

Zen Leaf Cave Creek Debuts Bodega Inspired Experience

Verano Launches Groundbreaking Bodega-Style Dispensary Format in Phoenix

New Retail Model Offers Customers Freedom to Browse, Shop, and Experience Cannabis Differently

Verano Holdings Corp., one of the nation's leading multistate cannabis operators, has introduced a bold new retail concept at its Zen Leaf Phoenix-Cave Creek location in Arizona. The newly unveiled bodega-style dispensary model invites customers to explore the store freely, select items directly from shelves, and personalize their shopping experience—an unprecedented level of access and autonomy in the legal cannabis space.

The launch of this innovative retail format marks a significant departure from the traditional dispensary model and positions Verano as a pioneer in consumer-centric cannabis shopping. Located at 12401 N. Cave Creek Road, the newly transformed Zen Leaf store now features open displays, category-specific sections, and staff available to assist customers without the restrictive counter service setup found in many dispensaries.

A Major Shift in Retail Strategy Aimed at Enhanced Consumer Convenience and Choice

The revamped shopping environment empowers guests to navigate and interact with products at their own pace. The layout includes clearly labeled shelving for key categories such as Flower, Vapes, Edibles, Best Sellers, Accessories, and more. Customers can self-select items from the shelves and engage Zen Leaf experts when needed, allowing for both independent exploration and guided assistance.

To celebrate the debut of the new concept, Verano is hosting the Zen Leaf Summer Festival at the Phoenix-Cave Creek location on June 27–28. The two-day celebration will feature performances and meet-and-greets with hip-hop artists Dizzy Wright and Devin the Dude, product specials, giveaways for the first 50 customers each day, food trucks, local artisan booths, and live DJ sets. Store hours remain 8 a.m. to 10 p.m. daily.

Future Expansion and Third-Party Collaborations to Follow Initial Rollout

Verano plans to explore scaling the bodega-style model across all eight of its Arizona retail locations, with potential expansion into other markets where it operates. Additionally, the company will begin offering in-store activation opportunities for third-party wholesale partners, giving brands new avenues to connect with customers and promote product discovery within the Zen Leaf environment.

This expanded retail vision includes the integration of multiple purchasing methods such as self-selection, in-store kiosks, online pre-orders, counter service, and now, curbside pickup, giving consumers the flexibility to shop in the way that best suits their preferences.

Strong Arizona Presence Supports Innovation and Brand Portfolio Growth

Verano's operations in Arizona are vertically integrated and robust, including over 90,000 square feet of cultivation and processing facilities. The company's retail presence spans eight dispensaries, including Zen Leaf locations in Arcadia, Chandler, Gilbert, Mesa, Phoenix-Cave Creek, and Phoenix-West Dunlap, as well as Cannabist-branded outlets in Prescott and Tempe.

The company's award-winning product portfolio produced in Arizona includes:

- **Verano Reserve** flower
- **Swift Lift** pre-roll joints and vapes
- **(the) Essence** and **Savvy** flower, edibles, and vapes
- **On the Rocks** live rosin vapes and extracts
- **BITS** low-dose functional edibles
- **Hi-Klas** flower, extracts, and vapes
- **Vital** edibles and tinctures
- **MÜV** transdermal patches and topicals

This wide-ranging product lineup supports Verano's push toward more personalized, immersive retail experiences.

Verano Continues National Leadership with Multi-State Operations and Industry Innovation

Verano's footprint extends far beyond Arizona. The company currently operates in 13 states, with a network of 157 dispensaries and 15 cultivation and processing facilities, encompassing more than 1.1 million square feet of cultivation capacity.

The bodega-style transformation of the Zen Leaf Phoenix-Cave Creek store is a reflection of Verano's broader mission to deliver innovation and elevate the cannabis retail experience. By giving customers direct access to products, the company is working to redefine expectations for how legal cannabis can be shopped, shared, and experienced.

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