



4Front Ventures Diversifies Brand and Product Portfolio in California; Adds Bloom Farms to Offering and Launches Island Mini Infused Prerolls

Adds beloved California brand Bloom Farms to 4Front's growing portfolio

Introduces new Island Mini Infused Prerolls following success of classic 2.5g infused offering

PHOENIX, Nov. 10, 2022 /CNW/ - [4Front Ventures Corp.](#) (CSE: FFNT) (OTCQX: FFNTF) ("4Front" or the "Company"), a vertically integrated, multi-state cannabis operator and retailer, today announced that it has expanded its offerings in California with the addition of the Bloom Farms and Bloom Farms Wellness brands (collectively, "Bloom Farms") to its portfolio following the closing of the acquisition which took place in the third quarter of 2022.

Launched in 2014, Bloom Farms is recognized for its collection of clean, safe, and accessible California-crafted products. Bloom Farms' cannabis products include vapes and concentrates, while its wellness line offers a hemp-derived selection of vapes, tinctures, and topicals. The Company began manufacturing Bloom Farms' products at its Commerce, California facility in the third quarter and will leverage its active partnerships with leading retailers and distributors to further expand the availability of these products in California and beyond.

Ray Landgraf, President of California Operations at 4Front, said: "We are thrilled to add Bloom Farms to our growing branded products portfolio. The company is an established pioneer in the solventless vape and concentrates category and has built a loyal consumer following by giving back to the community. Since its inception in 2014, Bloom Farms' products have generated over \$100 million in consumer retail sales and delivered over 3 million meals to families in need through its 1-for-1 program. This acquisition furthers 4Front's commitment to offering the highest-quality cannabis products while promoting positive community impact."

Launch of Island Mini Infused Prerolls

Additionally in California, the Company further expanded its product portfolio and offering with the launch of Island Mini Infused Prerolls. Made in small batches, each 10-pack features single strain, all-natural flower infused with highly potent THCA diamonds to deliver a rich and flavorful cannabis experience. California consumers can choose between six premium launch strains, including Purple Fritter; Alien OG; Papaya Rosé; White Runtz; Blue Dream; and Black Jack. Island's Mini Infused Prerolls will be available for purchase in the coming days at leading dispensaries across California and via delivery through Eaze, the nation's largest cannabis delivery marketplace.

Ray Landgraf continued: "Our new, Mini Infused Prerolls represent an innovative spin on Island's extremely popular single-source prerolls and flower products. Consumer preferences are evolving, and demand is increasing for premium, higher potency products, and we knew it was the right time to expand our offering and provide our loyal California customers with more selection from one of the leading cannabis brands in the State."

About 4Front Ventures Corp.

[4Front Ventures Corp.](#) ("4Front" or the "Company") (CSE: FFNT) (OTCQX: FFNTF) is a national, vertically integrated multi-state cannabis operator who owns or manages operations and facilities in strategic medical and adult-use cannabis markets, including California, Illinois, Massachusetts, Michigan and Washington. Since its founding in 2011, 4Front has built a strong reputation for its high standards and low-cost cultivation and production methodologies earned through a track record of success in facility design, cultivation, genetics, growing processes, manufacturing, purchasing, distribution, and retail. To date, 4Front has successfully brought to market more than 20 different cannabis brands and over 1800 products, which are strategically distributed through its fully owned and operated Mission dispensaries and retail outlets in its core markets. As the Company continues to drive value for its shareholders, its team is applying its decade of expertise in the sector across the cannabis industry value chain and ecosystem. For more information, visit <https://4frontventures.com>.

Forward Looking Statements

Statements in this news release that are forward-looking statements are subject to various risks and uncertainties concerning the specific factors disclosed here and elsewhere in the Company's periodic filings with securities regulators. When used in this news release, words such as "will, could, plan, estimate, expect, intend, may, potential, believe, should," and similar expressions, are forward-looking statements.

Forward-looking statements may include, without limitation, statements related to future developments and the business and operations of the Company, statements regarding future financial performance of the Company, statements regarding distribution of product by the Company, and other statements regarding future developments of the business. Although the Company has attempted to identify important factors that could cause actual results, performance or achievements to differ materially from those contained in the forward-looking statements, there can be other factors that cause results, performance or achievements not to be as anticipated, estimated or intended, including, but not limited to: dependence on entering into definitive agreements and satisfying closing conditions, obtaining regulatory approvals; and engagement in activities currently considered illegal under U.S. federal laws; change in laws; limited operating history; reliance on management; the impact of Covid-19; requirements for additional financing; competition; hindering market growth and state adoption due to inconsistent public opinion and perception of the medical-use and adult-use marijuana industry; and regulatory or political change.

There can be no assurance that such information will prove to be accurate or that management's expectations or estimates of future developments, circumstances or results will materialize. As a result of these risks and uncertainties, the results or events predicted in these forward-looking statements may differ materially from actual results or events.

Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements in this news release are made as of the date of this release. The Company disclaims any intention or obligation to update or revise such information, except as required by applicable law, and the Company does not assume any liability for disclosure relating to any other company mentioned herein.

🔗 View original content to download multimedia:

<https://www.prnewswire.com/news-releases/4front-ventures-diversifies-brand-and-product-portfolio-in-california-adds-bloom-farms-to-offering-and-launches-island->

SOURCE 4Front Ventures Corp.

🔗 View original content to download multimedia: <http://www.newswire.ca/en/releases/archive/November2022/10/c9564.html>

%SEDAR: 00048061E

For further information: 4Front Investor Contacts: Andrew Thut, Chief Investment Officer, IR@4frontventures.com, 602 633 3067; Courtney Van Alstyne, MATTIO Communications, courtney@mattio.com, 647 548 9032; 4Front Media Contacts: Ellen Mellody, MATTIO Communications, ellen@mattio.com, 570 209 2947

CO: 4Front Ventures Corp.

CNW 08:00e 10-NOV-22