

# Cannvas Positions Its Cannabis Education Platform for Beverage Markets

## **Cannvas.Me Leverages Industry Experts, Medical Community to Create Physician-Backed Content On Consumption of Cannabis-Infused Food and Drinks**

TORONTO, Sept. 18, 2018 /CNW/ - **Cannvas MedTech Inc. ("Cannvas" or the "Company") (CSE: MTEC, Frankfurt: 3CM)**, a leading business technology company in the cannabis space, continues to develop a substantial set of educational modules surrounding the consumption of cannabis-infused food and beverages for its Cannvas.Me educational platform. Leveraging the Company's Health and Innovation Advisory Board, Medical Advisory Board and Education Advisory Panel, made up of members from industry and government institutions, Cannvas.Me will deliver comprehensive and credible information on the potential benefits of cannabis-infused edibles.

"We see immense opportunity for Cannvas.Me to become a leader in education on the subject of cannabis-infused food and beverage for medicinal and adult-use cannabis users, particularly with the emergence of major brands partnering with cannabis producers to explore this space," said Steve Loutskou, Chief Operating Officer, Global Markets, Cannvas MedTech Inc. "International companies are rushing to cannabis to create trendy and innovative consumer products and there is little credible information available to the public on whether these products will be beneficial to their lifestyle, a gap we expect to fill with our educational platform Cannvas.Me."

As The Company continues to grow, recently expanding its team to 19 members and actively growing its partnership base with national and international organizations, it intends to harness the expertise of its staff, who bring with them years of experience working with food and beverage clients across Canada, to further guide content creation centered around cannabis-infused food and beverage. Cannvas recently hired Daniel Davidzon, who brings with him a wealth of experience in the foodservice industry including having helped grow Aroma Espresso Bar Canada from 20 to 46 locations in a four-year span.

"I look forward to sharing my expertise in foodservice and hospitality and staying on top of industry trends with the Cannvas.Me Health and Innovation Advisory Board, Medical Advisory Board and Education Advisory Panel to enrich the content our platform offers our users," said Daniel Davidzon, Marketing Manager, Cannvas MedTech Inc. "We intend to stay at the forefront of the food and beverage industry not only in regards to cannabis-infused edibles but overall food trends to ensure we deliver credible information, quality recipes and the latest insights into the use of cannabis in edible or drinkable form."

Cannvas.Me is a scalable and comprehensive solution for the global medical cannabis community offering interactive tools and physician-backed content to audiences wishing to learn about healthcare through cannabis. Its Cannvas Culinary educational modules encourage users to browse recipes and expert advice on cannabis consumption from accomplished chefs and cannabis advocates, dispelling the stigma that edibles only comprise candy, chocolate, cookies, or other sugar-filled desserts by showcasing simple and nutritious alternatives. Cannvas recently named Cody Lindsay, a veteran of the Canadian military, chef, cannabis advocate, and owner of The Wellness Soldier, as the featured expert for culinary cannabis on its learning platform Cannvas.Me

### **About Cannvas MedTech Inc.**

Cannvas MedTech is a leading business technology company in the cannabis space. We design and build customer-centric solutions that enable our partners to harness the power of data to truly

understand their customers, industry, and key business drivers.

**For additional information:**

[www.cannvasmedtech.com](http://www.cannvasmedtech.com)

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