

Cova Powers the Marketplace at Legacy Cup, Minnesota's Cannabis Festival Drawing 10,000+ Attendees

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EINPresswire.com/ -- Imagine discovering a new pre-roll directly from the grower who produced it, learning about a vape from the brand behind it, and then being able to purchase those products without leaving the event. At [Legacy Cup](#) Minnesota, attendees will be able to do exactly that, then place their orders and pick everything up through one centralized retail operation powered by [Cova Software](#).



Cova Software to Power Cannabis Retail at Legacy Cup

As the Midwest's largest cannabis event, Legacy Cup brings more than 10,000 attendees together with growers, brands, retailers, and other members of the state's cannabis community. This year, [Legacy Cannabis](#), one of Minnesota's prominent cannabis retailers and host of Legacy Cup, is taking the experience further with an interactive marketplace designed to turn face-to-face product discovery into an opportunity to purchase products onsite.

Throughout the event, attendees can browse products from participating growers and brands and place orders directly from kiosks located at their booths. Instead of completing separate purchases across the event, customers can select products from multiple vendors and then pay for and pick up their complete order through Legacy Cannabis.

"Legacy Cup has always been about creating an experience that brings Minnesota's cannabis community together, and this year we wanted to give attendees an opportunity to meet the hardworking farmers and brands helping build our state's new adult-use market—and actually purchase products at the event," said Josh Wilken-Simon, Founder and Owner of Legacy Cannabis and Legacy Cup. "Cova has been an incredible partner, from adapting its system to Minnesota-specific needs to taking on the heavy lifting required to make this new experience possible within the state's rules and regulations. Their flexibility and willingness to build with us

made them the right technology partner for what we're creating at Legacy Cup."

Behind the experience is Legacy Cannabis' Cova POS system, connected with VFI Technology's digital retail platform. These kiosks allow attendees to place orders while exploring participating booths, with those orders flowing into Legacy Cannabis' Cova-powered retail operation for payment and fulfillment.

The model creates a new opportunity in Minnesota's developing adult-use cannabis market, where many growers and manufacturers participating in events do not hold a cannabis retail license or retail operations endorsement authorizing them to sell directly to consumers onsite. Instead, they can focus on what they know best: introducing consumers to their products, answering questions, and building relationships.

The initial activation will include seven participating kiosks, demonstrating how Cova can serve as the technology connecting a high-volume event experience to Legacy Cannabis' centralized, licensed retail operation. Participating growers and brands whose products will be available to order through the kiosks include Slaps, ERBA, Dizgo Collective, Unbound, Green Thumb Industries, Grasslandz, and Marawanna.

For Cova, Legacy Cup also demonstrates what cannabis retail technology can make possible beyond the four walls of a dispensary. The same infrastructure trusted by prominent retailers such as Legacy Cannabis can support expansive, interactive retail environments where discovery, education, commerce, and community come together.

"Legacy Cup represents what's possible when operators, brands, event organizers, and technology partners work together to rethink the consumer experience," said Gary Cohen, CEO of Cova Software. "Our role is to give retailers the dependable, scalable technology they need to turn ambitious ideas into reality—whether inside their dispensaries, at an event like this, or wherever cannabis retail goes next."

The Legacy Cup activation offers a potential blueprint for other high-traffic cannabis events and emerging markets. By connecting growers and brands directly with consumers while keeping transactions within a centralized licensed retail environment, the model creates new opportunities for product discovery without sacrificing the operational infrastructure regulated cannabis commerce requires.

Legacy Cup is supported by a broad group of cannabis businesses and community partners, including main event sponsors Island Pezi and Grasslandz, Sesh Lounge sponsor Off The Path Cannabis Dispensary, and VIP Lounge sponsors NativeCare and BKRcannabis, alongside additional event sponsors.

To experience Cova-powered retail at Legacy Cup Minnesota, register for tickets at <https://legacycupmn.com/>

Katharine Anne Baxter
KB Cannabis Consulting
katharine@kbcannabisconsulting.com

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