

LEVIA Expands Beyond Massachusetts with New Jersey Launch

Massachusetts' favorite cannabis beverage brand brings its fast-acting, zero-sugar seltzers to licensed dispensaries across the Garden State

GEORGETOWN , MA, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [LEVIA](#), a pioneer in THC-infused beverages and Massachusetts' leading cannabis beverage brand, today announced the official launch of its cannabis seltzers in New Jersey, marking the first time LEVIA's full beverage lineup will be available for purchase in dispensaries outside its home state.



LEVIA Logo

New Jersey consumers can now find LEVIA's effects-based, fast-acting, zero-sugar and zero-calorie cannabis seltzers at licensed dispensaries across the state. The launch includes four of the brand's most popular flavors: Celebrate Lemon Lime, Achieve Razz Lime, Dream Jam Berry, and Celebrate Pomegranate Punch. [Check out if your local dispensary carries LEVIA.](#)

The seltzers join LEVIA Drink Drops, which launched in New Jersey earlier this summer through the brand's regulated New Jersey partner, [Kushi Labs](#).

Founded by husband-and-wife team Kristin and Eric Rogers, LEVIA launched in Massachusetts in 2021 with a simple goal: create cannabis products that fit naturally into the moments when adults might otherwise reach for alcohol. The brand quickly built a loyal following by combining fast onset, consistent effects, and approachable dosing with beverages people genuinely enjoy drinking.

"For years, we've heard from consumers asking when they could get LEVIA outside of Massachusetts. Whether they wanted to bring it on vacation or recommend it to friends and family in another state," said Kristin Rogers, co-founder and CEO of LEVIA. "New Jersey has been

at the top of that list, so seeing our seltzers finally hit dispensary shelves, this is an incredibly exciting moment for us. We can't wait for New Jersey consumers to experience the products that helped define the cannabis beverage category in Massachusetts."

LEVIA was an early pioneer in fast-acting cannabis beverages and helped introduce the East Coast to a new, approachable way to consume cannabis. Its seltzers are designed around desired effects - Achieve, Celebrate and Dream - giving consumers a simple way to choose a product based on the experience they're looking for rather than navigating an increasingly complicated cannabis aisle.

Following Kristin and Eric Rogers' reacquisition of LEVIA, the company has entered a new chapter as a female, family, and employee-owned independent cannabis brand. New Jersey represents an important step in LEVIA's broader strategy to thoughtfully expand into new regulated markets while maintaining the quality, consistency and identity that built the brand in Massachusetts.

"We built LEVIA around quality, consistency and creating products people genuinely enjoy," Rogers added. "We love New Jersey, and bringing our full lineup to the state feels like the perfect next chapter for LEVIA. It's a major milestone for our team and is hopefully just the beginning."

For New Jersey wholesale please contact sales@KushiLabs.com.

About LEVIA

LEVIA is a family and employee-owned cannabis beverage company founded in Massachusetts and known for its fast-acting THC-infused seltzers and Drink Drops. Built around simplicity, consistency and an approachable alternative to alcohol, LEVIA products are designed to deliver predictable effects without sugar, calories or hangovers.

Since launching in 2021, LEVIA has become one of Massachusetts' most recognized cannabis beverage brands, helping pioneer the fast-acting beverage category while building a loyal community of consumers. Now independently owned once again by its founders, LEVIA is expanding into new regulated markets while continuing to innovate around the future of cannabis beverages.

For more information, visit drinklevia.com.

Marino for LEVIA

LEVIA

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