



PURE OPTIONS™

PRECISION CRAFTED CANNABIS

RETAIL SERIES

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SECTION 1

**CRITICAL RETAIL
SKILLS**

Regulations and Compliance

SECTION 1: Critical Retail Skills

Cannabis Regulations and Compliance

In This Section...

- Selling to Michigan Residents
- Selling to Out of State Residents
- Making a Sale
- Sales System Troubleshooting
- Basic Health and Safety Guidelines

INTRODUCTION

In this training, you'll walk through the regulations that our business must adhere to as a licensed commercial cannabis business in Michigan. The state agency that regulates our business is the Marijuana Regulatory Agency (MRA).

Understanding the fundamental regulations and compliance rules defined by the MMRA is essential for us to conduct legal business and helps keep our customers and employees safe and happy.



SELLING TO MICHIGAN STATE RESIDENTS

Selling to Individual Customers – Recreational Use

- Check that they have a valid and unexpired Driver’s License or government-issued identification that bears a photographic image of the customer (e.g. passport) and proves that the individual is 21 years of age or older.
- Verify that their purchase falls within purchasing limits (*at right*).

▶ *Adults ages 18-20 can purchase our products, but only with a valid MMMA medical card. (see section below)*

Selling to Qualifying Patients – Medicinal Use

- Check that their MMMA license is accurate and unexpired.
- Check that they have a valid and unexpired Driver’s License or government-issued identification that bears a photographic image of the customer (e.g. passport) and proves that the individual is 18 years of age or older.
- Verify that their purchase falls within purchasing limits (*at right*).

Selling to Caregivers – Medicinal Use

- Check that their MMMA license is accurate and unexpired.
- Check that they have a valid and unexpired Driver’s License or government-issued identification that bears a photographic image of the customer (e.g. passport) and proves that the individual is 18 years of age or older.
- Verify that their purchase falls within purchasing limits **for each registered qualifying patient they are purchasing for** (*above*).
- Enter the patient number the caregiver is purchasing for and the caregiver’s number in our point of sale system.
- Caregivers purchasing for a minor must present their registry card to verify they are the individual’s registered primary caregiver.

▶ *A caregiver cannot purchase cannabis products for an individual by using their caregiver number alone, they must have the individual’s patient number as well, but should be carried out as a caregiver sale.*

▶ *If a caregiver is make a purchase for themselves, they must have their own patient card. A caregiver cannot make purchase for themselves with just their caregiver card.*

▶ *Registered caregivers may be purchasing products for multiple individuals. You must verify that each individual in our system they are purchasing for receives the appropriate amount of product per the limits noted above.*

Michigan Resident Individual Customer Recreational Use

SALE MUST NOT EXCEED	
Flower:	2.5 ounces <i>per transaction</i>
Concentrate:	15 grams <i>per transaction</i>
Plants:	3 immature plants <i>per transaction</i>

Michigan Resident Patient Medicinal Use

SALE MUST NOT EXCEED	
Flower:	2.5 ounces <i>per day</i> 10 ounces <i>per month</i>

Michigan Resident Caregiver Medicinal Use

SALE PER PATIENT MUST NOT EXCEED	
Flower:	2.5 ounces <i>per day</i> 10 ounces <i>per month</i>

SELLING TO OUT OF STATE CUSTOMERS

Any individual with a verifiable license can purchase our products, regardless of their resident US state. However, patient and caregiver purchases can only be sold to individuals from qualifying states (see below).

Selling to Out of State Individual Customers – Recreational Use

- Check that they have a valid and unexpired Driver’s License or government-issued identification that bears a photographic image of the customer (e.g. passport) and proves that the individual is 21 years of age or older.
- Verify that their purchase falls within purchasing limits (*at right*).

**Out of State Resident
Individual Customer Recreational Use**

SALE MUST NOT EXCEED	
Flower:	2.5 ounces <i>per transaction</i>
Concentrate:	15 grams <i>per transaction</i>

Selling to Out of State Qualifying Patients – Medicinal Use

- Check that they have a valid and unexpired Driver’s License or government-issued identification that bears a photographic image of the customer (e.g. passport) and proves that the individual is 18 years of age or older. **State issued IDs must match the state of their registry card.**
- Verify that the individual has a valid, current, unexpired, and unrevoked medical marijuana card or certificate in a participating state - **see list on the next page.**
- Verify that their purchase falls within purchasing limits (*at right*).

**Out of State Resident
Patient Medicinal Use**

SALE MUST NOT EXCEED	
Flower:	2.5 ounces <i>per transaction</i>
Concentrate:	15 grams <i>per transaction</i>

Selling to Out of State Caregivers – Medicinal Use

- Check that they have a valid and unexpired Driver’s License or government-issued identification that bears a photographic image of the customer (e.g. passport) and proves that the individual is 18 years of age or older. **State issued IDs must match the state of their registry card.**
- Verify that the individual has a valid, current, unexpired, and unrevoked medical marijuana card or certificate in a participating state - **see list on the next page.**
- Verify that their purchase falls within purchasing limits **for each registered qualifying patient they are purchasing for** (*above*).
- Enter the patient number the caregiver is purchasing for and the caregiver’s number in our point of sale system.
- Caregivers purchasing for a minor must present their registry card to verify they are the individual’s registered primary caregiver.

**Out of State Resident
Caregiver Medicinal Use**

SALE PER PATIENT MUST NOT EXCEED	
Flower:	2.5 ounces <i>per transaction</i>
Concentrate:	15 grams <i>per transaction</i>

SELLING TO OUT OF STATE CUSTOMERS (CONTINUED)

- ▶ *A caregiver cannot purchase cannabis products for an individual by using their caregiver number alone, they must have the individual's patient number as well, but should be carried out as a caregiver sale.*
- ▶ *Registered caregivers may be purchasing products for multiple individuals. You must verify that each individual in our system they are purchasing for receives the appropriate amount of product per the limits noted above.*

US STATES WITH CARDS AND CERTIFICATES

As of 2021, states or territories that issue patient and caregiver medical marijuana cards or certificates are listed below in **GREEN**. States that do not issue medical marijuana cards or certificates are listed in **RED**.

Alabama	Hawaii	Massachusetts	New York	Tennessee
Alaska	Idaho	Minnesota	North Carolina	Texas
Arizona	Illinois	Mississippi	North Dakota	Utah
Arkansas	Indiana	Missouri	Ohio	Vermont
California	Iowa	Montana	Oklahoma	Virginia
Colorado	Kansas	Nebraska	Oregon	Washington
Connecticut	Kentucky	Nevada	Pennsylvania	Washington DC
Delaware	Louisiana	New Hampshire	Rhode Island	West Virginia
Florida	Maine	New Jersey	South Carolina	Wisconsin
Georgia	Maryland	New Mexico	South Dakota	Wyoming

MAKING A SALE

The following information must be recorded in Metrc for every sale:

- payment method
- payment amount
- time of sale
- product quantity
- any other important product descriptors



▶ *At Pure Options, we only accept cash or Leaf Pay.*



SALES SYSTEM TROUBLESHOOTING

If Metrc is Unavailable for Patient Status Lookup

If Patient Status Lookup is Unavailable or Offline in Metrc, use the methods below to identify whether the patient is an existing or new member within our system. Once the system is back online, review the additional guidelines that follow to ensure no patient's purchase is undocumented.

