

Cornbread Hemp Re-brands Its Flagship Organic Product as "Whole Flower" CBD Oil

The rebrand highlights Cornbread Hemp's flower-only extraction process, which makes a higher quality CBD oil than industry-standard "whole plant" formulations.

LOUISVILLE, KY, UNITED STATES, October 14, 2020 /EINPresswire.com/ -- Cornbread Hemp, the number one selling CBD brand from Kentucky, announced today it has rebranded its flagship USDA certified organic [Whole Flower CBD Oil](#). Previously, Cornbread Hemp had named its most robust offering, "Whole Plant" CBD Oil, in keeping with industry standard terminology. But this common term did not accurately represent Cornbread Hemp's flower-only sugarcane extraction process.



Cornbread Hemp's USDA certified organic Whole Flower CBD Oils.

“

Our flower-only extraction with organic sugarcane ethanol makes our Whole Flower CBD oils taste smooth and floral, never bitter and grassy. That's what it takes to make the best CBD oils in America.”

Jim Higdon, co-founder

“By changing the name to Whole Flower, we are staking a claim as the highest quality full spectrum CBD oil on the market,” says Cornbread Hemp co-founder Jim Higdon. “Most all other CBD companies use the whole plant — sticks, stems and leaves. But at Cornbread Hemp, we only use the most important part of the hemp plant — unfertilized female flowers, which is where the cannabinoids are produced.”

What makes Cornbread Hemp's Whole Flower CBD oil different from conventional whole plant CBD oils is the natural taste and purity of the final product. Major

producers of CBD oil make their extracts from what they call “aerial plant parts.” This means any plant part exposed to the air: stalks, branches, leaves — everything but the roots. “That doesn't make better CBD oil, it just makes more if it,” says Higdon. “Whole plant CBD oils tend to taste

bitter and grassy because of the high levels of wax and chlorophyll."

"Any brand that adds cover flavors like peppermint or cinnamon to their CBD oil is not making a product that tastes good naturally," says Higdon. "With Cornbread Hemp Whole Flower CBD Oil, all you taste is bright and beautiful cannabis flowers."

After the team at Cornbread Hemp separates the CBD-rich flowers from the rest of the hemp plant, they use an organic sugarcane ethanol extraction process to produce the final extract. After that, the organic hemp extract is blended with organic fractionated MCT coconut oil to create Cornbread Hemp's USDA certified organic Whole Flower CBD Oil. It is a CBD oil ideal for both cannabis connoisseurs and those [new to CBD](#).

"That's what it takes to make the [best CBD oils](#) in America," says Higdon. "And that's what it means for a product to be made by Cornbread Hemp. The gentle flower-only extraction process with organic sugarcane ethanol means our Whole Flower CBD oils taste smooth and floral. We are proud to set the new industry standard for what high quality full spectrum CBD should taste like."

Cornbread Hemp is a family-run CBD brand co-founded in 2018 by cousins Jim Higdon and Eric Zipperle. Cornbread Hemp was the first CBD brand from Kentucky to offer USDA certified organic CBD products, and currently offers the strongest full spectrum CBD oils available that are USDA certified organic, with a CBD-to-THC ratio of 25-to-1.

In his previous career as a journalist, co-founder Jim Higdon wrote the nonfiction account of the "Cornbread Mafia," the largest domestic marijuana syndicate in American history that was based in central Kentucky. Cornbread Hemp is named in honor of the rich tradition these men carried



A woman holds Cornbread Hemp's USDA organic Whole Flower CBD Oil in a hemp field.



Cornbread Hemp offers the strongest CBD products to be USDA certified organic.

forward to continue Kentucky's cannabis excellence that dates back to 1775. In this way, Cornbread Hemp celebrates the full 250 years of Kentucky cannabis history with their USDA certified organic CBD products, including Whole Flower CBD Oil.

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