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In a significant step forward for their restorative justice-focused approach in the expanding cannabis industry, **40 Tons**, a pioneering multi-state social equity brand known for its relentless advocacy for individuals with past cannabis convictions, has unveiled an exciting partnership with **Minny Grown**, Minnesota's esteemed cannabis innovator. Together, they are rolling out an exclusive line of hemp-derived delta-9 THC gummies, marking **40 Tons'** ambitious entry into Minnesota's legal market and its first venture into the direct-to-consumer space.

Crafted with a unique blend of flavors – **Root Beer**, **Sour Lemonade**, **Mango Orange**, and **Mojito** – these edibles are more than a nod to **40 Tons'** innovative spirit; they symbolize the diverse and often unconventional journeys of those affected by cannabis-related legal challenges. "We consciously chose some unconventional flavors to symbolically acknowledge the non-traditional pathways of life that justice-impacted individuals and families experience," stated Lorie Alegrete, CEO of **40 Tons**, emphasizing the brand's deep-rooted commitment to advocacy and community support.

This launch is not just about bringing top-quality THC products to consumers; it's a testament to **40 Tons'** multifaceted approach to social impact. The brand continues its advocacy with a unique letter-writing campaign, inviting customers to connect with inmates by sending digital or physical postcards, thereby fostering a sense of community and support for those still trapped within the system.

"We're not just entering a new market; we're setting a precedent for how brands can integrate social impact into their business model," Alegrete highlighted, pointing out the importance of this milestone for both **40 Tons** and the wider community of social equity brands. Echoing this sentiment, Zach Rohr, CEO of **Minny Grown**, shared, "Our collaboration with **40 Tons** is rooted in a shared vision for societal betterment and creating meaningful change through our local communities. This partnership is a powerful step forward in addressing social injustices and showcasing unity among brands committed to equity and reform." The launch also opens doors for wholesalers and distributors in Minnesota, providing a unique opportunity for local engagement and support. "Our approach is to be a national brand with a local heart," shared Corvain Cooper, Chief Brand Ambassador of **40 Tons**, underscoring the brand's commitment to community-focused partnerships and advocacy.

As **40 Tons** and **Minny Grown** pioneer this innovative venture, they not only offer consumers a new way to experience THC but also pave the way for a more inclusive and

justice-oriented cannabis industry. For further details on these transformative THC edibles and to support this noble cause, visit 40tonsproducts.com or contact info@40tons.co.

About 40 Tons:

[40 Tons](#), a black and woman-owned legacy to legal brand, stands at the forefront of social impact in the cannabis sector, offering consumer goods, clothing, and accessories dedicated to uplifting justice-impacted individuals through advocacy, education, and support services. Their motto, "NO ONE SHOULD BE IN PRISON FOR A PLANT," encapsulates their mission to drive change and foster inclusivity within the cannabis community.

About Minny Grown:

[Minny Grown](#) commits to the cannabis cause with a clear, local-first philosophy. By advocating for the restorative potential of the cannabis plant, Minny Grown aims to spearhead positive, lasting change in communities, championing a future that values natural, healthy, and sustainable living through cannabis advocacy and innovation.



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