Identify the patient:

EXISTING PATIENTS/PREVIOUS CUSTOMERS

Verify the patient in our current point-of-sale system before making the sale. Once you've verified the patient, ensure that the sale does not exceed purchasing limits (*see previous page info*).

NEW PATIENTS

If the patient is not within our system, check their MMMA card - or equivalent if they are a visiting patient - and make a copy of this certification make a copy of this certification/their patient card and the patient's drivers license prior to the sale. This copy must be kept until the patient's information can be entered into Metrc. Once you've recorded this information, ensure that the sale does not exceed purchasing limits (*see previous page info*).

Once the system is back online:

- Upload all patient purchases conducted while the system was down to Metrc within 24 hours from when the system is restored.
- Review all patient status lookups, verifying existing patients and importing new patients into the Metrc system.
- Confirm that no patient sale exceeded the purchasing limits or was made to an inactive patient.

► *If an oversell or sale to an inactive patient was made, we must report the sale information to the MRA. Please contact a lead or supervisor if this happens.*



If Metrc is Unavailable to Record Transactions

If Metrc is down and we have received notification of this from the MRA (Marijuana Regulatory Agency), follow these steps when conducting business:

1. RECORD THE SALE

Record sales made while the Metrc system is down in our point-of-sale (POS) system. If the POS is also unavailable, you can use a notepad, online document, or any other appropriate recording mechanism.

2. RECORD THE DETAILS

Record all details you would normally record in Metrc on your alternative device:

- customer, patient or caregiver's license or card number
- package source tag number
- package number
- purchase amount
- date and time of purchase

3. UPDATE THE SYSTEM

Once Metrc is back, update the system with all transfer and transaction information within 24 hours of its restoration.

4. VERIFY PURCHASES DETAILS

Review all transfers and sales made while Metrc was down and check for any sales that exceeded purchasing limits of:

- 2.5 oz per day
- 10 oz per month
- 15 grams of concentrate

► *If any sales exceeded the purchasing limits, we must submit the sale information to the MRA. Please contact a lead or supervisor if this happens.*



Correcting Incorrect Patient/Caregiver Numbers

Correct patient or caregiver numbers must be recorded in their entirety and correct format, including any capital letters and hyphens. Examples:

PT-19-987654

C987654-987654

Metrc validates only current, unexpired and unrevoked patient and caregiver numbers identical to the numbers printed on the registry cards.

Steps to Correct Patient/Caregiver Numbers:

1. LOG INTO YOUR METRC ACCOUNT
2. NAVIGATE TO “SALES” ON THE NAVIGATION BAR
3. WITHIN THE GRID BELOW, REFERENCE THE PATIENT COLUMN UNDERLINED IN RED TO CHECK FOR ERRORS
4. SELECT THE PATIENT THAT NEEDS TO BE CORRECTED, AND CLICK THE “EDIT RECEIPTS” BUTTON
5. MAKE THE NECESSARY EDITS TO THE SALES RECEIPTS, THEN SELECT “UPDATE SALES RECEIPTS” BUTTON



HEALTH AND SAFETY GUIDELINES

Products must be handled in compliance with the state's defined guidelines for manufacturing, packing, or holding human food.

- Wash your hands before handling cannabis products.
- Always wash with soap and water whenever necessary, including: before work, after using the restroom, and after touching your eyes, nose, or mouth.
- Cover your mouth when you sneeze or cough and wash your hands afterward.
- Contact surfaces should be sanitized constantly, including areas where our cannabis is packaged.
- If you are sick with illness or other infection, please do not come to work. This is essential to keeping our staff and customers safe, and ensuring the purity of our products.
- All non-employees must be logged in and escorted by employees in licensed areas.
- Food and beverages are prohibited where marijuana is stored, processed or packaged.
- Use of Marijuana and Tobacco is strictly prohibited at the licensed facility.



SECTION 2

PREMIUM CANNABIS PRODUCTS

- 2a. Cannabis Plant Anatomy
- 2b. Flower
- 2c. Concentrates
- 2d. Edibles

SECTION 2: Premium Cannabis Products

2a. Cannabis Plant Anatomy

In This Section...

- General Plant Anatomy
- Female Cannabis Plants

INTRODUCTION

Growing and maintaining cannabis plants requires a fundamental knowledge of plant anatomy. Understanding their biological makeup is essential to raising full and healthy plants.

GENERAL PLANT ANATOMY

A fully-grown cannabis plant has 6 distinct and identifiable features:

- Flowers (also known as “buds”)
- Fan Leaves
- Nodes
- Branches
- Stem
- Roots





Flowers (also known as “buds”)

The final product, flowers only grow on female cannabis plants. Flowers are known for producing THC and CBD, but can actually contain many other cannabinoids as well as terpenes.



Fan Leaves

The most recognizable parts of the plant, fan leaves capture sunlight by performing photosynthesis, which provides the plant with carbohydrates (OR SUGARS) that are vital to its growth.



Nodes

Nodes are the location on a plant where a branch grows off from the main stem or where one branch grows from another. Nodes are also where fan leaves and bud sites can form.



Branches

A fully-grown cannabis plant will have many lateral branches that allow for multiple leaves and flowers to grow.



Stems

The main stalk that branches grow from, the stem supports the development of the entire plant. The stem is also the site of the initial cut that begins the harvesting process.

Roots

Cannabis' deep and complex root system collects important nutrients as well as oxygen and water. The first root that grows after a seed is planted is known as the “taproot”.

FEMALE CANNABIS PLANTS

The female plant is the most important as it produces flowers (buds) that are turned into product. Male plants are used for breeding purposes, generally kept away from female plants.

The flower - or “bud” - found on female plants is comprised of:

- Cola
- Stigmas
- Bracts
- Trichomes



Cola

The cola is a cluster of buds that form the flower of the plant. Female plants can have many colas that grow throughout the plant, but the main cola is found on top.



Stigmas

The hair-like strands found at the base of the female’s buds, stigmas are reproductive features that do not affect the quality or potency of the cannabis plant itself.



Bracts

Bracts are the enclosure for which the female reproductive parts are housed; they look like green tear drop-shaped leaves. Bracts are covered in highly concentrated resin glands, which infuse the flower with cannabinoids.



Trichomes

The hair-like strands found at the base of the female’s buds, stigmas are reproductive features that do not affect the quality or potency of the cannabis plant itself.

SECTION 2: Premium Cannabis Products

2b. Flower

In This Section...

