

# Emerald

CANNABIS LIFESTYLE

*The Dispensary Issue*

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THE EMERALD™ MAGAZINE The Dispensary Issue • 2024 • Photo by **DABIAN CANALES** ... • **RAMON ROMAN** (LEFT) AND **CHRISTINA DE GIOVANNI** (RIGHT) AT THE GRAND OPENING OF THE EMERALD DISPENSARY IN BROOKLYN.



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**Emerald**  
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# The Dispensary Issue



• CO-FOUNDER OF THE EMERALD DISPENSARY AND PUBLISHER OF THE EMERALD MAGAZINE, CHRISTINA DE GIOVANNI, AT THE DISPENSARY'S SECOND SOON-TO-OPEN LOCATION AT 1190 LEXINGTON AVE IN MANHATTAN.

## Dear Reader:

Thank you for reading *The Emerald™ Magazine*, and for celebrating our 12th anniversary with us!

The *Emerald™* journey began with my cannabis arrest in Arcata, California. While that day felt like the inception of something new, the real magic happened when we sent our first magazine to the printers.

After nine months in court, my charges were dropped, and I took some time to refine the magazine's vision and rebranded *The Emerald™* as a cannabis-lifestyle magazine. The aim was to create a boutique publication that celebrated modern-day cannabis culture without succumbing to the stereotypical "stoner bro" elements.

Years of promoting industry leaders and showcasing quality products led me to take a more direct approach.

It is now with tremendous joy that I share with you the incredible growth *The Emerald™* group has experienced in the last 24 months.

In September 2022, when New York announced the opening of applications for retail dispensary licenses, we knew the chances were slim to obtain one. But side-by-side with my business partner, we dove in head first, determined to make it work.

After not one, but two lawsuits halted the state's approval process, we were more resolved than ever to turn our dreams into reality.

With a solid business plan, support from friends and family, and the perfect real estate, we opened our doors in February 2024 to the very first Emerald Dispensary in our vibrant Bushwick, Brooklyn community.

The journey has been a rollercoaster of emotions—both exhilarating and frightening, a struggle and a blessing all at once.

And to make this ride even more thrilling, I'm ecstatic and grateful to announce the opening of our second Emerald Dispensary, located at 1190 Lexington Ave. in the Upper East Side of Manhattan.

In this issue, we invite you to learn more about our journey and future plans in *Joint Venture: A Partnership Blooms in Bushwick* (pg 4). Go behind the curtain and learn about the founding of *The Emerald Dispensary*.

Also in this issue, we provide a comprehensive guide for those new to the world of licensed dispensaries (pg 6). Writer Ryan Kamber will walk you through the unique experience that awaits you, arming you with the tools

needed to navigate the world of legal cannabis.

We also take a peek into our curated product selection with a review of NY Finca Gummies (pg 12), and a deep dive into the convenience of having cannabis delivered right to your door (pg 15).

*The Emerald™ Magazine* is excited to continue delivering the latest in cannabis news and culture. For those in the New York City area, *The Emerald Dispensary* proudly serves as the city's premier retail destination. Visit us in Bushwick, Brooklyn, or the Upper East Side in Manhattan for the best cannabis New York has to offer!

From all of us here at *The Emerald™*, we wish you an elevated reading experience.

Sincerely,  
*Christina de Giovanni*  
Publisher

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**THE EMERALD DISPENSARY**  
Find us at 85 Suydam st.  
Brooklyn 11221 and  
the Upper East Side  
coming soon!

