



PRESS RELEASE

Cannabis Boutique Coming Soon to Downtown Belleville

Belleville, ON, February 11, 2021 - A new type of boutique is coming to downtown Belleville. Specializing in cannabis products, the Sativa **Bliss Cannabis Boutique** will carry items such as flowers, vaporizers, concentrates and edibles. Sativa Bliss is one of the promising cannabis retailers in Ontario which is committed to providing a safe and unique shopping experience for new and experienced cannabis users.

Business owner Jazz Samra is looking forward to opening the Belleville location, making it the third Sativa Bliss location in Ontario. He recently opened a Kitchener boutique and has locations opening soon in Guelph, Cambridge, St. Catharines, Brampton, Hamilton and Toronto. They have rapid expansion plans to grow to over 100 locations across Ontario over the next few years.

"Excellent customer service is our "North Star". We aim to satisfy every customer to the best of our ability. Being in a new regulated industry, we know many of our customers are new cannabis users and have a lot of questions they need answered before they try our products. It is our responsibility to educate them and give them the comfort they need. I always have believed that if you take care of your customers, they will take care of you. I believe that's just how the universe works". Samra says.

On his way to Kingston last year, Samra stopped in Belleville and toured some of the downtown properties for lease. While speaking with Bridgefront Tower landlord David Gilbert, Samra fell in love with the City and the retail location on the corner of Bridge St and Front St.

This prime retail space hopes to be a shopping destination for residents and tourists to Belleville. "Our store will only sell legal cannabis products and accessories," says Samra. "The products are lab tested and produced to the high standards set by Health Canada."

This new shop brings new jobs to the downtown with the hiring of store managers, supervisors and retail staff. "We received dozens of applications for the postings and are looking forward to having our Belleville team in place," shared Samra.

The boutique is set to open mid-March.

Sativa Bliss

200 Front Street (corner of Bridge St. and Front St.)

Sativabliss.ca

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