- Cannabis Compounds
- Types of Plants
 - Indica
 - Sativa
 - Hybrids
- Flower Consumption
- Weights and Pricing

INTRODUCTION

Individual plants produce varying effects, even among the same type of cannabis. It all depends on the plant's chemical composition and the growing technique used. Oftentimes, the plant types are broken down into specific strains, or breeds, distinguished by their individual cannabinoid and terpene content. These compounds are what influences the strain's overall effects.

CANNABIS COMPOUNDS

- Cannabinoids
- Terpenes
- Flavonoids



As a Pure Options employee, it's critical that you understand the effects, both positive and negative, of cannabis use.

Cannabinoids

Cannabis plants contain dozens of cannabinoid compounds. These naturally occurring components are responsible for producing many of the effects of cannabis use.

Two main cannabinoids:

THC (tetrahydrocannabinol) and CBD (cannabidiol) both have similar chemical structures, but very different psychoactive effects. Neither is fatal and the side effects are part of the compound's psychoactive properties.

	DESCRIPTION	BENEFITS	POSSIBLE SIDE EFFECTS
THC	cannabis' main psychoactive compound produces the high sensation		increased heart rate, red eyes, slower reaction time, anxiety
CBD	extracted from hemp or cannabis	decreases anxiety and depression	appetite change, fatigue, and dizziness

Less common cannabinoids:

	GENERAL INFORMATION	BENEFITS
CBN	seems to work best symbiotically with CBD and THC	anti-inflammatory, sedative, can help with bone tissue growth, pain relief preliminary research shows promise of CBN + CBD as an effective burn treatment scientists are studying use as possible sleep aid, appetite stimulant, anti-convulsive
CBG	known to have anti-inflammatory and anti-bacterial properties	appears to stimulate bone formation and healing, slows growth of tumors and cancer cells, anti-fungal , antimicrobial shows promising results for treating overactive bladder, Psoriasis, Glaucoma, depression and anxiety, and neuroprotective effects
CBC	effective anti-inflammatory agent	slows tumor growth, stimulates bone growth, eases headaches

Terpenes

Terpenes are responsible for the aroma and flavors of cannabis, and support cannabinoids in producing desired effects. These compounds are different from cannabinoids in the way that the body absorbs and uses them. The effects of terpenes are determined by concentration and how a person uses it.

Most common terpenes:

	AROMA & FLAVOR NOTES	BENEFITS
Bisabolol	chamomile, tea tree oil	may reduce inflammation and irritation, may also have microbial and pain-reducing effects.
Caryophyllene	peppery, spicy	may reduce anxiety, ease symptoms of depression, improve ulcers
Linalool	floral	may help improve relaxation, boost mood
Myrcene most common	earthy, herbal	may help reduce anxiety and insomnia, improve sleep
Ocimene	basil, mango, parsley	may help in easing congestion, warding off viruses and bacteria
Pinene	pine	may help boost memory, reduce pain, ease less-pleasant effects of THC, such as nausea and coordination problems
Terpinolene	apples, cumin, conifers	may have sedative, antibacterial, and antifungal properties
Limonene	bright, zippy citrus	may improve mood, reduce stress
Humulene	earthy, woody, like hops or cloves	may reduce inflammation
Eucalyptol	eucalyptus and tea tree oil	may reduce inflammation and fight bacteria, refreshing and invigorating

Flavonoids







About 20 known varieties of flavonoids exist in cannabis. Flavonoids are similar to terpenes in that they contribute to a plant's pigmentation, aroma and flavor profile, and give cannabis character. Both odor and flavor are possible in cannabis due to the synergistic qualities that terpenes and flavonoids share with one another. Research has shown that flavonoids are highly pharmacologically active and some have been found to show anti-inflammatory properties.



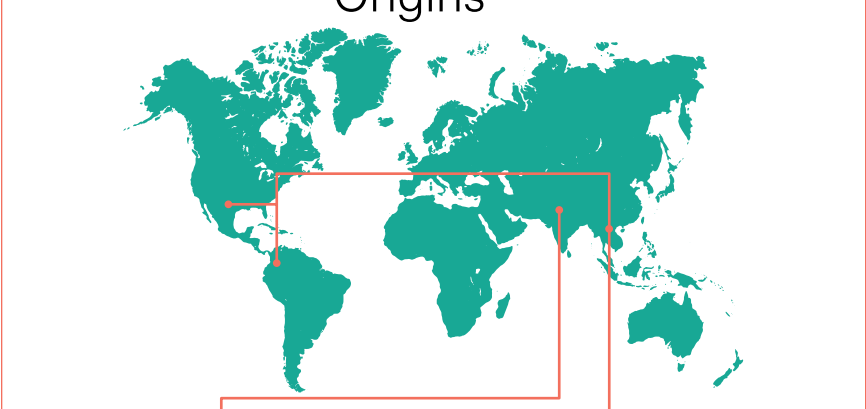
TYPES OF PLANTS

- Indica and Sativa
- Hybrids

Indica and Sativa

Indica and Sativa are the two main types of cannabis used for a number of medicinal and recreational purposes.

 INDICA	Strains	 SATIVA
	NORTHERN LIGHTS WHITE RHINO MASTER KUSH GRANDDADDY PURPLE G-13	WHITE WIDOW SOUR DIESEL BLUE DREAM SILVER HAZE JACK HERER
 INDICA	Popular PG Strains	 SATIVA
	TRIPLE CHOCOLATE CHIP BORRELLO DONKEY BUTTER	MIMOSA CRUNCH BERRIES
 INDICA	Flavor	 SATIVA
	SWEET, BERRY-LIKE AND FRUITY	EARTHY, MUSTY AND PINEY

 INDICA	Origins	 SATIVA
		
	ORIGINATED FROM HINDU KUSH REGION OF THE MIDDLE EAST (TURKEY, MOROCCO, AFGHANISTAN)	ORIGINATED FROM THE REGION NEAR THE EQUATOR (COLOMBIA, MEXICO, SOUTHEAST ASIA)
	Thrives in cooler environment	Thrives in warmer environment

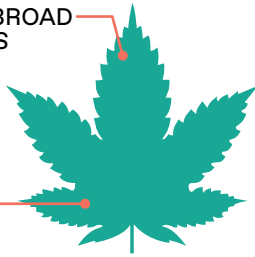
INDICA

SATIVA

Appearance

WIDE, BROAD LEAVES

DARK COLOR



LONG, THIN LEAVES

LIGHT COLOR



Cultivation

FEWER BUDS PER PLANT



DENSE, PLUMP BUDS



FLOWERING PERIOD
6-8 WEEKS



UP TO 2-4 FEET TALL



UP TO 6-20 FEET TALL

MORE BUDS PER PLANT



AIRY, TALL BUDS



FLOWERING PERIOD
9-12 WEEKS



Best Time to Use



NIGHT TIME

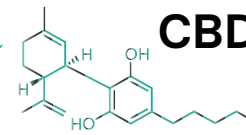


DAY TIME

INDICA

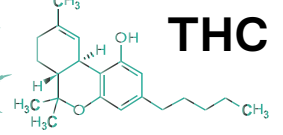
SATIVA

Compounds



CANNABIDIOL
HIGHER CBD:THC RATIO

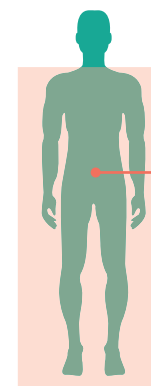
Does not produce
psychoactive high effect