**MELISSA BURGOS**  
EXPLAINS  
DIFFERENT  
CANNABIS  
PRODUCTS TO  
CUSTOMERS.

**MEET ME AT  
THE EMERALD**

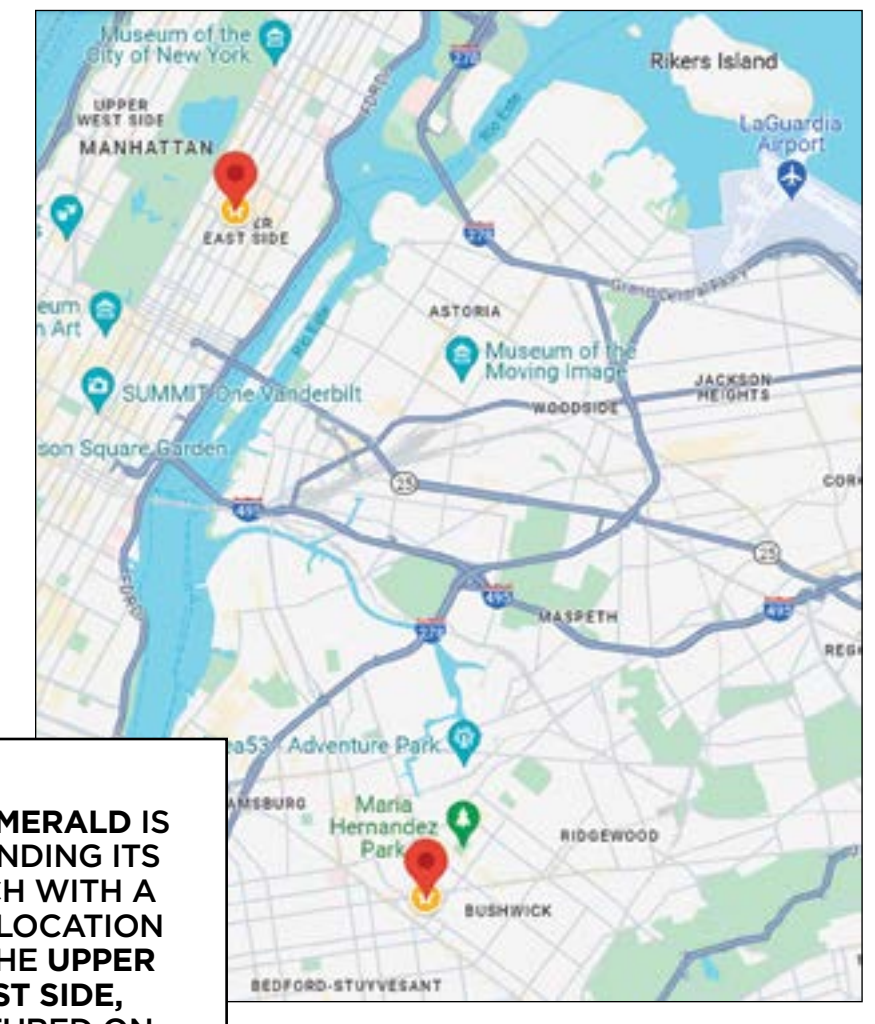
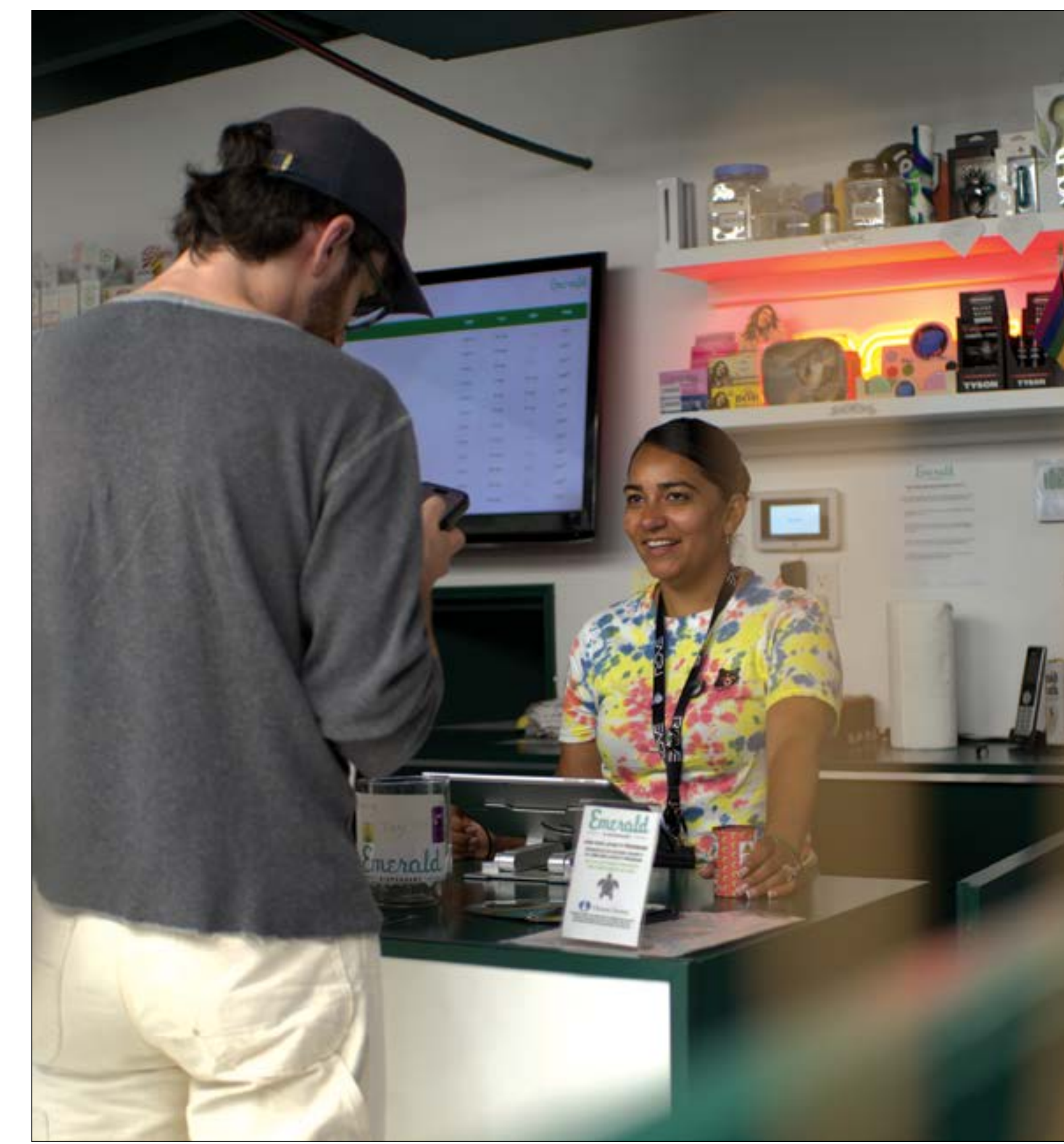
# Joint Venture: A partnership Blooms in Bushwick

