

# LuvBuds, Hoodie, and SparkPlug Launch “The TRIAD” — A First-of-Its-Kind Program to Transform Cannabis Retail

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EINPresswire.com/ -- Three leaders in the cannabis ecosystem—[LuvBuds](#), [Hoodie](#), and [SparkPlug](#)—are joining forces to launch The TRIAD, a groundbreaking pilot program designed to revolutionize how dispensaries drive revenue from accessories.

The initial pilot, beginning October 1, 2025, will include up to 50 dispensaries in the Denver metro area, with the goal of tripling accessory sales from today's average of 1.5% of total revenue to 6% or more within just 60 days.

The TRIAD brings together three unique strengths to deliver a holistic retail solution through a Three-Pronged Approach to Growth

- Hoodie: Provides real-time point-of-sale (POS) analytics, turning raw data into actionable insights for retailers.

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Accessories are the most underutilized revenue lever in cannabis retail”

*Brett Harris, Founder & CEO  
of LuvBuds*

- SparkPlug: Used primarily in traditional retail and hospitality; powers incentive programs and product education, motivating frontline staff to actively sell accessories through contests, rewards, and training modules.

- LuvBuds: The largest cannabis accessory distributor in



the U.S., supplying product, merchandising, and retail execution to ensure shelves are stocked, organized, and optimized for profitability.

Together, this trio provides dispensaries with data-driven insights, motivated sales teams, and merchandising execution—a combination that has never before been available in cannabis retail.

“Retailers need more than data—they need actionable intelligence that ties directly to sales. Hoodie is proud to be powering the analytics engine of The TRIAD, helping prove what’s possible in this pilot and beyond.” — Wes Shepherd, CEO of Hoodie

The Denver pilot will increase accessory sales and profitability across these dispensaries by showcasing how a coordinated approach can improve average transaction value and customer experience. By providing case studies and measurable data, this will allow dispensaries to better prepare for a national rollout with multi-state operators (MSOs) in early 2026.

“Frontline teams are the most important influencers in retail. By giving them the tools, education, and rewards to sell high margin accessories, SparkPlug is helping retailers unlock a new level of performance.” — Andrew Duffy, CEO of SparkPlug

The TRIAD will be front and center at MJBizCon 2025 in Las Vegas, with a dedicated section in the LuvBuds booth. Retailers will see live data dashboards, merchandising displays, and budtender engagement programs that bring The TRIAD vision to life.

Members of all 3 entities will be available at MJBIZ in the LuvBuds booth to describe and special OPT IN opportunities will exist at the show.

“Accessories are the most underutilized revenue lever in cannabis retail. The TRIAD changes that by combining the right products, the right data, and the right incentives into one unified program.” — Brett Harris, Founder & CEO of LuvBuds

About The TRIAD:

The TRIAD is a collaboration between LuvBuds, Hoodie, and SparkPlug, designed to transform cannabis retail by tripling accessory sales and driving measurable profitability for dispensaries. By uniting merchandising, data, and incentives into one program, The TRIAD sets a new standard for growth in the industry.

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