



Verano Announces the Opening of Zen Leaf™ Arcadia in Prime New Phoenix Location

September 26, 2024

- Zen Leaf Arcadia, formerly known as Local Joint, relocated from E University Drive to its new home at 2710 E Indian School Road in Phoenix, a busy thoroughfare with more than 54,000 daily vehicles¹
- Opening Zen Leaf Arcadia follows [Verano's recent acquisition of Arizona and Virginia operations from The Cannabist Company](#), elevating the Company's Arizona operational footprint to eight retail locations and 90,000 square feet of cultivation and processing capacity
- Verano's active operations span 14 states, comprised of 152 dispensaries and 15 cultivation and processing facilities with more than 1.1 million square feet of cultivation capacity

CHICAGO, Sept. 26, 2024 (GLOBE NEWSWIRE) -- Verano Holdings Corp. (Cboe CA: VRNO) (OTCQX: VRNOF) ("Verano" or the "Company"), a leading multi-state cannabis company, today announced the grand opening of Zen Leaf Arcadia in Phoenix, AZ, on Friday, September 27th, following a ceremonial ribbon cutting with representatives of the Greater Phoenix Chamber of Commerce at 8 a.m. local time. Zen Leaf Arcadia, located at 2710 E Indian School Road in Phoenix, will be open daily from 8 a.m. to 10 p.m. local time.

After relocating from its former home on the city's south side, Zen Leaf Arcadia will offer an array of enhanced features and conveniences for cannabis consumers, including additional point-of-sale stations, increased parking and an original cannabis-inspired mural painted by Verano in-house artist Jeremiah Kaniaupio. Beginning Friday, guests visiting Zen Leaf Arcadia throughout the grand opening weekend celebration will be greeted by food trucks, DJs, and an array of exciting doorbuster deals including BOGOs, mix-n-matches, and up to 50% off specials on select BITS™, Savvy™, Hi-Klas™, Vital™, Verano™ and (the) Essence™ items.

"We are thrilled to open Zen Leaf Arcadia in a prime new location, where our guests can enjoy new dispensary features and conveniences while browsing our extensive selection of award-winning products," said George Archos, Verano Founder and Chief Executive Officer. "We're excited to join the Northeast Phoenix community and look forward to welcoming customers at Zen Leaf Arcadia for years to come."

Zen Leaf Arcadia adds another convenient location for Phoenix area cannabis consumers as one of the [Company's eight Arizona dispensaries](#). Verano's Arizona footprint also includes 90,000 square feet of state-of-the-art cultivation and processing operations, where the Company produces its portfolio of award-winning brands including 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 high-function edibles; Hi-Klas™ flower, extracts and vapes; Vital™ edibles and tinctures; and MÜV™ transdermal patches and topicals.

For additional convenience and accessibility, patients can choose to order ahead at [ZenLeafDispensaries.com](#) for express in-store pickup. Product images, logos and b-roll footage [are available on the Company Newsroom](#).

About Verano

Verano Holdings Corp. (Cboe CA: VRNO) (OTCQX: VRNOF), one of the U.S. cannabis industry's leading companies based on historical revenue, geographic scope and brand performance, is a vertically integrated, multi-state operator embracing a mission of saying *Yes* to plant progress and the bold exploration of cannabis.

Verano offers a superior cannabis shopping experience in medical and adult use markets under the Zen Leaf™ and MÜV™ dispensary banners and produces a comprehensive suite of high-quality, regulated cannabis products sold under its diverse portfolio of trusted consumer brands including Verano™, MÜV™, (the) Essence™, Savvy™, BITS™, Encore™, and Avexia™. Verano's active operations span 14 markets, 15 production facilities, and over 1,100,000 square feet of cultivation capacity. Learn more at www.verano.com.

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Forward Looking Statements

This press release contains “forward-looking statements” within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company’s beliefs regarding future events, plans, strategies, or objectives, many of which, by their nature, are inherently uncertain and outside of the Company’s control. Generally, such forward-looking statements can be identified by the use of forward-looking terminology such as “plans”, “expects” or “does not expect”, “is expected”, “budget”, “future”, “scheduled”, “estimates”, “forecasts”, “projects,” “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and phrases, or may contain statements that certain actions, events or results “may”, “could”, “would”, “might” or “will be taken”, “will continue”, “will occur” or “will be achieved”. Forward-looking statements involve and are subject to assumptions and known and unknown risks, uncertainties, and other factors which may cause actual events, results, performance, or achievements of the Company to be materially different from future events, results, performance, and achievements expressed or implied by forward-looking statements herein, including, without limitation, the risk factors described in the Company’s annual report on Form 10-K for the year ended December 31, 2023 and any subsequent quarterly reports on Form 10-Q, in each case, filed with the U.S. Securities and Exchange Commission at www.sec.gov. The forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information or forward-looking statements that are contained or referenced herein, except as may be required in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice regarding forward-looking information and statements.

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¹ AZ Dept of Transportation

Logo of Verano
Holdings Corp.

Source: Verano Holdings Corp.