

FOR IMMEDIATE RELEASE



**NORTH COAST PROVISIONS UPDATES ITS NAME TO NORTH COAST JOINT VENTURE
TO REFLECT BRAND EXPANSION**

*Includes Purchase of Ann Arbor Medical Dispensary,
New Location in Sault Ste. Marie and Opening of FLWRpot Cultivation Facility*

Adrian, MI, May 10, 2021 – North Coast Provisions today announced its acquisition of ArborSide Medical Cannabis Dispensary; the opening of North Coast Provisions dispensary in Sault Ste. Marie; and its new wholesale grow operation, FLWRpot. As a result, the company will now be known as North Coast Joint Ventures.

North Coast Provisions’ original location in Adrian, MI, has experienced rapid growth since the company opened its doors in 2018. It quickly established a solid reputation as a premier cannabis dispensary, based on quality products and superior customer service, as well as its commitment to fostering goodwill in the community. The company’s reputation and accomplishments have provided the incentive to expand to a new operation in Sault Ste. Marie, scheduled to open at the end of May, and to acquire an existing dispensary, [ArborSide](#) in Ann Arbor.

North Coast Provisions purchased ArborSide Medical Dispensary, one of Ann Arbor’s oldest medical operations (est. 2010), in early April. State licensure quickly followed and the company has since expanded its menu to include a recreational product line.

Alex Stewart, ArborSide’s General Manager since 2012 expressed his enthusiasm for the transition, “North Coast Joint Ventures now allows us to offer customers a standard of excellence and expertise across both medical and recreational cannabis. I’m excited to be working with the North Coast team to bring ArborSide to the next level.”

In addition to its retail operations, North Coast has made its foray into wholesale production with FLWRPOT, its premier cannabis grow facility. [FLWRpot](#) combines local flavors with experienced breeders’ unique lineages of both new exotics and landrace strains, to bring an array of indica, sativa and hybrid chemovars of crafted, small-batch harvests to top shelves around Michigan. The company’s first harvest will be in early July and will be on a continuous harvest cycle in its state-of-the-art facility.

“We’re very excited about all aspects of this expansion into new products and markets,” said Sean McQuarrie, chief executive officer of North Coast Joint Ventures. “Our Michigan customers have driven the acquisition of ArborSide and addition of Sault Ste. Marie dispensaries with their support and

enthusiasm for our brand and our commitment. The FLWRpot Grow will give us additional opportunities to guarantee our products with the consistent quality of small batch cannabis,” he added.

About North Coast Provisions

North Coast Joint Ventures, is a premier provider of medical and recreational products to retail and wholesale customers. Our roots grow deep in our home state. We’re local boys who spend weekends Up North, camp out at MIS, listen to concerts from the lawn at DTE (aka Pine Knob), watch The Wings at The Joe, and sit around a bonfire on a Michigan fall night. In recognition of our love of our home state and our fellow Michiganders, our mission is to offer the best quality cannabis products and education at a fair price. For more information visit our website at: <https://www.northcoastprovisions.com/>

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