



**Welcome to the Kure Mendocino Invitational**

**Friday, April 1st, 2022**

**Our Goal:**

**Kure will become the signature local and Statewide  
distributor for dozens of the best cannabis farms in  
Mendocino County**

## A NEW WAY TO MARKET AND SELL YOUR CANNABIS

Although Mendocino County continues to sport bragging rights about our place in the Emerald Triangle, **few efforts to showcase our fabulous local farmers have gained traction.** Very little legal, Mendo-grown cannabis is offered by California dispensaries. Additionally, **many farmers are not able to package or market their product** in conformance with DCC standards.

To reach this goal, **28 farms will be chosen to participate in the “Kure Mendocino Invitational” cannabis competition.** The contest/marketing event will consist of a **customer-judged blind cannabis “tasting”** of a strain from 28 different farms. There will be several winning categories, but even if you’re not among the winners, **all 28 strains will be distributed through Kure stores and other participating retailers. Your farm’s name, label and unique story will be part of the distribution package.**

**The winners will be announced at an elegant, private awards dinner** for the farmers, industry colleagues and possibly a lucky customer or two.

**The Invitational is a novel, replicable model.** We hope there is enough interest in future competitions- creating a steady flow of quality product statewide. This model promotes cultivators, showcases our farmers and increases revenue to our community.

**We are seeking one superior strain from each participating farm.** The first 28 entries meeting our quality standards will be selected for the competition. We are seeking your “Triple A Super Fire” strains! Entrants must grow a minimum of 6 pounds to qualify for entry and hopefully, if your strain makes the top 28, you’ll have even more of your winning strain to sell. We are seeking your “perfect pounds,” meaning: **Colas only. Nickel-sized nugs. No duff. Hand-trimmed. No nicked calyxes.** Exotics? Your favorite personal strain? Bring ‘em on!

## THE KURE MENDOCINO INVITATIONAL- THE PROCESS

**ENTRIES:** The first 28 qualifying farms that meet and exceed Kure’s high-quality standards will be entered into the contest. If there is enough interest, we will repeat the Invitational as demand dictates.

**PRICE PER POUND:** Farms will receive less than “AAA” prices. For your efforts, **Kure will cover testing, packaging, labeling, marketing and distribution.** You’ll have BETA access to the Kure Marketplace and the ability to list your own products on your own store within our website- complete with METRC functionality and API onboarding.

**BAD BATCH?** If your flower fails testing, we request farms cover destruction or remediation costs if we choose not to underwrite.

**FIRST RIGHT OF REFUSAL:** If your strain is among the top 28, we intend to purchase more. If a cultivator has found other lawful buyers for that strain, Kure would have the first right and opportunity to be that buyer, with the same terms.

**CUSTOMER JUDGING:** Customers may begin purchasing their 28-gram “sampler packs” beginning February 1<sup>st</sup> and will have 28 days to judge. Our IT wizard is creating a confidential “blind” judging system to keep judging as secret as possible.

**THE WINNERS:** The winners will receive prizes and hard-hitting marketing from our Kure outside sales team. Award stickers will be displayed on winning entries. Winners will receive gift certificates from local businesses. The scores of the “losing” 24 entrants will not be publicized. Those strains will be marketed as this season’s “Top 28.”

The “Top 28” will be sold in jars. If time permits, we will consider manufacturing pre-rolls. To help celebrate Mendo cannabis, we will create a beautiful booklet featuring photos and stories of all farms, to be displayed at participating retailers.

**AWARDS DINNER:** In order to keep this event “farmers first,” instead of a public “festival,” **we will host an elegant, private awards dinner for farmers. Russ has volunteered his home for the first event.** Guests will be limited to the farmer and their plus-one. If we’re feeling up to the extra people, we’ll invite some industry folks to the dinner as well. We will offer a catered dinner, open bar and there will be live music to enjoy with our meal. We will record the awards ceremony to use in our marketing and branding programs.

## **SAVE THE DATES!**

**SEPTEMBER 10<sup>th</sup> 5:00 - 7:00 pm** Farmer's Mixer at Kure's Lake Mendocino store. Present your current license for admission. Enjoy a dinner for two in our outdoor consumption lounge. We'll have a taco truck and vegetarian options. Staff will make a presentation at 6:00 regarding the Invitational and have sign-up information available. Get your in-town chores done early, head to Kure for dinner, and become part of the Invitational family! Please RSVP at the email or number below.

**SEPTEMBER 25<sup>th</sup>** Deadline for receiving licenses and completing Kure Vendor/Distribution agreements.

**OCTOBER 1 through DECEMBER 31<sup>st</sup>** Kure will accept your entries. Details on submissions to follow.

**MID-JANUARY** Top 28 winners announced. Winners will be contacted to schedule interviews, photos and discuss manufacturing support.

**FEBRUARY 1-28<sup>th</sup>** Let the judging begin! Customers may purchase the "Sampler Boxes" of the 28 winning strains, which will include instructions on how to conduct online voting. This will be our "28 Days of Cannabis!"

**MARCH 15<sup>th</sup>** Last day to RSVP for Awards Dinner

**APRIL 1<sup>st</sup>** Awards Dinner at the home of Russ Green, weather permitting, Live-stream announcement of top Invitational Winners. Flower from all 28 farms will now be available at all Kure locations and distributed up and down the state.

**Please feel free to phone or email us with questions or to start the simple Invitational signup process. We'll need your current license and your W-9. Farm sign-up sheets are available via email and in hard copy our three stores. Kure is open daily from 10:00 AM to 7:00 PM.**

## **VISIT US:**

Kure Lake Mendocino	800 Lake Mendocino Drive, Ukiah
Kure South Ukiah	1480 S. State Street, Ukiah
Kure Willits	1788 S. Main Street, Willits

## **PHONE US:**

Leslie Gravier: (707) 489-1183

Carole Brodsky: (707) 391-6651

Email us at [info@kuremendocino.com](mailto:info@kuremendocino.com)

Place "INVITATIONAL" in the subject line.

**VISIT OUR WEBSITE** at <https://kuremendocino.com/>