

Mike Tyson Launches New Boxing Glove Cannabis Gummies

New Edibles Mark Latest Innovation from Tyson 2.0

Heavyweight champion and cannabis entrepreneur Mike Tyson has once again made headlines with the launch of his new cannabis gummies, which are now shaped like boxing gloves. This new product, introduced by Tyson's company Tyson 2.0, is a follow-up to the infamous ear-shaped gummies that drew significant attention in 2022. The ear-shaped gummies, a nod to Tyson's memorable 1997 championship bout with Evander Holyfield, faced regulatory challenges in several markets due to their resemblance to a human body part.

Tyson's Latest Launch: A Knockout in Colorado

The new line, branded as Mike's Knockout Gummies, made its debut in Colorado on Tuesday. Unlike their predecessors, these boxing glove-shaped gummies comply with cannabis regulations across different markets, making them an accessible and innovative product for consumers. Tyson expressed his excitement about the launch, emphasizing the continued evolution of his product offerings.

"We first delivered the Mike Bites ear-shaped edibles, which took over the world," Tyson stated. "These Knockout Gummies represent another step in our mission to make plant-based wellness accessible to all. Whether it be through ears or gloves, I'm always looking for new ways to connect with my fans, and I think these gummies will pack a real punch in Colorado."

Tyson 2.0's Expanding Presence

Since its inception in 2021, Tyson 2.0 has established itself as a prominent player in the regulated cannabis industry. The company, which prides itself on providing high-quality products in each market it enters, has expanded its offerings beyond cannabis edibles. In February, Tyson 2.0 partnered with Royal Queen Seeds to launch a line of cannabis seeds. The company has also ventured into various consumer product categories, including apparel and accessories, and now boasts a presence in 16 countries globally.

Adam Wilks, CEO of Carma HoldCo, the parent company of Tyson 2.0, highlighted the significance of the new product launch. "Carma takes pride in bringing new products to market through our various brands, and we're thrilled to bring Mike's Knockout Gummies to Colorado first," Wilks said. "Our goal is to deliver unique customer experiences through our product offerings. This launch demonstrates our commitment to innovation and our ability to adapt to different market regulations while still delivering the high-quality cannabis experiences our customers expect from TYSON 2.0."

Exclusive Availability and Promotions

The Mike's Knockout Gummies, which feature unique boxing glove shapes and are made with full-spectrum cannabis rosin, are available exclusively in Colorado through a partnership with Seven Point Distributors. The gummies can be purchased at licensed cannabis retailers across the state, including Jars Dispensaries, Cookies on Broadway, Provisions Dispensary, Golden Meds Dispensaries, Police and Thieves, Xclusive Cannabis Dispensaries, Elite Dispensaries, Best High Dispensaries, The Dispo, and Rocky Farms Dispensary.

To celebrate the launch and Tyson's upcoming fight against Jake Paul in November, Seven Point Distributors is hosting the TYSON 2.0 Knockout Giveaway Contest. Consumers who purchase TYSON 2.0 products at participating retailers through September 30 will have a chance to win one of ten prizes, including an authentic boxing glove signed by Mike Tyson and other TYSON 2.0 products such as cannabis pipes. Winners will be announced every two weeks throughout the contest period.

A Knockout in the Cannabis Market

Meaghan Hutto, COO of Seven Point Distributors, expressed enthusiasm about the new product. "We're absolutely thrilled to team up with TYSON 2.0 to bring Mike's Knockout Gummies to the Colorado scene," Hutto said. "With a bold, innovative design and premium full-spectrum rosin, this product is set to be a true knockout in the market!"

As Tyson 2.0 continues to innovate and expand its product lineup, the boxing glove-shaped gummies mark another exciting chapter in the company's journey, blending Tyson's boxing legacy with the growing cannabis industry.

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