By Philippe Marquis

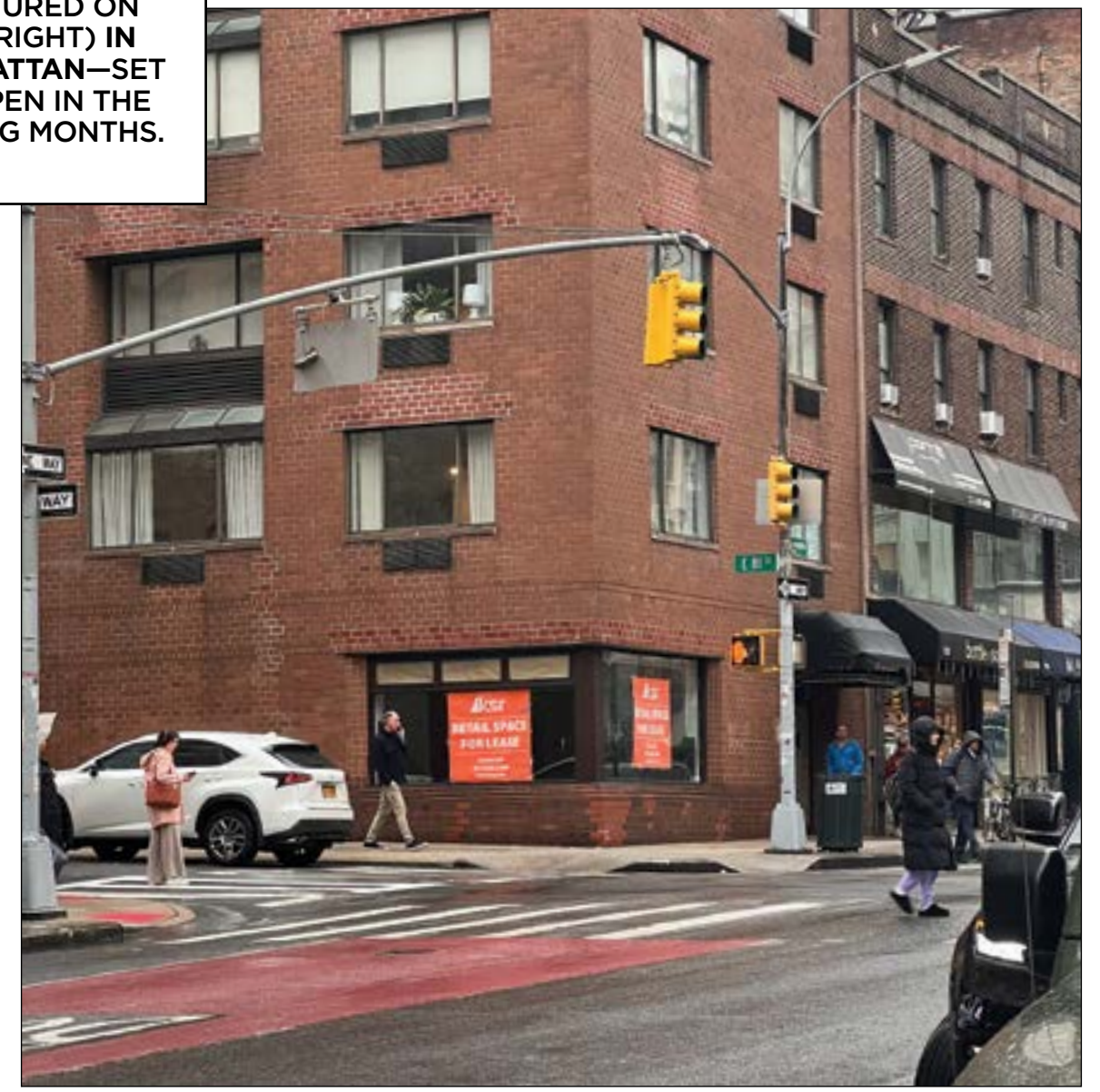
In February 2024, The Emerald Dispensary opened its doors as the first licensed dispensary in Bushwick, with its heart firmly rooted in the community.

PHOTOS BY DABIAN CANALES & PHILIPPE MARQUIS

"Cutting the ribbon at The Emerald Dispensary was a moment of pure magic. We've poured our hearts and souls into this place, and now it's time to share the love with our Bushwick fam!"  
**RAMON ROMAN, CO-FOUNDER**



**THE EMERALD IS EXPANDING ITS REACH WITH A NEW LOCATION ON THE UPPER EAST SIDE, (PICTURED ON THE RIGHT) IN MANHATTAN—SET TO OPEN IN THE COMING MONTHS.**



When de Giovanni met Roman, both co-founders of The Emerald Dispensary, at a yacht party, she had no idea that a simple act of kindness would lead to a long-lasting friendship and business partnership in the heart of Bushwick.

**F**or Ramon Roman, it's a chance to give back to the neighborhood that raised him by providing a safe, legal alternative to the illicit market. For Christina de Giovanni, it's an opportunity to put her years of cannabis industry experience to work, creating a model for what a socially responsible, community-focused dispensary can look like.

When de Giovanni met Roman, both co-founders of The Emerald Dispensary, at a yacht party, she had no idea that a simple act of kindness would lead to a long-lasting friendship and business partnership in the heart of Bushwick, a northern neighborhood in Brooklyn. But that's exactly what happened after Roman, in a display of the earnest and collaborative spirit the cannabis industry is known for, helped de Giovanni and her friends in a moment of need.

**BLUNT BEGINNINGS**  
De Giovanni, CEO of The Emerald Media Group and this magazine, had spent years immersed in the cannabis industry, collaborating with cultivators, distributors, and enthusiasts. Her experience proved invaluable when she crossed paths with Roman at the 2019 Cannabis World Congress and Business Expo's after-party.

As de Giovanni and her friends approached the yacht, that's when they noticed Roman, a lifelong Bushwick resident, smoking a blunt nearby. Without hesitation, Roman passed the smoke and gave it to de Giovanni's group.

A couple of days after the yacht party, de Giovanni was walking her dog in her neighborhood when she unexpectedly ran into Roman.

Roman, who grew up on Suydam Street, was amazed to discover that de Giovanni resided just 30 seconds away from him. The two kept in touch, and eventually sparked their joint

venture. Together, they founded The Emerald Dispensary, Bushwick's first legal recreational retail cannabis shop, which opened in February 2024.

**THE EMERALD DREAM TEAM**  
In 2021, when New York State legalized recreational cannabis, de Giovanni and Roman saw an opportunity to turn their shared connection to Bushwick and their complementary skills into a business that could make a real difference in their community. De Giovanni, with her years of experience in the cannabis industry, approached Roman about applying for a retail dispensary license together. Roman, a lifelong Bushwick resident with a deep understanding of the local community, recognized the potential to create a dispensary that would provide a safe, legal alternative to the illicit market while giving back to the neighborhood that raised him. United by their vision for a socially responsible, community-focused business, they decided to partner up and make their dream a reality.

The name "Emerald" held special significance for both partners. Christina, who founded The Emerald Magazine, pitched the idea to Ray, who said "[that's a] no brainer... my granddaughter's name is Emerald."

**A DYNAMIC DUO**  
Bringing the dispensary to life was no small feat, but de Giovanni's experience in cannabis media had prepared her well.

"Running a cannabis media company, you get to know and learn many aspects of the industry," she says. "From cultivation to retail, I've built relationships with people across the industry, which has helped with starting a dispensary."

Meanwhile, Roman's roots in Bushwick brought a deep understanding of the community to the table. He often reflects back on his experiences growing up, and how Bushwick was a tough place to live back in

those days.

