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[Prophet Brands](#), the California industry's most anticipated premium legacy brand— inspired by the highly publicized federal cannabis trial of Luke Scarmazzo and Ricardo Montes v. US Government— is excited to make its debut at the seven Premier Group dispensary retail locations throughout California on Friday, January 19th, 2024.

With cannabis consumption at an all-time high, fueled by high THC indoor flower, rechargeable vape pens, and convenient prerolls, the legal cannabis industry is the fastest-growing sector in the country. Today, Prophet, a premium California legacy brand rooted in social justice reform, announced its partnership with the Premier Group in California, a leader in the cannabis marketplace. This brand launch will accelerate growth while making an impact on lives of those still incarcerated behind a nonviolent cannabis offense.

“Our company’s focus is on quality, and uplifting the communities that were impacted by prohibition.” says Ricardo Montes, co-founder of Prophet. “And we are very excited for this opportunity to work with the amazing people at the Premier Group. Partnerships like these are the future of this industry.”

The new Prophet product line includes:

- Packaged indoor flower ½ Oz. & ⅓ Oz.
- Cherub Infused Pre-rolls
- Quest Live Resin vape line
- Oracle Live Rosin vape line

About [Prophet Brands](#)

Prophet Brands is a company rooted in social justice reform and is inspired by the story of Luke Scarmazzo and Ricardo Montes, who were childhood friends, music artists, and cannabis dispensary entrepreneurs. In 2004 they opened one of the nation’s first medical cannabis shops, California Healthcare Collective. In 2006, federal prosecutors charged them

with 18 counts of distributing marijuana, including conducting a Continuing Criminal Enterprise. They were sentenced to 20 and 22 years in federal prison. Prophet arises from their legacy past to lead the industry into the future. To learn about Prophet Brands, visit [www.prophetbrands.com](http://www.prophetbrands.com) for more information.

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