



Verano Announces the Opening of MÜV Zephyrhills, the Company's 67th Florida Location and 127th Retail Location Nationwide

May 18, 2023

- MÜV Zephyrhills is located at 5230 6th Street near U.S. Route 301, a busy highway with an average daily traffic count of up to 19,500 vehicles¹
- The dispensary is based in Pasco County, a growing region with a population of over 584,000²
- Verano's active operations span 13 states, comprised of 127 dispensaries and 14 cultivation and processing facilities with more than 1 million square feet of cultivation capacity

CHICAGO, May 18, 2023 (GLOBE NEWSWIRE) -- Verano Holdings Corp. (CSE: VRNO) (OTCQX: VRNOF) ("Verano" or the "Company"), a leading multi-state cannabis company, today announced the opening of MÜV Zephyrhills on Friday, May 19 – the Company's 67th Florida dispensary and 127th retail outlet nationwide. MÜV Zephyrhills, located at 5230 6th Street, is open Monday through Saturday from 9 a.m. to 7 p.m. and Sunday from 11 a.m. to 5 p.m., local time.

According to Florida's Office of Medical Marijuana Use, there are currently over 816,000 qualified medical cannabis patients in the state. Florida medical cannabis sales are projected to potentially reach \$2.6 billion by 2027, as reported by [MJBiz Factbook 2023](#).

"As Florida's medical cannabis program continues to grow, MÜV Zephyrhills provides another convenient dispensary for the region's expanding medical cannabis community," said John Tipton, President of Verano. "We're thrilled to add MÜV Zephyrhills to our growing Florida footprint, where our dedicated team of passionate cannabis advisors will offer our premium suite of cannabis products for years to come."

As a demonstration of Verano's commitment to provide a convenient and reliable experience for Florida patients, MÜV dispensaries feature online menus for effortless browsing of their extensive, award-winning product selection, including the Company's signature Verano Reserve, MÜV and Sweet Supply flower, Encore edibles, and Savvy flower and extracts. The Company also offers one-on-one virtual and in-store consultations at no cost to patients and provides patient-centric concierge services via phone, email, web chat and text to address patient questions and inquiries. For additional convenience and accessibility, patients can choose to order ahead at [muvfl.com](#) or through the MÜV mobile application available in the Google Play and Apple App stores for express in-store pickup.

MÜV's comprehensive product selection includes edibles, chocolates and lozenges, flower, pre-rolls, an array of vaporizer pens, concentrates, metered-dose inhalers, topicals and oral sprays; along with patented encapsulation formulations in its EnCaps[™] capsules, tinctures, 72-hour transdermal patches and transdermal gels.

For more information about MÜV Zephyrhills medical cannabis dispensary, visit [muvfl.com](#).

About Verano

Verano is a leading, vertically integrated, multi-state cannabis operator in the U.S., devoted to the ongoing improvement of communal wellness by providing responsible access to regulated cannabis products. With a mission to address vital health and wellness needs, Verano produces a comprehensive suite of high-quality, innovative cannabis products sold under its trusted portfolio of consumer brands, including Verano[™], MÜV[™], Savvy[™], BITS[™], Encore[™], and Avexia[™]. Verano's portfolio encompasses 14 U.S. states, with active operations in 13, including 14 production facilities comprising over 1,000,000 square feet of cultivation capacity. Verano designs, builds, and operates dispensaries under retail brands including Zen Leaf[™] and MÜV[™], delivering a superior cannabis shopping experience in both medical and adult use markets. Learn more at [www.verano.com](#).

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Forward Looking Statements

This press release may contain “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 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 filed with the U.S. Securities and Exchange Commission at 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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¹ [Florida Department of Transportation](#)

² [United States Census Bureau](#)

VERANO™ Source: Verano Holdings Corp.