

# Three Independent Dispensaries Shape the Next Phase of Cannabis Retail in New Jersey

*Xena, CREAM, and Fire & Oak Emphasize Cultural Engagement, Inclusivity, and Regional Accessibility in the Expanding Garden State Market*

TRENTON, NJ, UNITED STATES, May 21, 2025 /EINPresswire.com/ -- As New Jersey's adult-use cannabis market grows, several independent dispensaries are emerging as leaders through localized engagement, inclusive business models, and experiential retail design. Among them, [Xena](#), [CREAM](#), and [Fire & Oak](#) are demonstrating how cannabis operators can serve as both commercial and cultural anchors in their communities.

**Xena: Community-Driven Retail in Jersey City with Cultural Integration**  
Located in Jersey City, Xena operates as a design-forward dispensary that integrates hospitality, local identity, and cannabis heritage. Founded by entrepreneur Haytham Elgawly, the business occupies a converted retail space previously used for community-driven ventures.



Xena



CREAM Retail Cannabis Dispensary

The interior draws inspiration from Greek design traditions, reflecting the concept of *xenia*—a term denoting ritualized hospitality. Xena's curated product menu includes regional cultivators such as Niche and Garden Greens, with selections vetted directly by the ownership team.

The dispensary also hosts Very Potent, an annual public gathering on April 19 featuring local art, music, and vendor activations. Plans are underway to develop an on-site consumption lounge, pending municipal approval.

#### CREAM: Inclusive Retail and Artistic Expression in Jersey City

CREAM (Cannabis Rules Everything Around Me) is the first LGBTQ-owned dispensary in Jersey City, situated near the Grove Street PATH station. The dispensary combines multiple retail modes—counter service, self-checkout, and floating assistance—to support varying levels of customer experience and cannabis familiarity.



Fire & Oak Dispensary

Founders Heinrich Badenhorst and AJ have established the space as a rotating gallery that features local artists and photographers. CREAM also partners with local nonprofits, including Whole Spectrum Autism Foundation, Jersey City Pride, and PAL of Jersey City, as part of its long-term civic commitment.

The business offers neighborhood-specific discounts (including for zip code 07302 residents) and maintains a loyalty program with cashback and new customer incentives. Popular brands include Illicit, Grown Rogue, and local premium flower selections.

#### Fire & Oak: Boutique Dispensary Serving Mount Holly and Surrounding Communities

Located in downtown Mount Holly, Fire & Oak serves as a small-format dispensary offering personalized customer service and accessible shopping options. The store provides in-store browsing, curbside pickup, and online ordering. Its retail model prioritizes education and low-pressure consultation through a dedicated “budbar” flower display.

The dispensary serves nearby municipalities including Easthampton, Pemberton, and Burlington Township, and is noted for its community presence and flexible, inclusive approach. The interior combines modern and rustic elements to provide a welcoming atmosphere for a broad consumer base.

#### Independent Operators Redefine Cannabis Retail in New Jersey

Through initiatives rooted in culture, inclusivity, and community trust, Xena, CREAM, and Fire & Oak represent a growing segment of independent cannabis retailers contributing to the social

and economic landscape of New Jersey's legal market. Their operations reflect a shift toward experiential, mission-driven retail that supports both local economies and consumer education.

Mark Ross

Dispenza

+1 702-420-7272

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/814752523>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.