



## Verano Launches Savvy Threads, Limited-Edition Streetwear and E-Commerce Platform

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*Forged at the intersection of cannabis culture, art and fashion, each Savvy Threads piece features Savvy-inspired designs from a variety of graphic artists*

- The Savvy Threads store is available on [SavvyThreads.com](https://www.savvythreads.com) and features a variety of special-edition branded apparel that ships to all 50 United States
- To create a line of unique, evocative pieces, Verano partnered with artists Mike Frontier and Jacob Wayne of Chicago, and Jeremiah Kaniaupio of Las Vegas
- Savvy Threads unlocks Verano's ability to advertise using targeted social media campaigns on Meta's Instagram and Facebook, and provides Verano access to a larger addressable market

CHICAGO, Oct. 25, 2023 (GLOBE NEWSWIRE) -- Verano Holdings Corp. (NEO: VRNO) (OTCQX: VRNOF) ("Verano" or the "Company"), a leading multi-state cannabis company, today announced the launch of [Savvy Threads](https://www.savvythreads.com), a limited-edition streetwear and e-commerce platform that celebrates the Company's [Savvy](https://www.savvythreads.com) cannabis brand imagery and its intersection with art, culture and contemporary fashion. Inspired by the creativity of in-house artist Mike Frontier, in collaboration with independent artists Jacob Wayne (Chicago) and Jeremiah Kaniaupio (Las Vegas), the inaugural Savvy Threads collection features exclusive apparel inspired by popular Verano genetics while espousing the unique style and vision of the designers. Savvy Threads items include t-shirts, embroidered sweat shorts and varying hooded and crewneck sweatshirts, all available for purchase and shipping across all 50 U.S. states on [SavvyThreads.com](https://www.savvythreads.com).

Developed to diversify and expand the Savvy brand, as a non-plant-touching brand extension, Savvy Threads unlocks the Company's ability to advertise in mainstream channels - including targeted social media campaigns on Meta's Instagram and Facebook platforms - which have a combined total of 361.8 million active users in the United States.

"Savvy Threads complements the expanding Savvy cannabis product portfolio and its bold brand aesthetic by employing fashion-forward designs that embrace the connection between cannabis, art and culture," said David Spreckman, Verano Chief Marketing Officer. "The introduction of Savvy Threads creates new and unique opportunities to engage the cannabis, art and fashion communities by leveraging mainstream advertising channels that aren't available to plant-touching businesses. We're grateful to our artist partners for their creative collaboration in bringing this entirely new product offering to market."

Verano introduced Savvy, a new line of larger-format cannabis products that cater to more value-driven patients and consumers, in August 2022. Following the brand's successful launch and strong consumer demand, the Company introduced additional Savvy brand extensions in key markets, including Savvy Uncensored large format rough-cut flower, and Savvy Guap macro-dose money-shaped gummies available in 25mg Blue Magic and 50mg Jungle Juice flavors. The Savvy Threads platform both leverages the brand cache that Savvy cannabis has achieved and builds upon the art-forward direction and platform to attract and inspire new consumers and audiences.

For more information, visit [www.SavvyThreads.com](https://www.savvythreads.com) and [www.Verano.com](https://www.verano.com), and follow [@Savvy.Threads](https://www.instagram.com/savvythreads) on [Instagram](https://www.instagram.com/savvythreads) and [Facebook](https://www.facebook.com/savvythreads). Downloadable images and video are also [available on the Company's newsroom](https://www.verano.com/newsroom).

### About Verano

Verano Holdings Corp. (NEO: VRNO) (OTCQX: VRNOF), one of the U.S. cannabis industry's leading companies based on historical revenue, geographic scope and brand performance, is a vertically integrated, multi-state operator embracing a mission of saying [Yes](https://www.verano.com) to plant progress and the bold exploration of cannabis. Verano offers a superior cannabis shopping experience in medical and adult use markets under the Zen Leaf™ and MÜV™ dispensary banners and produces a comprehensive suite of high-quality, regulated cannabis products sold under its diverse portfolio of trusted consumer brands including Verano™, MÜV™, Savvy™, BITS™, Encore™, and Avexia™. Verano's active operations span 13 U.S. states, comprised of 14 production facilities with over 1,000,000 square feet of cultivation capacity. Learn more at [www.verano.com](https://www.verano.com).

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## Forward Looking Statements

This press release contains “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company’s beliefs regarding future events, plans, strategies or objectives, many of which, by their nature, are inherently uncertain and outside of the Company’s control. Generally, such forward-looking statements can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “future”, “scheduled”, “estimates”, “forecasts”, “projects” “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases or may contain statements that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “will continue”, “will occur” or “will be achieved”. Forward-looking statements involve and are subject to assumptions and known and unknown risks, uncertainties, and other factors which may cause actual events, results, performance, or achievements of the Company to be materially different from future events, results, performance, and achievements expressed or implied by forward-looking statements herein, including, without limitation, the risk factors described in the Company’s annual report on Form 10-K for the year ended December 31, 2022 and subsequent quarterly reports on Form 10-Q for 2023 filed with the U.S. Securities and Exchange Commission at [www.sec.gov](http://www.sec.gov). The forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information or forward-looking statements that are contained or referenced herein, except as may be required in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice regarding forward-looking information and statements.

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