TETRAHYDROCANNABINOL
HIGHER THC:CBD RATIO

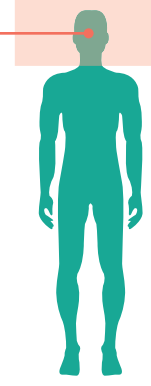
Produce psychoactive
high effect

Effects



ENERGETIC,
UPLIFTING,
CEREBRAL HIGH

SEDATING,
RELAXING, FULL
BODY HIGH



May reduce nausea and pain
and increase appetite

May make you feel productive
and creative

Medicinal Benefits

HELPS TREAT SYMPTOMS
ASSOCIATED WITH
INSOMNIA AND ANXIETY

COMBATS FATIGUE,
DEPRESSION AND
MOOD DISORDERS

Hybrids

Combination of sativa and indica, most strains these days are a type of hybrid.

- Typically grown on farms or greenhouses from a combination of sativa and indica strains.
- Typically classified as indica-dominant (or indica-dom), sativa-dominant (sativa-dom), or balanced.
- Growth and appearance depends on the combination of the parent plants.
- Cannabinoid ratio (molecular structure) is unique to that hybrid, typically grown to increase the THC percentage, but each type has a unique ratio of the two cannabinoids.
- Type of high and effects can range from reducing anxiety and stress to easing symptoms of chemotherapy or radiation.
- Best use depends on the predominant effects of the hybrid.

POPULAR PURE OPTIONS HYBRIDS INCLUDE: MILK & COOKIES, LONDON POUND CAKE, OGKB

FLOWER CONSUMPTION

Flower, also called bud, is typically ingested by smoking or vaping:

- Benefits are rapid onset
- Effects are felt almost instantaneously
- Effects can last anywhere from one to three hours (varies by person)
- Methods include smoking through a pipe or bong, or rolling it into a joint or blunt.

WEIGHTS AND PRICING

Pure Options offers patients and customers flower in the following common weights:

- 1 gram
- 1/8th oz (3.51 grams)
- 1/4 oz (7 grams)
- 1/2 oz (14 grams)
- 1 oz (28 grams)

SECTION 2: Premium Cannabis Products

2c. Concentrates

In This Section...

- How Concentrates Are Made
 - Solvent-Based
 - Solventless
- Concentrate Consumption
- Weights and Pricing

INTRODUCTION

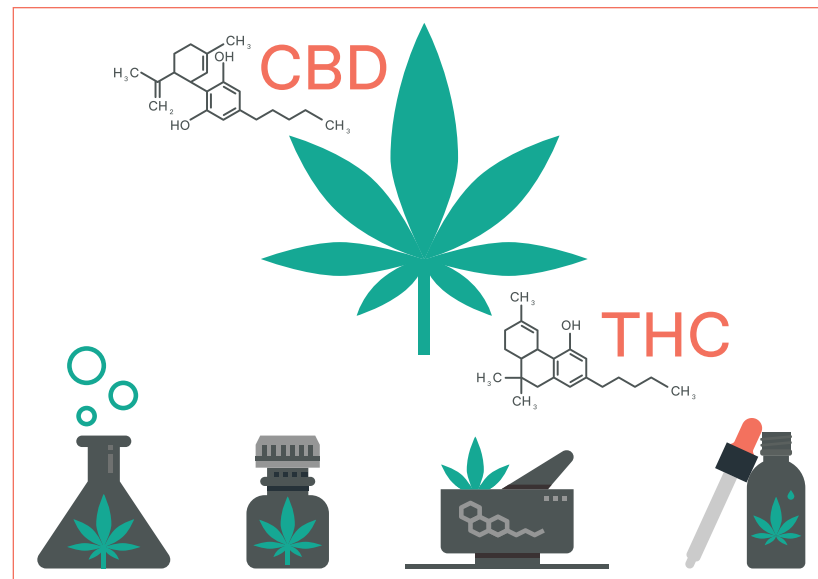
Concentrates are the extracted essential oils of the cannabis plant and result in a much higher potency than pure flower. Extracting essential oils from plants is how we harness the medicinal and nutritional benefits of various herbs and spices. Resins are the plant material that the 5 essential oils come from. Cannabis resin contains THC as well as an abundance of flavor and aroma compounds. Cannabis oil also contains other cannabinoid compounds that contribute to the overall experience a concentrate provides, and may also have medicinal benefits.

HOW CONCENTRATES ARE MADE

There are many different extraction techniques for concentrates that can result in a range of potencies, textures, and consistencies. These forms are often named according to how they were made, or for their appearance. All cannabis extracts are created with or without solvents.

Solvent-Based

- uses chemicals such as butane, CO2, propane, and alcohol to remove the cannabis flower's unnecessary plant material
- process is designed to preserve the plants most beneficial compounds
- commonly used by commercial extractors looking to create large volumes of extract



Types of Solvent-based Concentrates:

Butane Hash Oil (BHO)

PROPERTIES can render badder, crumble, sauce, or shatter, depending on starting material, apparatus used, and techniques applied
encompasses a myriad of textures and consistencies

PROCESS uses butane as the primary solvent



CO2 Oil

PROCESS uses nonflammable solvent
can include subcritical and supercritical fluids, which vary in pressure and temperature



Live Resin

PROPERTIES associated with high-quality, flavorful concentrates due to high amounts of terpenes

PROCESS extracted from fresh cannabis plant material that was not dried or cured to retain a greater proportion of terpenes (essential oils) that are lost during the drying and curing process, which are responsible for the distinctive flavors and aromas

STORAGE should be stored in a cool, dark environment, as light and temperature can speed up the breakdown
container should be closed after each use - leaving open makes it vulnerable to a loss of potency, and can result in a change of color, texture, and taste



Sauce

PROPERTIES non-uniform texture and high amounts of terpenes
unique appearance usually takes the form of a juice or marmalade
some sauce has separated consistencies like large diamonds floating in translucent golden syrup, other variations have a gritty, texture similar to unfiltered honey
should be uniform in color and texture.
can exhibit varying levels of physical uniformity while still fulfilling its intended purpose, potency and flavor

