

HighToday Signs Licensed NYC Dispensary Partners to Its Free Deal Discovery Platform

HighToday.com partners with Terp Bros, Beleaf, Kaya Bliss, Quality Control Dispensary, and Hii to bring free daily deal discovery to NYC cannabis consumers.

NEW YORK, NY, UNITED STATES, April 7, 2026 /EINPresswire.com/ -- HighToday, the New York City cannabis deal aggregation platform, today announced a growing roster of licensed dispensary partners across the five boroughs, all listed on the platform at zero cost to the dispensary.

Licensed dispensaries now partnered with HighToday include some of the city's most recognized shops: Terp Bros, Beleaf, Kaya Bliss, Quality Control

Dispensary, and Hii. Each partner dispensary receives a dedicated listing page, daily deal promotions, and direct exposure to HighToday's growing audience of deal-seeking NYC cannabis consumers — at no cost to the dispensary.



We built HighToday because independent dispensaries deserve a platform that puts their deals in front of customers without taking a cut of their margins.”

Stephen Gold

A Platform Built on Transparency

HighToday was built on a simple belief: finding quality cannabis at a fair price should not require navigating a maze of paid placements, sponsored results, or premium tier listings. Every dispensary on HighToday is featured based on deal freshness and relevance — not advertising spend. Listings are earned, not purchased.

The platform only features dispensaries verified against New York State's OCM registry, giving

consumers full confidence that every deal they find comes from a licensed, compliant, legal operator.

Free for Dispensaries. Free for Consumers.

Cannabis directories have historically operated on a pay-to-play model that places the heaviest financial burden on the independent operators who can least afford it — CAURD licensees, social equity operators, and single-location shops competing against well-funded multi-location chains.

HighToday removes that burden entirely. There are no monthly fees, no tiered placement packages, and no premium upgrades. A single-location dispensary in the Bronx gets the same platform access as a multi-location operator in Manhattan.

Dispensaries looking to feature their daily deals can partner with HighToday at no cost by visiting HighToday.com or emailing hello@hightoday.com.

Why Now

New York State posted \$1.69 billion in adult-use cannabis retail sales in 2025, with over 610 licensed dispensaries now operating statewide and the OCM projecting \$2.6 billion in 2026. As competition intensifies across the five boroughs, cost-effective deal discovery is no longer optional — it is the baseline.

"We built HighToday because independent dispensaries deserve a platform that puts their deals in front of customers without taking a cut of their margins," said a HighToday spokesperson. "Every partner we add strengthens the platform for consumers and dispensaries alike."

HIGHTODAY



DO YOU HAVE A 4/20 PLAN?

FIND THE DEALS CLOSEST TO YOU

Use our map mode to see the deals closest to you & map out a plan for 4/20 as deals roll in.

CHECK THE MAP



Find the best deals in NYC closest to you!



WHY SCROLL TONS OF SITES FOR DEALS?

WHEN YOU CAN HAVE IT ALL IN ONE PLACE

SEE ALL NYC DEALS

Best Cannabis Deals in 1 Place

About HighToday

HighToday is a free cannabis deal discovery platform headquartered in New York City, connecting adult consumers (21+) with licensed dispensaries across the five boroughs. HighToday does not sell cannabis products. For more information, visit [HighToday.com](https://www.hightoday.com) or contact hello@hightoday.com.

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