It's through Roman's experiences that allow him to connect with customers who are hesitant to leave the illicit market behind, as he knows what they're looking for regarding product quality and variety.

Together, de Giovanni and Roman have created a complementary dynamic. Her organized, business-savvy approach perfectly balances Roman's street-smart instincts, creating a solid foundation for The Emerald Dispensary.

"Ray and I joke that I'm the mom and he's the dad," de Giovanni laughs. "When you know mom is going to say no, you go ask dad."

"I guess you could say I'm the fun dad," Roman chuckles. "But don't let that fool you—when it comes to the important stuff, Christina and I are always on the same page."

**HIGH ASPIRATIONS**  
In February 2024, The Emerald Dispensary opened its doors as the first licensed dispensary in Bushwick.

"They've built a loyal customer base, and have big plans for the future, including launching a consumption lounge, pending state approval. And while they're not ready to reveal all the details just yet, de Giovanni hints that there's always something in the works. "We're constantly exploring new opportunities to grow and expand," she says with a smile. "But for now, our focus is on making The Emerald the best dispensary it can be."

The Emerald Dispensary is expanding its reach with a new location on the Upper East Side, set to open in the coming months. Both Roman and de Giovanni are excited to bring their unique approach to a new neighborhood, introducing their vision of what a dispensary can be to a fresh community.

As they prepare to open the doors of their new location, Roman and de Giovanni remain focused on providing safe, legal access to high-quality cannabis products. The Upper East Side Emerald Dispensary is just the beginning of their plans to expand to new neighborhoods and push the boundaries of the cannabis retail experience.

With their second location on the horizon, The Emerald Dispensary is poised to make an even bigger impact on the New York City cannabis scene, marking the latest chapter in a partnership that continues to thrive.

As they reflect on their journey thus far, de Giovanni and Roman quickly acknowledge the serendipity that brought them together. "I mean, it's just crazy how we connected," de Giovanni marvels. "But I think it was meant to be."

From a chance encounter on a yacht, to a thriving business partnership, The Emerald Dispensary stands as a testament to the power of hard work and the unwavering spirit of Bushwick. ♦♦♦

# First-Timer's Guide to Cannabis Dispensaries

As the rapid legalization of cannabis continues to take place all over the country, dispensaries seem to be popping up left and right. This allows so many people who have yet to experience cannabis to finally try it for themselves in a safe and legal manner.

By Ryan Kamber

PHOTO CREDIT: MARIA PENALOZA



**T**hat said, cannabis dispensaries can be a bit perplexing at times. This applies to seasoned vets just as much as first-time users. That's where we come in. Below is the ultimate guide to navigating a dispensary. For those who have yet to make the trip and those who just need a refresher, this list of tips should make for a smooth experience.

#### LICENSED OR UNLICENSED?

It's crucial to know that what's being purchased is safe. Items sold legally are tested in a lab before they hit the

shelves. A certificate of analysis can confirm that a product is free of any pesticides, microbials, mycotoxins, heavy metals, foreign matter, and solvents. Customers can find these results by scanning the QR code on the packaging. This is a peace of mind that only licensed operators can provide.

Believe it or not, it's pretty common for unlicensed dispensaries to enter the fold in states where cannabis is legal. The process of getting a legal dispensary off the ground is a long and arduous one, which allows a number of illegal vendors to take advantage. In cities like New York, authorities are still working to shutter unlicensed

dispensaries stealing customers from businesses that are doing things legally.

The easiest way to find out if a place is legitimate is to go to its state's website. Each state in which cannabis is legal has a dispensary map or directory where anyone can search for the location in question. If it doesn't show up, it's unlicensed. Another telltale sign is if no one is checking ID at the door.

#### WHAT TO BRING

Speaking of ID, dispensaries won't let anyone in who didn't bring theirs. The minimum age to purchase cannabis in all legal states is 21. Those purchasing medicinal cannabis must bring their med card as well.

Of course, visitors will also need a form of payment on them. It's recommended to go in with a decent amount of cash on hand, as some dispensaries don't accept credit or debit cards due to federal banking regulations.

#### METHOD OF PURCHASE

There are numerous ways to get cannabis. Many locations allow shoppers to order online for pick up or delivery. Some even have an interactive kiosk inside for those who already know what they want.

Both choices will show the buyer everything the place has in stock, both a blessing and a curse. This myriad of selections is great for a seasoned vet but can be overwhelming for those who don't even know what they're looking for. Still, it doesn't hurt to browse the dispensary's website to see what's available before making the trip.

#### MAKING SENSE OF THE MENU

Cannabis comes in so many different forms—a trip to the dispensary only emphasizes that. Looking to partake with some friends? Consider a pack of pre-rolls. Want something easy and convenient? Invest in a THC vape. Dealing with pain and hoping to avoid a head high? CBD gummies might do just the trick.

It's crucial to know that what's being purchased is safe. Items sold legally are tested in a lab before they hit the shelves.

PHOTO CREDIT: RYAN KAMBER



NEW YORK STATE LICENSED CANNABIS DISPENSARY IDENTIFICATION TAG

PHOTO CREDIT: COURTESY OF HII DISPENSARY



HII DISPENSARY IN WILLIAMSBURG, NEW YORK.

PHOTO CREDIT: MARIA PENALOZA



#### HERE ARE SOME TERMS TO KNOW TO AVOID GOING IN BLIND:

**CANNABINOIDS**—chemical compounds found in cannabis and hemp plants. There are more than 100 known cannabinoids; some are psychoactive (like THC) while some including CBD are not.

**TERPENES**—aromatic compounds that are responsible for the scent of plants including cannabis.

**INDICA**—strains known for their relaxing qualities are usually classified as indica. Reasons for using indica include pain relief, trouble sleeping, or just a chill night. Buyer beware, a high enough dosage could put someone right to sleep.

**SATIVA**—a much more energetic type of strain than its laid back counterpart. Sativa's stimulating effect is good for social situations, productivity, and reducing anxiety.

**HYBRID**—hybrids are a combination of indica and sativa plants. Due to decades of cross breeding, most cannabis strains are hybrids. The high itself depends on the strain. Some hybrids are indica dominant while others are sativa dominant.