PROCESS can be made with either cured or fresh frozen flower, though cured plant material will lack the volume of terpenes that fresh frozen flower extracts preserve
typically produced utilizing a closed loop system, allowing the resulting solution to settle under various pressures and temperatures, promoting the natural separation of major cannabinoids from the terpene-rich portion
extraction process follows roughly the same basic steps for making other solvent-based extracts, with a few significant differences
goal is to ensure major components are firmly intertwined in a solid matrix



Shatter

PROPERTIES brittle, glasslike extract named for its breakability when handled
physical texture can vary from extremely brittle to a taffy-like pull-and-snap quality
favored for its ease in handling while dabbing
many other textures, such as budder and crumble start off as shatter

PROCESS requires long, delicate purging cycles to properly remove all solvents
can be made with myriad solvents, such as liquefied petroleum gases (LPG) or ethanol, but the most common is through a butane hash oil (BHO) extraction
carbon dioxide (CO₂) is not used as it would lack its characteristic texture

STORAGE to ensure consistency, flavor and potency for as long as possible, should be stored in airtight, lightproof container in a cool room to protect from high temperatures, moisture, oxygen, ultraviolet light, and direct sunlight



Solventless

- uses mechanical techniques that utilize pressure, temperature, and filtration
- tools are relatively accessible and safe to use at home
- usually more labor-intensive than solvent-based extraction
- preferred by enthusiasts as they're natural and handmade—an artisanal craft concentrate.

Types of Solventless Concentrates:

Live Rosin

PROPERTIES extract fans claim live rosin has superior taste due to its freshness
flavorful taste can be attributed to the monoterpenes present in fresh cannabis

PROCESS extracted from fresh or frozen flower that was never cured or dried



Rosin

PROPERTIES result is similar to butane hash oil (BHO), but without the harmful chemicals
can also be used to turn lower-grade hash into a concentrate that can be dabbed
desirable because its concentration doesn't require the use of external solvents

PROCESS extracted from dried flower, hash, or kief
uses heat and pressure to force out compounds within the trichome gland



CONCENTRATE CONSUMPTION

Marijuana concentrates can be smoked, vaporized, or eaten.

- Dabbing is most common and requires a special type of water pipe, called an oil rig. To properly dab, a titanium, quartz, or glass “nail” is heated to temperatures between 315°-900°F. A small amount of concentrate is then applied to the heated nail as the consumer inhales from the water pipe.
- Vaporizers and pen cartridges
- Can be added to drinks and foods to make fast infused edibles

WEIGHTS AND PRICING

Concentrate products are typically sold in 1 gram amounts

SECTION 2: Premium Cannabis Products

2d. Edibles

In This Section...

- Dosing
- Dosing Guidelines
- Common Edibles

INTRODUCTION

Cannabis-based food products, edibles come in many different forms like gummies, brownies, drinks, and many more. Edible cannabis products typically provide the same benefits as other forms of cannabis and can contain THC, CBD, or both. They are ingested to achieve desired effects like relaxation or to treat medical conditions, such as chronic pain.



DOSING

Edible forms of cannabis include:

- food products
- lozenges
- capsules

Dosing for edibles is crucial to avoid unwanted and potentially unpleasant effects and symptoms. One person's response to edible cannabis can vary significantly from the next due to:

- previous history of cannabis use
- gastrointestinal factors
- function and or sensitivity of one's endocannabinoid system

► *High dosages (over 100 mg) can produce negative effects, such as nausea and paranoia, even for those with very high tolerances.*

DOSING GUIDELINES FOR EDIBLES

The ideal dose for edibles depends on many different factors:

- tolerance
- individual body chemistry
- what kind of experience the person ingesting the edible is looking for

Basic guidelines to follow when finding the right dose of marijuana edibles, measured in milligrams (mg).

	EFFECTS INCLUDE	GOOD FOR
1 – 2.5 mg THC	mild relief of symptoms like pain, stress, and anxiety; increased focus and creativity	first-time consumers or regular consumers looking to microdose
2.5 – 15 mg THC	stronger relief of pain and anxiety symptoms, euphoria, impaired coordination and perception	standard recreational use, persistent symptoms not addressed by smaller doses, people looking for a good night's sleep
30 – 50 mg THC	strong euphoric effects, significantly impaired coordination and perception	high tolerance THC consumers, consumers whose GI systems don't absorb cannabinoids well
50 – 100 mg THC	seriously impaired coordination and perception, possible unpleasant side effects including nausea, pain, and increased heart rate	experienced, high-tolerance THC consumers, patients living with inflammatory disorders, cancer, and other serious conditions

COMMON EDIBLES

Food

- Cookies
- Brownies
- Candies (Gummies, Suckers, Chocolates)

Drink

- Drink Enhancers (similar to a MIO)
- Infused drinks: Lemonades, coffees, etc (availability varies by state regulations)

Tincture

- Full spectrum THC (typically 500mg-1000mg depending on state regulations)

Dissolvable Cannabinoid Powder

CBD

Hemp or Cannabis derived, some CBD contains less than 0.3% THC

- Capsules
- Tinctures (CBG, CBN, CBG) usually come in ratios (i.e., 1:1, 3:1, 18:1) typically THC to CBD
- Transdermal patches





SECTION 3

CUSTOMER EXPERIENCE

- 3a. Customer Experience Overview
- 3b. Upselling and Cross-Selling

SECTION 3: Customer Experience

3a. Customer Experience Overview

In This Section...

- 3 Minutes to a Positive Customer Experience
- Greeting and Diagnosing
- Personalizing
- Adding Value
- Curbside Pickup

INTRODUCTION

As a Purista or Budtender at Pure Options, your primary responsibility is to serve our patients and customers. Ensuring a positive experience is critical to repeat customers, driving revenue, and supporting brand loyalty.

We see many different types of customers each day, from those seeking pain relief to those seeking recreational use. Some know exactly what they want and others rely on our Puristas to answer their questions and guide them to the most effective product for them.

To cater to everyone's needs, we carry a lot of vendor products, each with a different range of price points, and various levels of THC. It is critical we are educated and knowledgeable on all of our products to best serve our patients and customers. Our goal is to satisfy every customer or patient that walks through our doors and make sure we fulfill their needs.

