

Toast™ Takes The Gold With Three Awards For Design Excellence

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NEW YORK, May 4, 2017 /PRNewswire/ -- Toast™, a lifestyle Cannabis brand that provides a sophisticated consumer experience, announced today that it has been honored with three awards of excellence for design. Toast™ was awarded Gold in two categories, [Web Design: Professional Website Consumer](#) and [New Media: Professional Infographic](#) in the 47th [Creativity International Awards](#) and Gold for [Website Design](#) from Muse Creative Awards.

In designing the Toast™ [website](#), Creative Director Gabrielle Rein took inspiration from the golden age of the 1920s. Toast™ is Cannabis re-imagined, it is all about luxury and indulgence. The Toast™ "social butterfly" – meant to symbolize the gentle, ethereal 'touch' of the product – is used throughout the site; bright, glittering, paper-like butterflies are seen clustered around images of the packaging and large, painterly butterflies in burnished gold float gently in the background.

The "Toast Responsibly" [infographic](#) was an inventive way for the brand to introduce the proper use of Toast™ and educate consumers in a non-intrusive, yet fully transparent way. Using a high-contrast, white-on-black design, the result is both visually compelling and unambiguous, employing a mix of bold font and playful, 'sketched' graphics. The design captures important information while remaining approachable and easily digestible.

"We look forward to many more wins as we take the industry by storm and change the public's perception on cannabis!" said Co-founder and Chief Creative Officer, Gabrielle Rein, who leads the Toast™ brand's creative direction and projects.

Creativity International celebrates the best and brightest in global advertising and design. As one of the longest running, independent advertising and graphic design competitions, this year it drew hundreds of entrants from twenty-six countries; only 45% of this year's entries won an award reflecting the excellent and competitive designs submitted.

Muse Creative Awards is an international competition for creative professionals who possess the unique ability to inspire with a concept, idea or design - whether through traditional materials or electronic media.

For more information on the Toast™, please visit, WeToast.com

About Toast™

Toast™ is a lifestyle Cannabis brand that provides a sophisticated consumer experience. The Toast™ experience will activate the mind and relax the body while keeping the consumer in control - the ideal state of mind for making social connections. Toast™ achieves this by offering the first professionally manufactured Cannabis cigarette called a Slice™. The Slice™ contains a proprietary natural, 100% Cannabis blend composed of curated strains that are low in THC (psychoactive) and high in CBD (non-psychoactive) which enables the consumer to be social and mindful. A Slice™ is consumed in its entirety by one person; whereas a pack of Slices™ is shared with friends and family. The Slice™ establishes a new but familiar currency where one puff of a Slice™ is like a sip of a cocktail and an entire Slice™ is the equivalent of a full drink. This new currency enables consumers to regulate their intake and consume responsibly.