**THC**—tetrahydrocannabinol, better known as THC, produces a high. THC potency in flower usually falls between 10% and 30%, while vape products live in the 60% to 90% range. A higher THC percentage or

amount means higher potency, and a stronger effect. In other words, the lower the potency, the better off first-time users are.

**CBD**—cannabidiol, or CBD, doesn't produce a high like THC, but it's used medicinally by those dealing with issues like pain, anxiety, and even psychosis.

**HEMP**—unlike cannabis, hemp is CBD dominant, containing less than 0.3% THC. Products infused with hemp don't produce the traditional high that cannabis-infused products do.

**FLOWER**—bud in its purest form. The flower itself is the part of the cannabis plant that's smokable. People buying flower usually own some sort of smoking apparatus that they pack themselves. Flower is usually sold in quantities ranging from 3.5 grams (otherwise known as an eighth), half ounce, or more.



**PRE-ROLL**—joints that have been previously packed and rolled. Perfect for those who don't have a smoking device, group sessions, and nights out. Just take one, light up, and enjoy. Doesn't get much easier than that. Dosages range anywhere from a .5 grams to a full 3.5 grams.



**EDIBLES**—cannabis-infused food or beverages. Edibles come in the form of gummies, chocolates, and even drinks. While it takes much longer for the effects to be felt than the average smoke session, the high is longer lasting. Dispensary edibles usually come in doses from 2.5 mg to 10 mg or more per edible. Due to the intense high edibles produce, we'd recommend the inexperienced stay closer to 2.5 mg.



**EXTRACTS**—cannabinoids like THC and CBD that are isolated and removed from plant material, typically in the form of concentrates. Some better known extracts include oil, shatter, and tinctures. Some products like edibles or pre-rolls are infused with extracts.

**FULL SPECTRUM**—products that preserve the naturally-occurring, full spectrum of compounds found in a cannabis plant. This includes terpenes and cannabinoids.

**BROAD SPECTRUM**—contains a variety of naturally-occurring plant compounds, but unlike full spectrum, these products usually contain little to no THC.



**VAPE**—an electric device meant to vaporize cannabis extracts like oil and wax. Shoppers can opt for a disposable vape or buy a battery themselves and use disposable cartridges. Vape pens are especially enjoyed for their convenience and discretion. They're usually sold in quantities of half grams, grams, and 2 grams.

**NANO-EMULSIFICATION**—the process of increasing the bioavailability of cannabinoids like THC, which results in faster and more consistent effects. Edibles with nanoemulsion have quicker onsets (20 minutes or less) than traditional edibles (which can take about an hour).



**TOPICALS**—any cannabis-infused gel, cream, balms, and lotions that are applied to the skin. While it doesn't produce a high, many people use topicals to treat pain, inflammation, and skin problems. It's also ideal for anyone who'd rather not traditionally ingest cannabis.



#### BEFRIENDING THE BUTTENDER

For first-timers, we'd recommend talking to a budtender, an associate whose job is to answer questions or make recommendations.

Budtenders are passionate about and have a wealth of knowledge about cannabis products. A big part of their job is guiding customers towards the product that works best for them. Dispensaries serve first-time visitors all the time, so never be afraid to ask questions.

Budtenders will also ask the customers questions. Information like experience level and preferred method of consumption can really simplify the decision. They'll also ask what type of high the buyer is looking for, often listing common adjectives like "creative," "energetic," or "relaxed."

If they've been helpful, don't forget to leave a tip to let them know that they're appreciated. ♦♦♦



1. EATON BOTANICALS Nightly Nightcap, dark cherry flavor / Daily Elevation, peach flavor \$36.16 (each) 2. JAUNTY Oil Cartridges, multiple flavors available \$67.80 3. SMOKIEZ fruit chews, eight flavors available \$33.90 4. TO THE MOON Pink Ztarburst Live Resin all-in-one Vape \$79.10 5. OHHO pre-roll .5g Super Lemon Haze \$10.17 6. CANNABALS gummies, multiple flavors available \$24.86 /

CANNABALS Disposable Vape 1g Super Lemon Haze / Purple Haze \$73.45 7. FLAMER Silly Goofy five half-gram red joints \$49.72 8. Tyson 2.0 Mike Bites, four flavors available 9. ROLLING GREEN White Wedding \$49.72 / Shawty 3.5g \$45.20 10. BODEGA BOYZ Bubblegum Gelato x Cotton Candy Breath AIO 2g \$141.25

# The Emerald™ Magazine

## Gift Guide —



FIND AT  
THE EMERALD  
DISPENSARY  
.COM

11. NY FINCA gummies, many flavors available \$33.90 12. OHHO pre-roll .5g Jack Herer \$10.17 13. ELECTRALEAF NEW YORK San Juan Flan 1/8 oz \$56.50 / Coco Pina 1/8 oz \$56.50 14. AYRLOOM Restore topical \$79.10 / Rescue \$79.10 / Revive \$79.10 15. HUDSON CANNABIS Moonsown Sungrown Papa Smurf flower \$56.50 16. HARNEY BROTHERS Daytime tincture / Nighttime tincture \$47.46 17. PAX ERA Ultra blue vape pen \$38.11

18. DOGWALKERS STAR KILLER 5pk pre rolls, available in indica, hybrid and sativa \$36.16 19. KOA 10-pack pre-rolls come in indica, hybrid, and sativa \$73.45 20. SKYROSE Wedding breath/ Kombucha Cream \$39.55 21. MFNY Gelato 41 x Gelato 41 Resin \$20.34 22. URBANXTRACTS Cold Cure Live Rosin \$113 23. ELECTRALEAF Kush Mints joint \$19.78 24. KIVA CAMINO Chill/Excite \$35.03 25. ZIZZLE SFV OG \$61.02 26. ELEMENTS Pink Papers King Size Slim \$3.27

Located in Central New York, NY Finca is a sustainable cannabis brand with unique inspiration drawn from the concept of a “finca,” a rural estate in Latino culture. With a promise of bursting flavors and premium ingredients, NY Finca combines family traditions and eco-friendly methods to offer quality cannabis, from flower to gummies.