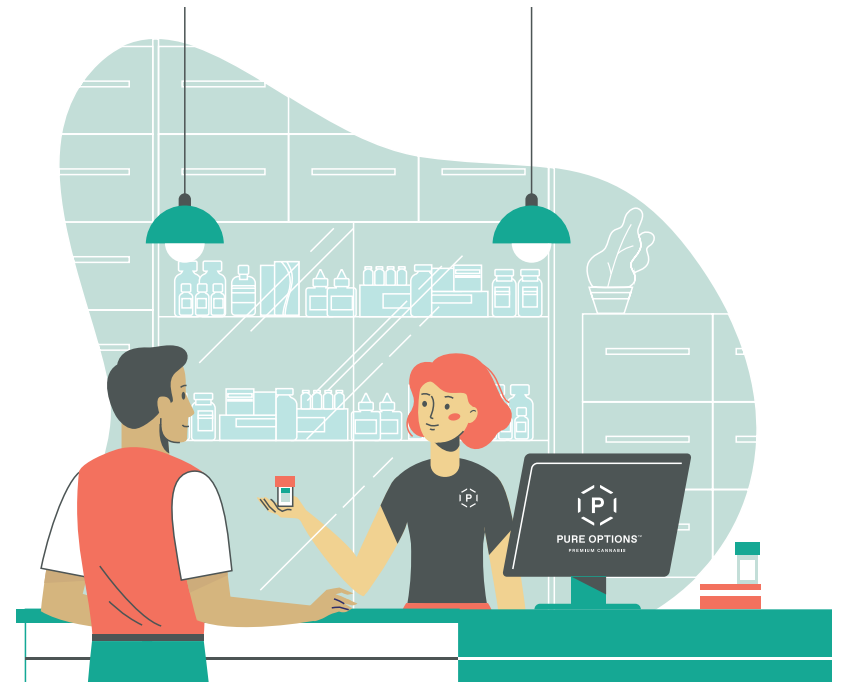


3 MINUTES TO A POSITIVE CUSTOMER EXPERIENCE

We strive to create a personal relationship with each one of our customers during the sale, and make them feel like visiting Pure Options is like stopping into their own small-town shop. As a Purista, you'll have approximately three-minutes to create an amazing customer experience.

Basic steps to set every customer up for an enjoyable cannabis buying experience:

- **Smile:** The first rule in hospitality is to give your guests a warm smile. Make eye contact with customers as they walk inside, or as you approach their vehicle curbside.
- **Welcome:** Welcome every customer! You can start the order-taking process with a quick, genuine, "Welcome to Pure Options! Do you have an idea of what you're looking for today?"
- **Be yourself:** Most important, bring your personality to the job! Customers want a pleasant human interaction they can feel good about. We want our customers to feel comfortable with us. Find a balance between being a professional/expert while being friendly and yourself.
- **Be attentive:** When you're quickly building a relationship with a customer, always listen attentively and take mental notes about how you can maximize the customer's experience.



GREETING AND DIAGNOSING

Your first goal of customer interaction is to welcome them to Pure Options, and quickly gain an understanding of their interests and priorities so you can effectively serve them.

Greet the customer with a question:

- Welcome to Pure Options! Do you know what you're looking for today?
OR
- Is there something specific you're interested in today, or are you open to some recommendations?

If a customer knows exactly what they want off the bat...

Start fulfilling that order - thinking about what other item(s) might pair well with what they want to enhance their experience.

Otherwise, begin to diagnose the following:

1. WHAT IS THE CUSTOMER TRYING TO ACHIEVE? WHAT ARE THEY TRYING TO TREAT OR FEEL?

Discuss the customer's goals to help narrow options.

2. UNDERSTANDING TOLERANCE - IS THIS A SEASONED SMOKER, OR A CANNABIS NEWCOMER?

Get a sense of how experienced the customer is in order to help further narrow options and present opportunities to make recommendations.

3. WHAT IS THE DESIRED CONSUMPTION METHOD?

Discuss the benefits and drawbacks of available options to understand the customer's preference. Smoking or vaping effects may be felt more quickly, but lung and airway irritation are possible. Edibles may be easier to tolerate, but effects take longer and often aren't as potent.



PERSONALIZING

Making informed recommendations is one of the most important roles of a Purista. Listen to what the customer asks for, but also take note of any other details you can pick up. This will help you get their order exactly right and also fill in any blanks in their order so their cannabis buying experience is perfect.

Tips for Personalizing:

1. CHECK ORDER HISTORY

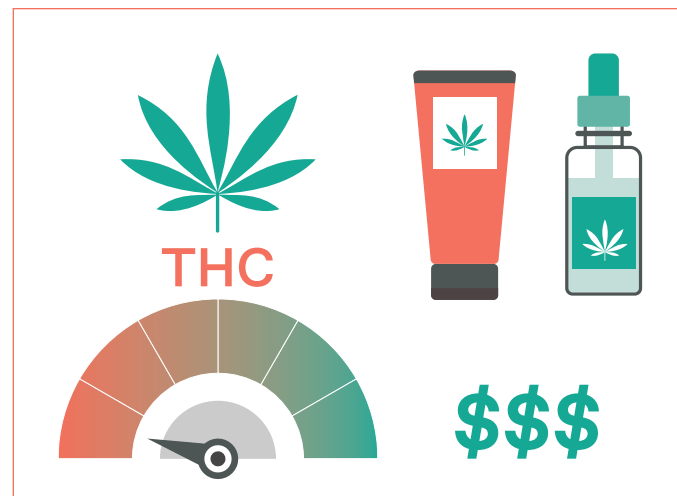
Using Leaf Logix, look back at some customer sales history, if we have it. You can even use this as a conversation point, “so how did you like the___?” to further understand their preferences.

2. FAMILIARIZE YOURSELF WITH CURRENT PURE OPTIONS MENU

What flower is in stock, what concentrate products and brands do we currently have, and what is in the edibles lineup. Ensuring you are up to date with the product line will allow for quick and accurate recommendations.

3. BASE YOUR PRODUCT RECOMMENDATIONS ON THE INFORMATION YOU CAN GATHER FROM THE CUSTOMER DIRECTLY, THEIR HISTORY, CURRENT PRODUCTS, AND EVEN YOUR OWN EXPERIENCE.

This will help create a successful transaction, and also make the customer feel heard, cared for, and like they got a truly personalized experience.



ADDING VALUE

Lastly, we want to maximize the value of the customer’s order - in terms of increased revenue, and most importantly, enhancing the customer’s experience of the product they’re purchasing.

The term we use for this part of the sale is Suggestive Selling or Upselling - offering up another product or products for the customer in alignment with their current purchase, and what you know of their goals and interests.

Upselling will be addressed further in the next section.



CURBSIDE PICKUP

Runner – Greeting and Processing an Online Curbside order

1. GREET CUSTOMERS

- Grab the binder clip for the respective parking spot number the customer has just arrived in.
 - Greet customer.
- ▶ *Greet customers within 60 seconds of arrival.*

2. COLLECT ID'S AND CASH

- When collecting the ID's, ensure that the expiration is valid.
- When collecting cash, ensure that you count out loud how much the customer gave you and repeat it back to them.
- Use the binder clip that corresponds to the respective spot to clip the ID and cash together.

3. HAND ORDER TO BUDTENDER TO CASH OUT

4. OBTAIN ORDER FROM BUDTENDER

5. TAKE ORDER TO THE CUSTOMER

- When arriving at the car, ask the name on the order to ensure you have the correct one.
- Ask the customer to please check their bags to ensure all items are correct and in the bag.
- Wish the customer a good day!



SECTION 3: Customer Experience

3b. Upselling and Cross-Selling

In This Section...

