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Trulieve Announces Exclusive Partnership with Khalifa Kush

Trulieve Cannabis Corp. announced an exclusive partnership with multi-platinum-selling, GRAMMY® Award and Golden Globe® Award-nominated recording artist Wiz Khalifa's brand, Khalifa Kush. Through the agreement, Trulieve becomes the exclusive producer, processor and retailer of Khalifa Kush branded products in Florida and other northeast markets, beginning this summer.

"We're excited to partner with the undisputed leader in the Florida market," said Wiz Khalifa. "Trulieve's dedication to working with the community and creating an amazing customer

experience perfectly lines up with our brand values, making them a great fit for our first expansion to the East Coast.”

Valda Coryat, Chief Marketing Officer of Trulieve, said, “Trulieve is committed to delivering a broad selection of the highest-quality cannabis brands to better serve our patient communities. Khalifa Kush is a respected brand known for top-tier genetics among cannabis connoisseurs. We look forward to becoming the exclusive home of the brand’s premium products in Florida and eventually in other markets.”

South Florida Hospital News and Healthcare Report’s number one goal is top quality healthcare journalism written and edited for the region’s most successful, powerful healthcare business executives and professionals.



Phone : [561-368-6950](tel:561-368-6950)

Fax : [561-368-6978](tel:561-368-6978)

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