

Growing Black-Owned Cannabis Shops: A Pioneer Collaboration

Tahir Johnson and Wanda James Expand Black-Owned Cannabis Retail

Tahir Johnson and Wanda James are making waves in the U.S. cannabis industry. Johnson recently opened Simply Pure Trenton, a pioneering Black-owned cannabis store in New Jersey. This move brings James' vision of franchising to social equity entrepreneurs and disenfranchised minorities to life. James' initial store in Colorado, established in 2015, set the stage for this groundbreaking expansion.

Unique Approach

Unlike typical partnerships with major multi-state operators, Simply Pure Trenton used outside investors and equity deals for its funding. Johnson, a former financier turned cannabis entrepreneur, values the mentorship from James. The store's model includes prominent shelf space and marketing for Black-owned brands, such as ButACake, Mudd Brothers Cannabis Co., and Prolific Growhouse.

Community Impact

The grand opening of Simply Pure Trenton featured special events, including a VIP party and a jazz performance. The store also partnered with 40 Tons for restorative justice initiatives and hosted an expungement clinic with the Glory Firm to help clear cannabis records.

Ongoing Advocacy

Wanda James, a trailblazer in the cannabis industry and social justice advocate, views this expansion as a significant milestone. With a background of pioneering in Colorado and national advocacy, James and Johnson aim to make a meaningful cultural and social impact through their collaboration.

Future Vision

James and Johnson's partnership reflects their shared passion for the cannabis industry and its potential for community empowerment. Their efforts are set to influence the industry by fostering greater diversity and inclusion.

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

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