



CannaRoyalty's CR Brands™ Wins Big at the Hempcon Cup Awards

CR Brands picks up six awards including Best Edible and Best Cartridge for its work with Soul Sugar Kitchen, GreenRock Botanicals and Simply E-Roll

OAKLAND, CA, Feb. 20, 2018 /CNW/ - CR Brands – a division of [CannaRoyalty Corp.](#) (CSE: CRZ) (OTCQX: CNNRF) ("CannaRoyalty" or the "Company"), an operator in the legal cannabis industry – announced today that it has won a total of six 2017 Hempcon Cup Awards notably including Best Candy, Best Edible, and the Best Connoisseur Edible for its work with [Soul Sugar Kitchen](#) brand. Based in California, Soul Sugar Kitchen has created a line of multiple award-winning gourmet cannabis edibles which includes peanut butter cups, savory mixes and jellies, all of which are available for purchase in California through the distribution network of River Collective, another CannaRoyalty investee.

Soul Sugar Kitchen's 10mg THC peanut butter cups [Raspberry Jam Reborn](#) and [Milk Chocolate Crunch](#), won Best Candy of 2017. The [Peacefully Parmesan Ranch](#) savory snack mix, which contains approximately ten servings, each with 10mg of THC, won Best Edible of 2017 as well as the ultimate edible award, Best Connoisseur Edible of 2017. Soul Sugar Kitchen also won 2nd Best Candy of 2017 for its 10mg THC [infused jellies](#), which are available in grape, cherry, and blue raspberry. The 2017 Hempcon Cup Awards are a culmination of three stages of testing from preliminaries, semi-finals, and finals.

CR Brands also took home a number of trophies in other categories; GreenRock Botanicals and Simply E-Roll were both named Hempcon first place winners in the 2018 preliminaries. The Pineapple Express vape cartridge from GreenRock Botanicals' Classic line won Best Cartridge. The Mango Passionfruit flavor of disposable vaporizer Simply E-Roll won Best Personal Vaporizer. Simple E-Roll is being acquired as part of the Kaya deal previously disclosed on November 28th, 2017.

"I am incredibly honored to be recognized at Hempcon again," said Chef Marcus Lentz of Soul Sugar Kitchen. "Our team works tirelessly to ensure that our edibles are premium products that taste good, and more importantly, are consistent in terms of their milligram dosage. This market is growing at a rapid pace and Soul Sugar Kitchen is working rigorously to service the edibles category on a broader scale. From salty to sweet, we have something for everyone's palate."

Chef Marcus is a third generation cannabis grower and activist who has been working in culinary arts for over 20 years. He first began crafting legal cannabis confections in 2007 and has won 18 regional awards which include best new edible, best candy, best new products, and more. Chef Marcus is also the current *HIGH TIMES* Top Cannabis Chef after winning a top chef competition in 2017.

"Chef Marcus is a master at his work and these Hempcon Cup Awards are reflective of that. Expect to see a more expansive and creative edible line from CR Brands under Marcus' leadership. The awards also further demonstrate CannaRoyalty's dedication to investing in the right people and developing premium, award-winning products that both positively contribute to CR Brands' expansion strategy, and most importantly, deliver the best in what consumers are seeking," added Dave Vautrin, CannaRoyalty's Vice President of Sales & Marketing. "Soul Sugar Kitchen, GreenRock Botanicals, and Simply eRoll are just a few of the many CR Brands that will continue to develop, sell, and market throughout North America, and in the future, on a global scale."

Most recently, CannaRoyalty announced it expanded the Bhang™ brand footprint in California. The expansion included [Bhang Vape](#)'s premium line of oils, disposable vape pens, and cartridge vape kits through the River distribution network. Last week, the Company also formed a strategic partnership with premium craft flower cultivator, [FloraCal](#).

Please visit [CannaRoyalty.com](#) to learn more about CR Brands, [Soul Sugar Kitchen](#) and [GreenRock Botanicals](#).

About GreenRock Botanicals™

The GreenRock Botanicals™ classic line starts with premium cannabis distillate oil, features a variety of flavor profiles including but not limited to Grape Ape, Pineapple Express, Platinum Cookies and Grand Daddy Purp, and is coupled with a best-in-class vape pen delivery system. The GreenRock Botanicals™ vape pen cartridge features a stainless-steel tip, a quartz glass tank with a ceramic wick and Kanthal coil, and the ability to regulate airflow. The combination of quality cannabis oil coupled with the premium delivery system provides the consumer with a distinctly rich vaping experience every time.

About Soul Sugar Kitchen™

The Soul Sugar Kitchen™ brand features delicious, award-winning, cannabis-infused edibles, which use premium quality distillate to ensure clean taste profiles. Soul Sugar Kitchen™ recipes celebrate the free, fun-loving spirit of the cannabis movement and are created with love by passionate, enthusiastic chefs. The initial line, which was recently launched in the California market, features: homemade peanut butter chocolate cups in Raspberry Jam and Milk Chocolate Crunch flavors; premium savory snack mix seasoned with BBQ or Parmesan Ranch; and a gourmet collection of Grape, Cherry and Raspberry jelly candies.

About Simply E-Roll

Simply E-Roll is an innovative new personal device and perfect for all first-time cannabis and casual pre-roll consumers seeking a price consensus smokeless grab and go cannabis experience. Simply has moderate THC levels similar to a pre-roll, is the first disposable e-Roll which is small, discrete and priced for all consumers while delivering an enjoyable vape experience in a variety of naturally flavored profiles. This personal device gives off big vapor with no lighter required. Full, rich draws, but with no carcinogens. Discreetly portable and naturally flavored, makes this "the smallest vape on the Planet".

About CannaRoyalty

[CannaRoyalty](#) is an active investor and operator in the legal cannabis industry. Our focus is building and supporting a diversified portfolio of growth-ready assets in high-value segments of the cannabis sector, including research, consumer brands, devices and intellectual property. Our management team combines a hands-on understanding of the cannabis industry with seasoned financial know-how, assembling a platform of holdings via royalty agreements, equity interests, secured convertible debt, licensing agreements and its own branded portfolio. CR Brands wholly owned by CRZ. CannaRoyalty's shares trade on the Canadian Stock Exchange (CSE) under the symbol [CRZ](#) and internationally on the OTCQX under the symbol [CNNRF](#).



CannaRoyalty's CR Brands™ Wins Big at the Hempcup Awards



Soul Sugar Kitchen's Peacefully Parmesan Snack Mix won 2017 Best Edible and 2017 Best Connoisseur Edible



Soul Sugar Kitchen's snack cups won 2017 Best Candy



GreenRock Botanicals won Best Cartridge in the 2018 Hempcup Awards preliminaries



Simply E-Roll won Best Personal Vaporizer in the 2018 Hempcon Awards preliminaries

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