- What Are Upselling and Cross-Selling?
- Techniques for Successful Upselling and Cross-Selling
- Types of Customers

INTRODUCTION

The purpose of upselling and cross-selling is to enhance the customer's experience. By taking the time to understand and listen to your customer or patient, you'll be able to recommend the best products for them, build their trust, and turn them into loyal, long-term customers.



WHAT ARE UPSELLING AND CROSS-SELLING?

We strive to create a personal relationship with each one of our customers during the sale, and make them feel like visiting Pure Options is like stopping into their own small-town shop. As a Purista, you'll have approximately three-minutes to create an amazing customer experience (see *previous section*).

Upselling

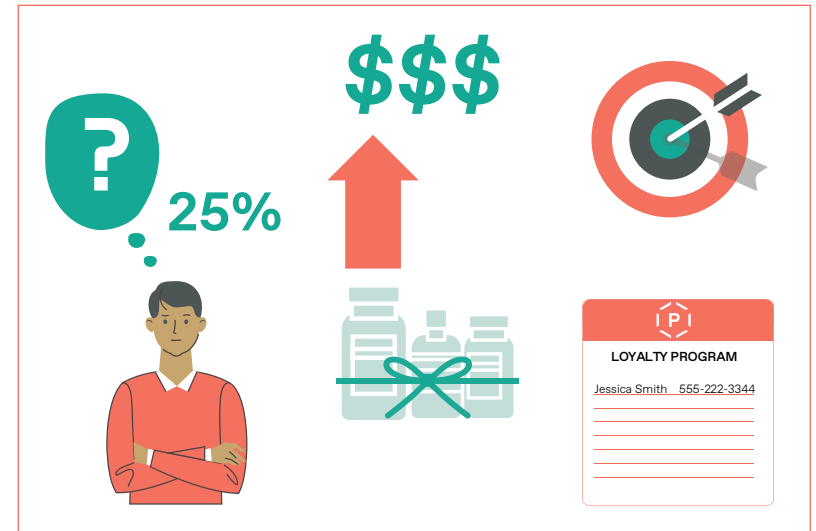
Upselling is encouraging the customer to purchase additional or more expensive items. It is a strategic way to sell a superior, more expensive version of the product than the customer is already buying.

Cross-selling

Cross-selling is strategically identifying and recommending products similar to those the customer is purchasing, or other products that would compliment the customer's order.

Benefits of Upselling and Cross-selling

- Smart upselling or cross-selling improves the customer's experience in a personal, thoughtful, and tangible way.
- Each successful upsell and cross-sell opportunity can increase the lifetime value of patients and customers.
- These techniques build deeper relationships with customers and patients, and when customers and patients feel valued in their spending and/or wellness, they trust us to continue to deliver great experiences for them.



TECHNIQUES FOR SUCCESSFUL UPSELLING AND CROSS-SELLING

1. Know Your Customer

Understanding what type of customer you're selling to is crucial in effectively upselling and/or cross-selling to:

- Decrease turnaround times.
- Increase overall ticket prices.
- Increase customer satisfaction - **most important!**

To determine what type of customer you are selling to, identify the:

Customer's Type - based on their current order
(see more on the following page)

Customer's Goals - ask your customer what problems they're trying to solve and analyze what they're currently using - use open-ended questions.

Customer's Budget - consider how much the customer is spending and how much they usually spend.

When in doubt, look at the customer's purchase history and rely on their previous behaviors to make personalized upselling and cross-selling recommendations.

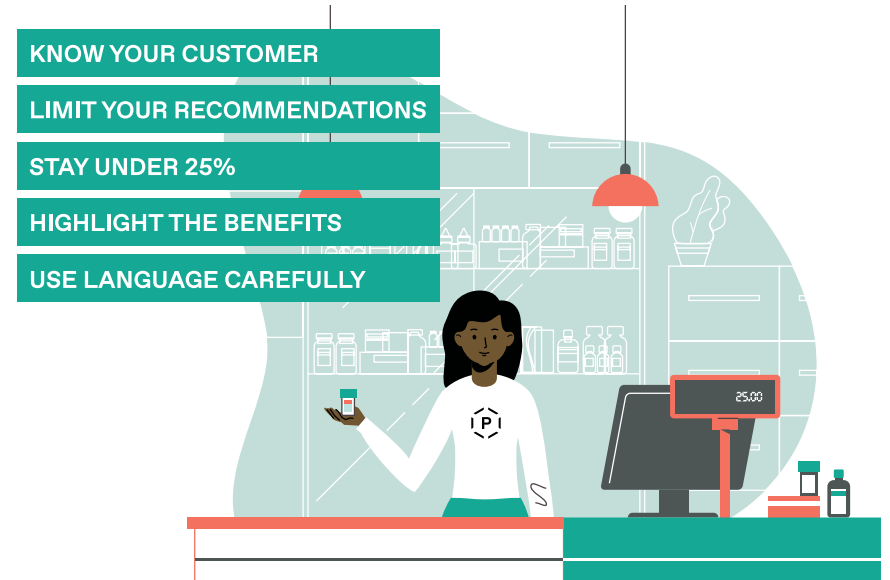
2. Limit Your Recommendations

Keep recommendations targeted and under a certain limit. When possible, try bundling your recommendations.

► *Too many options create confusion for the customer and may overwhelm them, making it harder to make a sale.*

3. Stay Under the 25% Rule

Never try to up or cross-sell items that are more than 25% of the original order.



4. Highlight the Benefits

Make the direct benefit from buying more clear to the customer - i.e., they will have gotten a bargain or improved their experience.

5. Use Language Carefully

- Communicate on a personal level.
- Never make claims about products you aren't fully educated on.
- Ensure you are using the proper way of communication depending on your audience.

TYPES OF CUSTOMERS

New vs Existing Customers

- Probability of selling to a new customer is 5-20%.
- Probability of selling to an existing customer is 60% to 70%.
- Different strategies should be used for each.

New Customers

- Trust has not yet been established, therefore upselling and cross-selling techniques aren't the best customer retention strategies.
- The focus should be on ensuring that the customer will come back - a good way to do this is by mentioning deals or promotions.
- Encourage them to sign up for Pure Options' loyalty program if they haven't yet.
- Remember, you only get one chance to make a great first impression.

Existing Customers

- Loyalty has already been established.
- Personalized upselling and cross-selling is the best way to achieve continued customer loyalty and satisfaction.



6 Types of Pure Options Customers

- 1. Experienced** – has been consuming for the majority of their lives and enjoys a high-quality product.
- 2. New Customer** – a potential customer, the approach to achieve customer retention varies from the normal upselling and cross-selling strategies.
- 3. Frequent User** – uses cannabis regularly, usually purchases an array of products and looks for the most cost-effective options.
- 4. Bargain Shopper** – mainly focuses on getting a bargain, even if it means compromising the quality of the products.
- 5. Brand Shopper** – sticks to certain brands or products they know and love.
- 6. Ailment-Specific Customer** – uses cannabis for a specific ailment, diagnosed or not (Glaucoma, IBS, Depression, Anxiety, Insomnia, etc.), more open to trying different things to alleviate pain or whatever they may be suffering from.





