

Eaze Reopens Cannabis Delivery After \$10M Funding Boost

Cannabis Delivery Company Eaze Reopening After \$10M Funding Round

Once on the brink of collapse, the cannabis delivery company Eaze has now announced a revival after securing a \$10 million Series B funding round. This substantial investment, led by a new ownership group, will support Eaze in reopening its closed locations and expanding its reach in key markets. The funding aims to bolster operations across California, Colorado, Florida, and Michigan, with ambitious plans for 70 locations. This includes 57 retail stores, 11 delivery hubs, and two production facilities, marking a new chapter for the company.

Under the leadership of CEO Cory Azzalino, Eaze is determined to recover from its financial difficulties and build a stronger, more resilient company focused on growth and innovation in the competitive cannabis market.

Reviving Eaze: A Fresh Start for a Troubled Brand

The \$10 million Series B funding has not only saved Eaze from dissolution but also allowed it to plan a promising expansion. Eaze's journey has been turbulent, with the company previously forced to close its doors and sell assets as financial pressures mounted. However, with this infusion of capital, the company is poised to regain stability and pursue its strategic goals.

In a statement, Azzalino expressed his enthusiasm for rebuilding the brand while honoring its decade-long history. "We are excited to build on the accomplishments of the first 10 years of Eaze Technologies Inc., and expanding our retail, delivery, and private label brands into new markets," he said. "We deeply value the contributions of all those who were part of Eaze Technologies Inc.'s journey and remain committed to creating a company that continues to push forward with innovation and care."

The funding will enable Eaze to improve its supply chain, enhance the customer experience, and lay the groundwork for sustainable growth. This recovery plan has been designed to ensure the company's long-term success, supported by strategic initiatives aimed at strengthening its presence in the competitive cannabis landscape.

Key Initiatives Funded by the Series B Investment

The \$10 million funding will fuel several major initiatives focused on enhancing Eaze's operations and expanding its market reach. These initiatives include:

Recruitment Drive for Over 1,000 New Positions

With the expansion into four states, Eaze plans to recruit for more than 1,000 operational positions. These roles will span retail, production, and logistics to ensure that Eaze can meet growing customer demand and manage its expanded footprint effectively.

Doubling Florida's Production Capacity

Eaze's Florida operations will benefit from a significant increase in production capacity, with the expansion of flowering canopy space from 32,000 to 64,000 square feet. This move is designed to meet the state's rising demand for cannabis products and support the company's growth in the Southeastern U.S. market.

Opening New Dispensaries and Expanding Delivery Services

The company will reopen several dispensaries and delivery hubs across Florida, California, Colorado, and Michigan. This expanded presence will allow Eaze to offer its services to a larger customer base, providing both in-store retail options and enhanced delivery capabilities.

Launch of Marketing Campaigns and Brand Partnerships

Eaze will roll out refreshed marketing campaigns to promote its new delivery features, including scheduled delivery options and new product lines. Additionally, the company plans to develop partnerships with established brands and introduce products tailored to regional markets, a strategy that will help differentiate its offerings and drive customer engagement.

New Brand Partnerships and Product Development

With its eyes on brand growth, Eaze aims to partner with established brands to bring new and unique cannabis products to market. These collaborations will be region-specific, allowing Eaze to tailor offerings to the distinct preferences of customers in each state. Through these partnerships, Eaze can enhance its product selection, fostering customer loyalty and appealing to a broader demographic.

Azzalino emphasized that customer satisfaction is a core priority for Eaze's revival. By focusing on developing market-specific product lines, the company can better cater to the needs and preferences of its diverse customer base. As part of its strategic push, Eaze is also refining its marketing approach to highlight its advanced delivery capabilities, making cannabis more accessible to customers.

Eaze's Path Forward Under Cory Azzalino's Leadership

Azzalino's leadership has been instrumental in guiding Eaze through this critical phase of transition. Despite the company's recent setbacks, he has maintained a commitment to rebuilding Eaze's brand, operations, and community presence. He acknowledged the hard work and loyalty of Eaze's previous team members in a recent communication, expressing appreciation for their contributions during a challenging time.

"We want to express our deepest gratitude for your hard work, dedication, and loyalty through your tenure at Stachs LLC," he wrote to employees. "Your contributions have been invaluable." The message underscored his commitment to both honoring the past efforts that built Eaze and ensuring a brighter, more stable future for the company.

Market Challenges and Opportunities in Cannabis Delivery

Eaze's comeback is happening in a market that is both promising and challenging. The legal cannabis industry in the United States has grown rapidly, with consumer demand increasing alongside legislative support in several states. However, competition is fierce, and the regulatory landscape remains complex, with each state imposing different restrictions and requirements.

The delivery model, which Eaze pioneered, has been a key differentiator, particularly as consumer preferences shifted during the COVID-19 pandemic. Now, with cannabis delivery becoming increasingly popular, Eaze's expansion plans appear timely. The newly secured funding will allow the company to capitalize on this demand, positioning it as a leading provider of cannabis delivery services across multiple states.

The Road Ahead for Eaze: Sustainable Growth and Community Impact

The \$10 million investment is more than a financial lifeline; it's a stepping stone toward a sustainable and responsible business model for Eaze. The company's plans for expansion are designed with an eye on the future, prioritizing growth that is both profitable and community-focused.

As part of its new strategy, Eaze intends to invest in environmentally friendly practices, support local communities, and create a positive impact in the regions where it operates. By aligning its operations with these values, Eaze hopes to attract socially conscious consumers and stand out in the crowded cannabis market.

A Second Chance for Eaze

Eaze's revival and expansion are a testament to the resilience of the cannabis industry and the company's adaptability. With a new funding boost, fresh leadership, and a clear strategic vision, Eaze is well-positioned to make a strong comeback and continue serving its customers. The investment in expanding facilities, recruiting talent, and launching innovative marketing initiatives demonstrates Eaze's commitment to sustainable growth and customer satisfaction.

While challenges remain, the company's leadership is optimistic. With plans to revitalize the brand and establish a stronger presence in multiple states, Eaze's future looks bright, marking a new chapter for one of the cannabis industry's pioneering companies.

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