

# Trulieve Introduces New Brand Portfolio Designed to Serve Consumers in Adult-Use and Medical Markets

*Multi-state cannabis company's expanded brand offering continues cross-market leadership in quality, product variety and user experience*

TALLAHASSEE, Fla., Aug. 5, 2021 /CNW/ - Trulieve Cannabis Corp. (CSE: TRUL) (OTCQX: TCNNF), a leading and top-performing cannabis company in the United States, today announced the launch of a comprehensive brand portfolio that includes four distinct brands designed to meet the needs of all consumers, from the canna-curious to the canna-connoisseur. With the addition of the Muse™, Sweet Talk™ and Momenta™ brands and the expansion of the Cultivar Collection™, the company is providing a range of high-quality, innovative, proprietary brands that together meet the full spectrum of consumer motivations and need-states. Trulieve's evolving house of brands highlights the opportunity for all consumers to "live their best life" via carefully curated products that cultivate the unique potential in all of us.

**Brand:** Muse

**Tagline:** Unlock what is within

**Description:** The Muse product line awakens creativity, giving you permission to let go and inspiring you to unlock what is within. The world is a canvas, and Muse sparks the imagination allowing you to color outside the lines and create your own unique masterpiece.

**Products:** The Muse product line includes dabbables, extracts, concentrates (Shatter, Budder – 1g), and naturally-derived botanical vapes (1g, .5g).

**Brand:** Momenta

**Tagline:** Empower your wellness journey

**Description:** Momenta is committed to doing the best by your body each and every day, all to empower your personal progress. Supporting your needs every step of the way, Momenta is proud to power your wellness journey and contribute to your overall well-being.

**Products:** This product line includes capsules, tinctures in varying strains and potencies, and topicals, including muscle rubs and gels.

**Brand:** Sweet Talk

**Tagline:** You know you want some

**Description:** Representing Trulieve's line of edibles, Sweet Talk asks the question: *Is there anything better than gettin' a little sugar?* Craveable confections infused with high-quality cannabis, the taste of Sweet Talk is the treat that's sure to leave a big smile on your face.

**Products:** Sweet Talk products will be available as chocolate bars (20, 5mg pieces) and gummies (20, 5mg pieces) in a variety of delicious flavors.

**Brand:** Cultivar Collection by Trulieve

**Tagline:** Crafted for an Elevated Experience

**Description:** With a dedication to details from start to finish, the Cultivar Collection represents a premium group of small-batch, top-shelf cannabis. Each unique strain is carefully bred to deliver undeniably rich flavor and potent terpenes. Hand-grown and -trimmed, the Cultivar Collection shows that hard work pays off in the end.

**Products:** The Cultivar Collection is available in 3.5 grams of whole flower and 1 gram pre-rolls.

"We are pleased to offer our consumers new cannabis brands that support their journey and unlock the potential in all of us. We set out to create a broad line of products and brand identities that provide a variety of options for every day and every occasion," said Valda Coryat, Trulieve Chief Marketing Officer. "At Trulieve, we focus on continuous innovation with the intent to exceed expectations and elevate the consumer experience."

The full Cultivar Collection including Muse, Momenta, and Sweet Talk will be available in the Massachusetts market, where the new brands have been introduced at the company's Northampton location. The Cultivar Collection launched in Florida in October 2020, and is one of Trulieve's fastest selling products. Pending regulatory approvals, the full suite of brands will be available in Trulieve's additional operating markets in the coming months.

## About Trulieve

Trulieve is primarily a vertically integrated "seed-to-sale" company in the U.S. and is the first and largest fully licensed medical cannabis company in the State of Florida. Trulieve cultivates and produces all of its products in-house and distributes those products to Trulieve-branded stores (dispensaries) throughout the State of Florida, as well as directly to patients via home delivery. Trulieve also holds licenses to operate in California, Massachusetts, Pennsylvania, Connecticut, and West Virginia. Trulieve is listed on the Canadian Securities Exchange under the symbol TRUL and trades on the OTCQX market under the symbol TCNNF.

To learn more about Trulieve, visit [www.Trulieve.com](http://www.Trulieve.com).

The Canadian Securities Exchange has not reviewed, approved or disapproved the content of this news release.

## Forward-Looking Statements

*This news release includes forward-looking information and statements, which may include, but are not limited to, information and statements regarding or inferring the future business, operations, financial performance, prospects, and other plans, intentions, expectations, estimates, and beliefs of the Company and statements with regard to the Report and the Company's response thereto. Words such as "expects", "continue", "will", "anticipates" and "intends" or similar expressions are intended to identify forward-looking statements. These forward-looking statements are based on the Company's current projections and expectations about future events and financial trends that management believes might affect its financial condition, results of operations, business strategy and financial needs, and on certain assumptions and analysis made by the Company in light of the experience and perception of historical trends, current conditions and expected future developments and other factors management believes are appropriate. Forward-looking information and 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 information and statements herein, including, without limitation, the risks discussed under the heading "Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2020 and in subsequent periodic and current reports filed with the United States Securities and Exchange Commission and in the Company's filings on SEDAR at [www.sedar.com](http://www.sedar.com). Although the Company believes that any forward-looking information and statements herein are reasonable, in light of the use of assumptions and the significant risks and uncertainties inherent in such information and statements, there can be no assurance that any such forward-looking information and statements will prove to be accurate, and accordingly readers are advised to rely on their own evaluation of such risks and uncertainties and should not place undue reliance upon such forward-looking information and statements. Any forward-looking information and statements herein are made as of the date hereof, and except as required by applicable laws, the Company assumes no obligation and disclaims any intention to update or revise any forward-looking information and statements herein or to update the reasons that actual events or results could or do differ from those projected in any forward looking information and statements herein, whether as a result of new information, future events or results, or otherwise, except as required by applicable laws.*

View original content to download multimedia:

<https://www.prnewswire.com/news-releases/trulieve-introduces-new-brand-portfolio-designed-to-serve-consumers-in-adult-use-and-medical-markets-301349352.html>

SOURCE Trulieve Cannabis Corp.

View original content to download multimedia: <http://www.newswire.ca/en/releases/archive/August2021/05/c2793.html>

%SEDAR: 00008577E

**For further information:** Media Contact: MATTIO Communications, [trulieve@mattio.com](mailto:trulieve@mattio.com)

CO: Trulieve Cannabis Corp.

CNW 08:31e 05-AUG-21