

Curaleaf Launches Anthem Bold Infused Pre Rolls in Four States

Curaleaf Expands Anthem Brand Portfolio With Anthem Bold Infused Pre Rolls Now Available in Four Key States

Curaleaf Announces Anthem Bold Infused Pre-Roll Launch Across Arizona, Illinois, New Jersey, and New York

STAMFORD, Conn., Sept. 29, 2025 – Curaleaf Holdings Inc., one of the world’s leading international providers of consumer cannabis products, has officially launched Anthem Bold, a new infused pre-roll line that expands the company’s Anthem brand portfolio. The highly anticipated product is now available exclusively at Curaleaf dispensaries in Arizona, Illinois, New Jersey, and New York, with wholesale distribution planned in the near future.

This launch builds on the Anthem brand’s successful debut earlier in 2025 across Arizona, Florida, Illinois, Massachusetts, New Jersey, and New York. Anthem Bold elevates the company’s pre-roll offerings with a focus on potency, craftsmanship, and American tradition.

Anthem Bold Infused Pre-Rolls Deliver Premium Potency With THCA Diamonds and Strain-Specific Terpenes

Curaleaf describes Anthem Bold as a next-generation pre-roll designed for consumers seeking bold flavor and unmatched potency. The product line infuses premium Anthem flower with THCA diamonds and strain specific terpenes, resulting in an elevated cannabis experience that averages around 40% THC.

The line extension expands beyond the original Anthem Classic, which launched in April and quickly gained traction as a high-quality pre-roll for everyday use. With Anthem Bold, Curaleaf aims to meet growing consumer demand for infused pre-rolls—currently the fastest-growing segment in cannabis retail.

A Commitment to American Craftsmanship and the Legacy of Cannabis Innovation

According to Curaleaf Chairman and CEO Boris Jordan, Anthem Bold is more than just a product launch. It represents a celebration of the distinctly American cannabis industry and its innovators.

“The legal cannabis industry is a distinctly American market, shaped by cultivators, entrepreneurs and innovators who possess a shared interest in expressing their personal freedoms through cannabis,” Jordan said. “Anthem is our way of honoring that legacy. With Anthem Bold, we’ve brought together craftsmanship, potency, and design to create a product that feels both nostalgic and timeless.”

Jordan also emphasized Curaleaf’s unique advantage as a vertically integrated company: “The response to Anthem Classic flower has been outstanding. With the infusion of THCA, Anthem Bold delivers a new level of potency and flavor unlike anything Curaleaf has offered before.”

Anthem Bold Offers Consumers Two Distinct Pre-Roll Experiences With Premium Design Features

Curaleaf has introduced Anthem Bold in two premium formats, each with unique tips and strain options designed to elevate the smoking experience:

- Flavor-forward strain experience with a sweet wood tip
 - Combines nostalgic sweet wood tips with fruity, punchy strains.
 - Launch strains: *Blue Raspberry Kush (Indica)*, *Pineapple Haze (Sativa)*, *Watermelon Z (Hybrid)*.
- Cannabis-forward, signature strain experience with a glass tip
 - Offers iconic strains with bold flavor and heritage genetics.
 - Launch strains: *Blue Dream (Hybrid)*, *King Louis XIII (Indica)*, *Acapulco Gold (Sativa)*.

Both formats are available in half-gram 5-packs and 1-gram singles, packaged with natural hemp paper for a smooth, even burn. The design, inspired by classic Americana, reinforces Anthem’s positioning as a national brand rooted in quality and tradition.

Anthem Bold Strengthens Curaleaf’s Position in the Booming Infused Pre-Roll Market

Industry data from BDSA confirms the rapid rise of infused pre-rolls in cannabis retail. Pre-rolls have become the fastest-growing product category, with infused versions now accounting for 45% of the overall pre-roll market, and as high as 70% in some states.

By introducing Anthem Bold, Curaleaf is strategically positioning itself to capture more market share in this thriving category. The brand’s combination of nostalgic design, high potency, and consistent quality aims to establish Anthem as a nationally recognized cannabis brand.

Expanding Access: Anthem Bold and Anthem Classic Together Provide a Full Spectrum of Pre-Roll Options

The addition of Anthem Bold complements Anthem Classic, giving consumers a comprehensive suite of pre-roll choices under the Anthem name. Anthem Classic remains available in Arizona, Florida, Illinois, Massachusetts, New Jersey, and New York, while Anthem Bold is initially launching in Arizona, Illinois, New Jersey, and New York.

Curaleaf has confirmed plans to expand availability into additional retail markets in the coming months. By offering both Anthem Classic and Anthem Bold, the company is ensuring that customers—both recreational and medical have access to premium pre-roll options that balance tradition with modern innovation.

Curaleaf's Anthem Bold Marks a Major Milestone in the U.S. Pre-Roll Market

With the debut of Anthem Bold, Curaleaf continues to lead innovation in the cannabis industry while honoring the cultural and historical legacy of cannabis in America. By delivering bold flavor, premium potency, and accessible formats, Anthem Bold strengthens the Anthem brand and reinforces Curaleaf's reputation for quality.

As pre-rolls solidify their position as the fastest-growing cannabis category, Anthem Bold is poised to become a flagship product line for consumers seeking elevated cannabis experiences across the United States.

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