# NY Finca Gummies: Exploring Flavorful Delights

Join me as I explore the delightful assortment of flavors, the quality of ingredients, and the overall experience of indulging in NY Finca gummies.

**HOW MANY NY FINCA GUMMIES SHOULD I TAKE?**  
There's no one-size-fits-all approach to edibles. Instead, the ideal dosage varies depending on individual preferences, experience, and tolerance levels. While each NY Finca gummy contains 10 mg of THC, it's always wise to start with a lower dose—especially for those new to edibles or with lower tolerance levels. For example, beginning with half a gummy will allow for a gentle introduction to the effects.

Personally, despite having a relatively high tolerance, I opted to start with one gummy during my initial trials. Upon experimenting further, I found that my preferred dosage was two gummies. This provided me with my desired buzz without feeling overwhelmed.

It's important to keep in mind that edibles take longer to kick in, usually about 30 minutes to 2 hours. Moreover, the effects often last longer than consumption methods like inhalation as well. The high from these gummies, in particular, lasted me about four hours.

Keep in mind: This was my take. The suggested dosage listed on the package reads as follows: “Start with a gummy. Wait 1 full hour before increasing dose.”

**TEST RESULTS**

Each pack of gummies includes a link to its Certificate of Analysis (COA). The COA for the Guayaba gummies indicates a THC content of 9.49 mg of THC per serving. When adding up the individual advertised content of each gummy, it totals 94.92 mg, which is slightly lower than what the package advertised. But it's still within the recommended +/- 10% range that experts recommend. The same applies to the Maracuya, with a COA that indicates 9.65 mg of THC per serving, and Pina at 9.39 mg of THC per serving. This THC percentage promises a satisfying experience for more experienced consumers.

Functioning as a seal of quality, the COA provides detailed insights into the composition of cannabis products, including cannabinoids, terpenes, and containment tests. This COA confirms compliance with rigorous safety standards and confirms the pre-rolls passed tests for pesticides, heavy metals, mycotoxins, residual solvents, and more.

**NY FINCA GUMMIES AT THE EMERALD DISPENSARY**

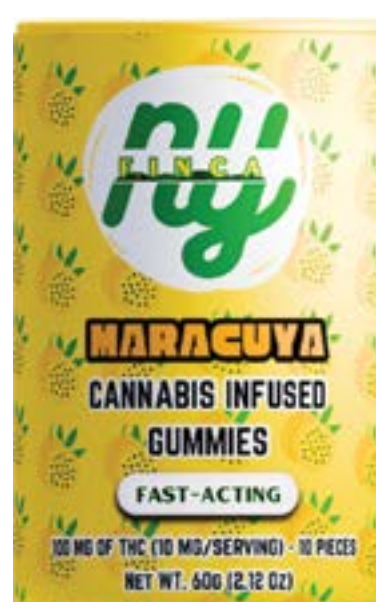
NY Finca gummies are undoubtedly a hit, offering a delightful fusion of bold, refreshing flavors that expertly balance sour and sweet. These gummies are not only a fantastic choice for cannabis lovers but also stand tall as a delicious candy treat in their own right. While some might be hesitant about the texture or taste of vegan gummies—fear not. NY Finca has perfected their recipe and the flavor profiles truly rival anything traditional.

So, for those looking for a tantalizing edible or simply craving a burst of flavor, NY Finca gummies deliver on both fronts. And the best part? Consumers can shop for them easily at The Emerald Dispensary. ♦♦♦



**DIVING INTO THE NY FINCA GUMMY LINE, I WAS CAPTIVATED BY THE EYE-CATCHING PACKAGING. CRAFTED WITH ECO-CONSCIOUSNESS IN MIND, EACH PACKAGE IS 100% BIODEGRADABLE. EACH PACK CONTAINED 10 GUMMIES INFUSED WITH 10 MG THC, AND WITH FLAVOR OPTIONS OF GUAVA, PINEAPPLE, AND PASSION FRUIT, I WAS EXCITED TO TRY ALL THE OPTIONS.**

**10 mg of THC per gummy/  
100 mg THC per pack  
\$33.90 per 10 pack**



The Maracuya (passion fruit) flavor also stood out among the NY Finca gummies. From the first bite, I couldn't help but admire the vibrant color of these gummies. Each offered a delightful balance of flavor, capturing the essence of a sun-kissed passionfruit in every chew. The texture was spot-on, providing a subtle yet enjoyable buzz. These are sure to impress fans of exotic flavors.



The Guava-flavored gummy immediately captivated me with its delicious tangy fusion of pear and strawberry. Infused with cannabis harvested directly from Finca's plants, the gummy offered a rich guava flavor that was both satisfying and refreshing. Plus, with nano-enhanced cannabinoids allowing for quicker absorption and more efficient delivery, they hit me within about 30 minutes—making it perfect for whenever I need that buzz. Oh, and did I mention that all the flavors, including guava, are vegan and gluten-free? Basically a guilt-free indulgence.



Of all the flavors, the Pina (Pineapple) was an instant hit among my roommates and I. The moment we indulged in these bad boys, we were hit with an explosion of tropical goodness. The flavor was authentic, like biting into a juicy pineapple on a hot summer day. It's safe to say we devoured the 10-pack in a couple of days. For those looking for a taste of the tropics and a whole lot of giggles, the Pina (pineapple) gummies from NY Finca are an absolute must-try.

# Sip, Sip, Hooray!

## Summer Cannabis Mocktails Are Here

Story & Photos By Philippe Marquis ♦

Nothing says summer quite like a chilled, refreshing mocktail—and these cannabis-infused creations are here to take seasonal sipping to new heights. We've crafted three refreshing recipes featuring top-shelf cannabis seltzers: the fruity Apple Watermelon Strawberry Fizz, a spiced Blackberry Strawberry Cardamom Mule, and a tropical Cantaloupe Mojito. These delicious concoctions offer a fun and approachable way to explore the world of infused beverages and add a little extra relaxation to summer festivities. So mix up a batch, raise a glass to the season, and enjoy summer to the fullest. Cheers!



