

Snoop Dogg Opens First Dispensary, Honors 2Pac with New Line

Snoop Dogg Expands Cannabis Legacy with New Dispensary and 2Pac Tribute Products

Snoop Dogg, a name synonymous with marijuana culture, is taking his legacy to new heights with the opening of his first licensed dispensary in Los Angeles. The retailer, S.W.E.D. (Smoke Weed Every Day), not only marks his debut in California's legal cannabis industry but also celebrates the life and legacy of his late friend, rapper 2Pac. This venture solidifies Snoop's enduring influence in the marijuana world and underscores his commitment to cannabis advocacy and culture.

S.W.E.D.: A Tribute to Snoop's Career and 2Pac's Legacy

Snoop Dogg's new dispensary, S.W.E.D., is a testament to his decades-long association with cannabis and his illustrious career. Located in Los Angeles, the dispensary features numerous nods to Snoop's time with Death Row Records, the iconic label he took over in 2022. One of the standout features is a smoke-proof DJ booth where Snoop can indulge in his favorite pastime while spinning tracks, adding a personal touch that fans are sure to appreciate.

The interior of S.W.E.D. is adorned with memorabilia from Death Row Records, including graffitied quotes from Snoop himself, creating an immersive experience that blends music history with cannabis culture.

2Pac Tribute Cannabis Line

A particularly unique aspect of S.W.E.D. is its curated selection of marijuana products, including a new line from Snoop's Death Row Records Cannabis brand. This limited-edition product line pays homage to Tupac Shakur, or 2Pac, a legendary rapper who was a close friend of Snoop's before his untimely death in 1997. Snoop recalls that it was 2Pac who introduced him to his first blunt, a gesture that sparked a deep and lasting friendship.

"That first blunt sparked a friendship that ran deep," Snoop shared in a press release. "We'll always have his music, but this is another way I can bring what was meaningful to 2Pac to his fans." This tribute through cannabis products offers fans a unique way to connect with 2Pac's legacy beyond his music.

A Legacy in the Cannabis Industry

Snoop Dogg is no stranger to the cannabis business. He first entered the industry with the launch of Leafs By Snoop in Colorado in 2015. Since then, he has become a prominent figure in the cannabis community, known not only for his consumption but also for his advocacy. Snoop's influence is such that late-night TV host Jimmy Kimmel declared October 20 as "DoggFather's Day," a new high holiday in honor of Snoop's birthday.

Snoop has consistently used his platform to push for cannabis reform. He has advocated for policy changes in professional sports, particularly calling for the NBA to allow players to use cannabis off the court. “I supported the reform based on the medical side of it, the health benefits and how it could actually help ease the opioids and all the pills that they’ve been given and the injections,” Snoop stated last year.

Cannabis as a Safer Alternative

Snoop has long emphasized the potential of cannabis as a safer alternative to prescription opioids. His advocacy extends to various athletic organizations, urging them to adopt more lenient marijuana policies. He believes that cannabis can serve as a less addictive and dangerous option for pain management, a stance he has championed for years.

The artist’s prolific consumption is well-known, with Snoop once estimating that he smokes 81 blunts per day. This reputation was further highlighted in 2019 when he revealed that he pays a professional blunt roller a salary of \$50,000 a year, a testament to his dedication to the craft.

Snoop Dogg’s launch of S.W.E.D. and his new line of 2Pac tribute cannabis products mark significant milestones in his marijuana legacy. By merging his personal history with cannabis culture and paying homage to his late friend, Snoop continues to influence the industry in profound ways. His commitment to cannabis advocacy and reform, combined with his entrepreneurial ventures, ensures that Snoop Dogg remains a pivotal figure in the evolving landscape of legal cannabis.

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