

Curaleaf Unveils Hemp-Derived Product Line and New eCommerce Marketplace

Expanding Consumer Offerings with Hemp-Derived THC Products

Curaleaf, a leading international provider of consumer cannabis products, announced today the launch of a new line of hemp-derived THC products under its Select and Zero Proof brands. The new offerings will be available from June 26 through the company's innovative online storefront, TheHempCompany.com. This site serves as Curaleaf's hub for all fully Farm Bill compliant hemp-derived products, with shipping set to commence on July 1, just in time for the July 4th holiday celebrations.

Strategic Partnerships and Distribution Channels

Curaleaf's expansion includes strategic retail partnerships and an on-demand delivery collaboration with DoorDash. Additionally, TheHempCompany.com will feature top-tier third-party hemp brands that meet Curaleaf's high standards for safety, reliability, and quality control. These partnerships aim to ensure widespread availability and accessibility of Curaleaf's products across the country.

A Comprehensive Approach to Quality and Safety

Boris Jordan, Executive Chairman of Curaleaf, emphasized the company's commitment to maintaining high standards in the burgeoning hemp market. "Our long-term strategic success involves expanding our brands into as many distribution points as possible and meeting consumers wherever they are on their cannabis journey," said Jordan. Curaleaf is advocating for a unified regulatory framework for all cannabinoids, seeking to combine product quality with substantial shareholder value.

Manufacturing and Quality Assurance

Curaleaf is setting a high bar in the hemp-derived THC market by adhering to stringent manufacturing protocols. Products are produced in a certified cGMP facility, ensuring every item meets precise manufacturing and testing standards. The packaging will include detailed labeling of ingredients and potency, along with QR codes that provide access to certificates of analysis from independent labs. This transparency is aimed at fostering trust and safety among consumers.

Product Offerings and Features

Curaleaf's new product line includes gummies and seltzer-based beverages from the Select and Zero Proof brands, available in various flavors and formulations. The core gummies from Select feature engineered encapsulation technology that maximizes THC absorption and ensures a consistent consumer experience. Meanwhile, Zero Proof seltzers are designed to deliver a steady flavor and THC effect, enhancing various moments and experiences.

Ensuring Consumer Safety with Age-Gating and Clear Labeling

To address the needs of responsible adult usage, Curaleaf has implemented strict age-gating policies for all purchases, requiring consumers to confirm they are 21 years of age or older. This measure, along with clear product labeling and quality controls, underpins Curaleaf's commitment to leading the industry in regulatory compliance and consumer safety.

A New Standard in the Cannabis Market

Matt Darin, CEO of Curaleaf, reiterated the company's dedication to setting industry benchmarks. "As the demand for hemp-derived products grows, we continue to leverage our high manufacturing and production standards to deliver safe, trusted products," stated Darin. He emphasized that Curaleaf aims to redefine standards within the hemp market, providing trusted products through convenient and seamless consumer experiences.

With the launch of this new line, Curaleaf is poised to meet the expanding consumer demand in the hemp-derived THC market, providing products that are not only enjoyable but also manufactured with the highest standards of safety and quality.

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

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