

Willie Nelson's Cannabis Comes to Michigan

Michigan is the eighth state where Willie's Reserve cannabis is available.

LANSING, MI, USA, October 24, 2023 /EINPresswire.com/ -- Working alongside [Aardvark Industrees](#), Willie's Reserve cannabis will be on the shelves of select stores starting Wednesday, October 25. Michigan is the eighth state where Willie Nelson's products can be found.

The product is sourced partially from small, 500-plant cannabis farms in the state. Aardvark plans to expand its grow facility in Lansing to accommodate expected demand.

"This model is twofold in its purpose—first to help meet the expected demand of the product and, secondly, to support small independent growers in the state," said Hilary Dulany, Aardvark Industrees partner. "By working with smaller growers, we can ensure that the product we bring to market is truly Willie-worthy while being able to pivot with market demand."

The 'Willie-Worthy' strains start at around 24 percent THC and rise to around 30 percent. Members of the Aardvark team come from cannabis caregiver backgrounds—putting their experience to vet what they believe to be some of the best tasting, looking and smelling flower in Michigan. Cannabis fans can expect to find Willie's Reserve in various strains. "Like Willie's music, there's going to be strains to chill by and strains to make you get up and dance," said Dulany. Five different strains will be offered at launch.

Willie's Reserve is Aardvark's second celebrity cannabis brand, they've been growing for Cheech's Stash, the Cheech Marin brand, too. "We (Dulany and her business partner Chuck Senatore) have been active in cannabis in Michigan and Oregon for 15 years in both growing and retailing. "We're drawn to brands that are also pioneers and cannabis risk-takers. We want the brands we grow for and work with to be aligned with us personally and professionally," said Dulany.

Willie's Reserve is available at these retailers—Stone Depot, Jackson; Green Stem, Niles; Verts Neighborhood Dispensary, Traverse City; Mood Center Line, Center Line; Planet 420, Flint; Endo,



Willie Nelson, founder of Willie's Reserve Cannabis which is now available in Michigan. Photo by Danny Clinch.



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*Hilary Dulany, Aardvark
Industrees*

Adrian; and all Puff locations Bay City, Traverse City, Hamtramck, Kalamazoo, Madison Heights, Monroe, Oscoda, River Rouge, Sturgis and Utica.

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