### Blackberry Strawberry Cardamom Mule

Vibrant and enticing mocktail.

Infused with a luscious blend, meet a new favorite summer sipper.



**INGREDIENTS**

- 1/2 lime
- 1/2 can (5 mg) Tune seltzer
- 1/2 oz strawberry blackberry syrup with clover honey
- Watermelon juice
- 2 oz ginger beer
- Ice



**INSTRUCTIONS**

In a cup with ice, muddle 1/2 lime.

Pour in Tune seltzer over the ice.

Add strawberry blackberry syrup with clover honey and a splash of watermelon juice. Stir until the outside of the glass frosts.

Top off with ginger beer. Garnish with a lime wedge.



**START TO FINISH: about 5 minutes SERVINGS: 1**



**TUNE SELTZER Blackberry Cardamom Hybrid THC 10mg \$5.65**

Made with real juice. Embrace the perfect balance of sweet and sour.

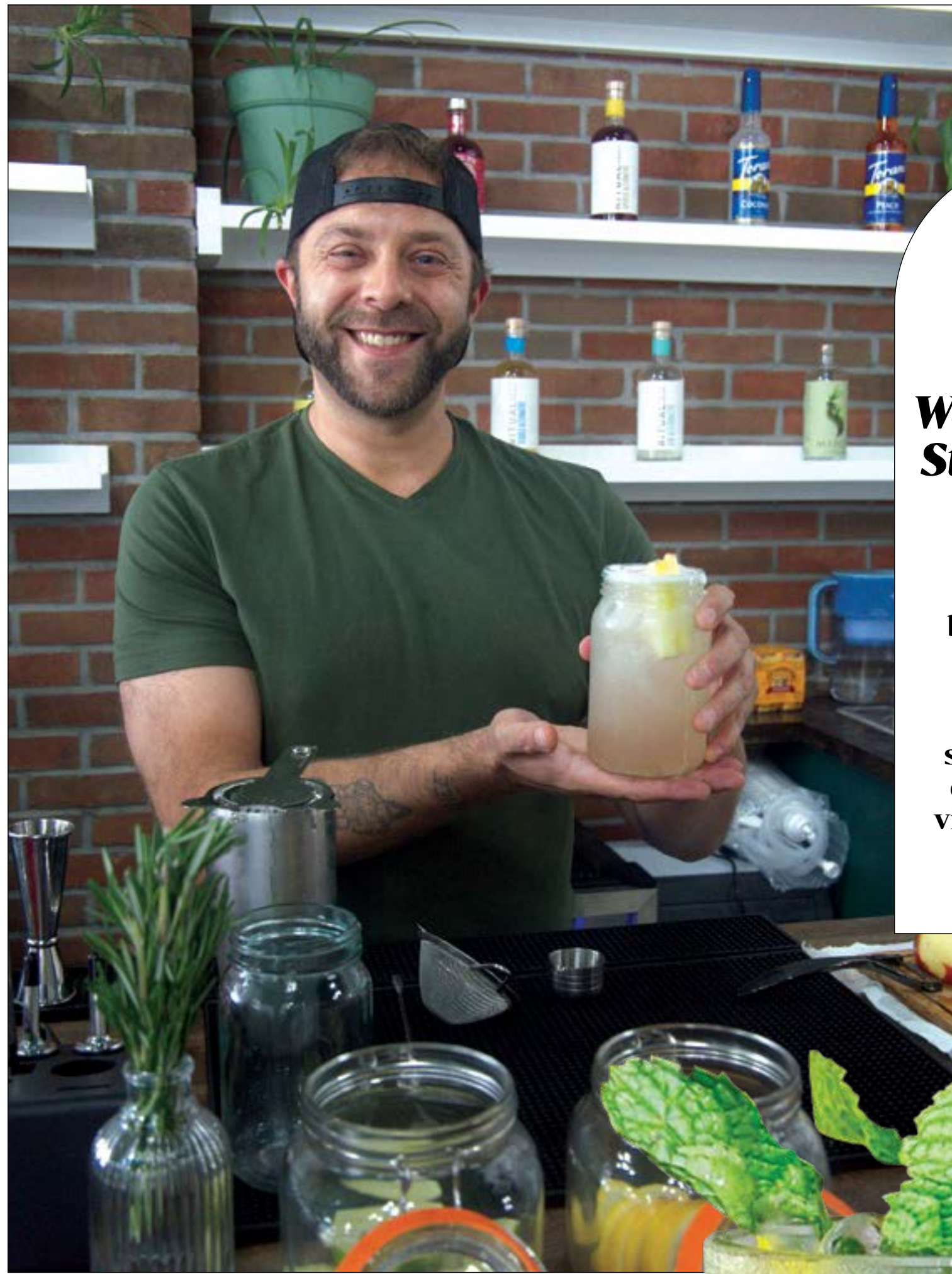


MEET THE MIXOLOGIST BEHIND THE MAGIC: BRIAN CHERCHIGLIA

Our resident mixologist, Brian Cherchiglia, brings a unique blend of musical artistry and mixology mastery to the world of cannabis cocktails. With roots in the music industry, Cherchiglia honed his craft at invite-only private parties, learning from the best in the business, including mixologists from The Lovin' Cup and Dead Rabbit. He's since graced the bar tops of Williamsburg and Bushwick hot spots like Lokal, Nita Nita, and most recently, Farm to People, infusing his passion for fresh ingredients and innovative techniques into every drink he creates.

**Cherchiglia's specialty?**

Cannabis-infused, non-alcoholic mocktails he's dubbed “Marytales”—a clever twist on classic cocktail recipes that showcase the versatility of cannabis. With a focus on fresh juices, aromatic herbs, and the natural sweetness of clover honey in place of simple syrup, Cherchiglia's creations are a testament to his creativity and dedication to the craft. Get ready to sip on something truly special when you try one of Cherchiglia's Marytales.



**Apple Watermelon Strawberry Fizz**

Tantalizing blend of fresh flavors.

Sparkling sensation that embodies the vibrant spirit of the season.



**Cantaloupe Mojito**

Refreshing twist on a classic.

A splash of invigorating juice + crisp effervescence of lime seltzer. Cheers!