SECTION 4

SOFTWARE

- 4a. Software Overview
- 4b. Checking Patient Limits in Metrc
- 4c. Leaf Logix
- 4d. Dutchie
- 4e. Weedmaps

SECTION 4: Software

4a. Software Overview

INTRODUCTION

As a Purista or Budtender at Pure Options, your primary responsibility is to serve our patients and customers, whether in our shops or curbside. Ensuring customers have a positive experience is critical to repeat customers, driving revenue, and supporting brand loyalty.

There are four primary software platforms you should be familiar with. Each serves a unique purpose from compliance to operation management, to order fulfillment. It is important you understand what each of these platforms is, and what it is used for at our retail stores. These four software platforms are:

- Metrc
- Leaf Logix
- Dutchie
- Weedmaps

SECTION 4: Software

4a. Check Patient Limits in Metrc

Metrc is Michigan’s hosted, real-time system for integrated Marijuana tracking, inventory, and verification under the Medical Marijuana Facilities Licensing Act, Marijuana Tracking Act, and Michigan Regulation and Taxation of Marijuana Act.

Metrc essentially tracks cannabis in Michigan from seed through different stages of growth, the drying and curing processes, all the way through sale via the use of:

- serialized tags with bar-code, human-readable and Radio Frequency Identification (RFID) tags attached to every plant
- labels attached to wholesale packages

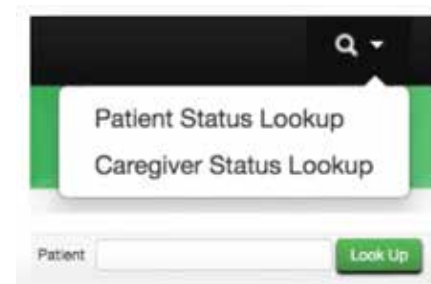
Metrc is a critical system for Pure Options to remain compliant with cannabis laws in the state of MI.

Check Patient Limits in Metrc

1. Open the browser and go to mi.metrc.com

The credentials should automatically be filled in. If they aren’t, as your manager on duty to log in.

2. Click on the magnifying glass in the upper right-hand corner and select “Patient Status Lookup.” Copy the patient’s med card number, paste it in the search bar and click “Look Up.”



3. Check Validity

Review the following info shown and make sure the patient has a valid card and enough “Flower Available” to complete the purchase:

- Validity Status
- Flower Purchased
- Flower Available

Checking Validity

A screenshot of a table in the Metrc system showing patient status information. The table has several columns: "Med Card", "Status", "Validity Status", "Flower Purchased", and "Flower Available". Two black arrows point upwards to the "Validity Status" and "Flower Available" columns. The table is partially obscured by a red bar at the top.

Med Card	Status	Validity Status	Flower Purchased	Flower Available

SECTION 4: Software

4b. Leaf Logix

Leaf Logix is the software system that helps run Pure Options' day-to-day operations and helps our company stay compliant with cannabis tracking and reporting laws from seed to sale. We use this system for our Point of Sale, Inventory and Customer Management, and Employee Time Tracking at Pure Options.

During your time at Pure Options, you will most commonly use Leaf Logix for:

- Clocking In and Clocking Out
- Setting Up a New Patient / Customer Profile
- Looking Up A Patient or Product
- Completing Sales

Using Leaf Logix for Day-to-Day Operations

STEP-BY-STEP INSTRUCTIONS GO HERE...

SECTION 4: Software

4c. Dutchie

Dutchie is a 3rd party application that we receive customer orders from at the store. When a customer places an order directly on our website, that order is processed to us through Dutchie. The Dutchie system works in the background, as the customer experience feels like they are seamlessly ordering directly from the Pure Options shop of their choice. Once the order is placed, the details of the order come through to our store.

Receiving a MED/REC Dutchie Online Order – Reception

1. Receive the MED/REC order on the Dutchie iPad

Click “CONFIRM” to verify we’ve received their order.



This action will:

- print a physical copy of the customer’s order
- send a text to the customer alerting them that their order has been successfully submitted
- automatically check the customer into LeafLogix and default them to the “Checked in status”

2. Check patient profile for accuracy

a. For MED Patients:

- Med card number
- Valid Med card expiration date
- First and last name
- Date of birth
- Phone number

b. For REC Patients:

- First and last name
- Date of birth
- Phone number



► *For MED patients, make sure to log into the generic Metrc credentials to check the patient’s monthly limit, and ensure the sale will be compliant. Refer to the “How to check patient limits on Metrc” SOP for step-by-step instructions.*

3. Switch Customer Status

Click on the customer's name. A series of options will appear below, click on "STATUS" in order to switch the customer from "Checked In" (Green) to "Fulfilling" (Red).

This will differentiate the patients whose order is currently being filled by the budtender

4. Hand the Order to Budtender to Fill

SECTION 4: Software

4d. Weedmaps

Weedmaps is another 3rd party application used for online sales processing. Some customers choose to use the Weedmaps app to place their orders, instead of ordering directly from our website.

Once a customer or patient places an order in the Weedmaps app, the details of the order come through to our store for fulfillment.

Receiving a Weedmaps Order – Reception

1. Logging In

Begin by logging into Weedmaps (weedmaps.com) with your respective store’s credentials. Find the “log in” button on the upper right-hand corner.



Log in

2. Accessing the Home Screen

a. Click on the user icon located on the upper right-hand corner to access the drop-down menu

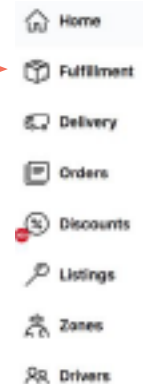
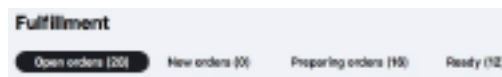


b. Click on manage my business

- On the upper right-hand corner click on the square grid to access the drop-down menu
- Click on worders to go to the home screen
- On the left-hand side, find the main menu and click on the fulfillment tab where you will be able to see:



- Open orders
- New orders
- Preparing orders
- Ready orders



3. Print and Confirm

a. On the right side of the screen find the status column

- Without switching the status, you won't be able to see the customers IDs
- Click on the status to access the drop-down menu, and switch the status from “New” to “Confirm and start prepping”



b. Click on the order ID #, in order to be able to see the customer's cart

c. On the left-hand side of the cart under the patient's name, find the tab and make sure the customers ID's are valid

► *For MED patients, make sure to log into the generic Metrc credentials to check the patient's monthly limit, and ensure the sale will be compliant. Refer to the "How to check patient limits on Metrc" SOP for step-by-step instructions.*

4. Hand the Order to Budtender to Fill