a sophisticated, consumer-controlled Cannabis experience by offering the first professionally-manufactured filtered pre-roll, called a Slice™, is pleased to announce the introduction of Toast Gold™, the world's first and only Cannabis product designed to mirror the strength and effect of one glass of Champagne.

Each Slice of Toast Gold contains a proprietary, all-natural, tobacco-free 100% Cannabis blend composed of curated strains that are low in THC (euphoria) and high in CBD (active calm), resulting in a light, effervescent effect for the consumer while still allowing them to be present, in control and active, just as if they sipped one glass of Champagne in a social setting.

A single Slice of Toast Gold is designed to be consumed in its entirety by one person, just like a glass of Champagne, whereas a pack of Slices™ is meant to be shared with friends or family, just like a bottle of Champagne.

Toast currently offers Slices in Toast Gold and Toast Original™ blends, with each product containing different levels of THC potency, similar to the alcohol by volume (ABV) measurement system found in wine and spirits. Toast Gold is a lighter blend of Toast that provides an effect similar to one glass of Champagne with 4:1 CBD:THC. Toast Original is a stronger blend of Toast with 2:1 CBD:THC, which parallels the strength of one bar-measured cocktail.

Because Toast is professionally manufactured and tested against the highest quality assurance standards, every Slice of Toast will always contain a measured dose of CBD and THC, which allows for a predictability of potency and intake that can be regulated, just like alcohol, ultimately enabling the consumer to control their experience unlike any other Cannabis product on the market.

Toast Gold is available in 5-packs (MSRP \$45) and 2-packs (MSRP \$20) at select authorized dispensaries in Colorado. For a complete list of where to purchase Toast Gold or Toast Original or for more information about Toast and/or its future availabilities in other states, please visit <https://wetoast.com/>. Must be 21 years of age or older.

About Toast™

Toast™ is the only lifestyle Cannabis brand that provides a sophisticated, consumer-controlled experience by offering the first professionally manufactured filtered pre-roll, called a Slice™. Each Slice of Toast contains a proprietary, all-natural, tobacco-free 100% Cannabis blend composed of curated strains that are low in THC (euphoria) and high in CBD (active calm). A single Slice is designed to be consumed in its entirety by one person, whereas a pack of Slices™ is meant to be shared with friends and family. Toast currently offers Slices in Toast Gold™ and Toast Original™, where one slice of Toast Gold is like one glass of Champagne, and one slice of Toast Original is like one bar-measured cocktail. Because Toast is professionally manufactured and tested against the highest quality assurance standards, every Slice allows for a predictability of potency and intake that can be regulated, ultimately enabling the consumer to control their experience unlike any other Cannabis product on the market. For more information about Toast, please visit <https://wetoast.com/>. General email inquiries can be directed to info@wetoast.com. Must be 21 years of age or older.



Toast Gold, the world's first and only Cannabis product designed to mirror the strength and effect of one glass of Champagne.



A single Slice of Toast Gold, The Champagne of Cannabis, is designed to be consumed in its entirety by one person, just like a glass of Champagne, whereas a pack of Slices is meant to be shared with friends or family, just like a bottle of Champagne.