**INGREDIENTS**

- Apple skin slices (for muddling and garnish)
- 1/2 oz watermelon juice
- 1/2 oz strawberry blackberry syrup with clover honey
- 3 oz Ayrloom Honeycrisp cider
- Club soda
- Ice



**INSTRUCTIONS**

In a shaker, add ice and apple skin slices (reserving one slice for garnish).

Add watermelon juice, strawberry blackberry syrup with clover honey, and Ayrloom Honeycrisp cider. Shake well to combine and chill the ingredients.

In a serving cup or jar, add fresh ice.

Fill the cup/jar halfway with club soda.

Strain the mixture from the shaker over the club soda and ice in the cup/jar. Garnish with a reserved apple slice.

**Start to finish:** about 5 minutes. **Servings:** 1



**INGREDIENTS**

- Fresh mint leaves
- 1.5 oz cantaloupe juice
- 1 lime wedge
- 1/2 can Wynk Lime Seltzer
- Ice



**INSTRUCTIONS**

Place fresh mint leaves in hands and slap them twice to activate the terpenes. Put the mint leaves into a mixing glass.

Add cantaloupe juice and a lime wedge to the mixing glass. Muddle everything together.

Place a sprig of mint leaf into a separate serving glass.

Add ice to the mixing glass, cap, and shake well.

Pour Wynk Lime Seltzer into the serving glass.

Pour the contents of the mixing glass over the Wynk seltzer in the serving glass, using a double filter to catch stray mint leaves.

Garnish with a full sprig of mint.

**Start to finish:** about 5 minutes. **Servings:** 1



**AYRLOOM Honeycrisp UP**

Hybrid THC 10mg **\$5.65**  
Juicy and sweet flavors of the honeycrisp apple, naturally sweet but never heavy cannabis infused fresh apple cider, the perfect way to cool down, equally delicious served hot!



**WYNK Lime Twist**

Hybrid THC 5mg **\$6.78**  
Crisp seltzer with a just-right zip of citrus and a WYNK of THC and CBD.

# Cannabis Delivery? It Sure Worked for Pizza

Getting cannabis delivered in New York City is about as easy as ordering pizza. Especially since the pandemic, consumers are opting to chill at home rather than spend the time traveling to a brick-and-mortar retail location to make a purchase. Trends are telling and, for consumers, convenience is king.

By Joanne Cachapero ♡

In a 2023 study, management consultant firm McKinsey & Company found that 61% of U.S. consumers surveyed said convenience was an important factor in their shopping decisions. Another 2023 study by Statista showed that nearly half of online shoppers in the U.S. cited timesaving as a major perk. The ripple effect of social distancing resulted in a fertile environment for the adoption of e-commerce and home delivery in almost every retail market. Data from Capital One Shopping indicated that 63% of shoppers use home delivery for "clothing, shoes, and accessories, with similar preferences for electronics and home furnishings."

Cannabis consumers are also allured by the benefits of online shopping. Industry analysts have crunched the delivery data. A 2021 survey by Ganja Goddess found that around 60% of subjects said they use cannabis delivery services for discretion and privacy. In fact, results from another 2021 survey by Headset Analytics indicated that a third of cannabis consumers prefer delivery, while a Brightfield Group report suggested that high-spending cannabis consumers prioritize options like "online ordering available" and "delivery available."

**BEYOND CONVENIENCE**

Cannabis consumers who do delivery have special concerns, especially in an area like New York City where unlicensed cannabis vendors proliferate. But consumers can't just order up an eighth of sticky-icky or infused gummies on Amazon Prime.

Instead, New York City's 1.6 million cannabis consumers can turn to legal cannabis delivery services.

For The Emerald Dispensary customers, delivery options are key. The dispensary is a fully licensed, social equity-owned cannabis company with a selection of high-quality flower, concentrates, edibles, and topicals. With a storefront in Bushwick, customers can shop in person or online and have their orders delivered directly to them.

"Using delivery in New York, especially in areas covered by the dispensary (Brooklyn, Queens, and soon to be Manhattan), is preferable because it offers convenience, privacy, and the ability to order from a wide range of products without customers leaving their home," said the dispensary's co-founder Christina de Giovanni. Home delivery can allow them access to the cannabis products they need on a schedule that works for them.

Delivery doesn't just offer convenience, it expands access for many who are often unable to visit a physical location for a wide range of reasons. It is particularly beneficial for customers with special needs, explains de Giovanni.

"Especially for those with mobility issues or busy schedules, as well as for privacy and discretion, orders are delivered directly to your doorstep at the designated time, or if a customer requests it, ASAP," said de Giovanni.

De Giovanni noted positive feedback from customers who prefer shopping from the dispensary's online menu and receiving personalized delivery.

"Customers appreciate the convenience, discretion, and reliability of The Emerald Dispensary's delivery service," she said. "They also like the ease of browsing and ordering online, as well as the quality of products available. Additionally, delivery allows access to a wider range of products without the need to physically visit multiple stores."

**TRANSFORMING INDUSTRIES AND CONSUMER EXPERIENCES**

The Big Apple has long been the birthplace of many innovative ideas and industries. Pizza delivery, for instance, which revolutionized business for pizza parlors in the early 1950s, had its roots in major cities including New York City and L.A. Small, family-owned pizzerias started delivering meals to busy urbanites who were delighted by the convenience. By the 1970s, chain pizza restaurants like Shakey's, Pizza Hut, Domino's, and Papa John's established nationwide dominance with their speedy delivery of budget-friendly family meals.

Today, with the emergence of third-party delivery platforms, pizza delivery is projected to expand well into our not-too-distant delivery robot future, as homebodies everywhere stay home and order in. Point-of-sale platform developers EZ Chow said in a recent report, "the ease of delivery has fueled the pizza industry's growth. The market is projected to reach \$48 billion by 2023, up from \$38 billion."

Can cannabis be far behind? That's uncertain, but a few tasty bong hits might induce a craving for a couple of fat slices, delivered right to one's door. ♦♦♦



A 2021 survey by Headset Analytics indicated that a third of cannabis consumers prefer delivery.



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