



The Cannabist Company Introduces Brand dreamt to Massachusetts, New Jersey and Virginia Markets

March 25, 2025

Brand Expansion and Product Debuts Highlight Sleep Awareness Month

NEW YORK--(BUSINESS WIRE)--Mar. 25, 2025-- [The Cannabist Company Holdings Inc.](#) (Cboe CA: CBST) (OTCQX: CBSTF) (FSE: 3LP) ("The Cannabist Company" or the "Company"), one of the most experienced cultivators, manufacturers and retailers of cannabis products in the U.S., announced today the expansion of its brand [dreamt](#), to the Massachusetts, New Jersey and Virginia markets, with additional markets and products set to roll out later this spring. [dreamt](#) made its debut in the Maryland market last December.

With the expansion into these new markets, [dreamt](#) is debuting amid Sleep Awareness Month, a time dedicated to emphasizing the importance of quality rest. To mark the occasion, the Company is bringing [dreamt](#)-focused educational pop-ups to its retail stores and wholesale partners, offering exclusive deals and discounts to help more consumers understand the benefits of better sleep. Throughout the month at the Company's dispensaries, customers can take advantage of Sleepy Saturdays with special promotions and earn double loyalty points on [dreamt](#) purchases.

"We're excited to bring [dreamt](#) to additional markets, offering a sleep-oriented product to our patients and customers. It's been awesome hearing from those who are already enjoying its transformative benefits," said Erick Rodriguez, Vice President of National Retail Experience, The Cannabist Company. "[dreamt](#)'s expansion and popularity is a testament to its innovation in one of the most in-demand product categories, focused on people getting the rest they need to feel and perform at their best."

The [dreamt](#) brand sets itself apart with a unique formulation. Its precise 5:2:1 ratio of THC, CBD, and CBN helps users rest easily, while a carefully selected blend of natural ingredients enhances relaxation. Valerian root, a widely used relaxation aid. GABA, a naturally occurring amino acid, may induce a calming effect, preparing the brain for rest. Additionally, [dreamt](#)'s proprietary terpene blend—featuring limonene, myrcene, and linalool—works synergistically to support relaxation. The formulation for [dreamt](#) may vary depending on state regulations.

[dreamt](#) is now available as a 5mg gummy sold in a 20 pack, at the Company's dispensaries in Maryland, Massachusetts, New Jersey and Virginia. In the Massachusetts market, a tincture featuring 30 doses is also available and will launch in other markets this spring.

For more information, visit [cannabistcompany.com](#) or [youdreamt.com](#).

About The Cannabist Company (f/k/a Columbia Care)

The Cannabist Company, formerly known as Columbia Care, is one of the most experienced cultivators, manufacturers and providers of cannabis products and related services, with licenses in 14 U.S. jurisdictions. The Company operates 84 facilities including 67 dispensaries and 17 cultivation and manufacturing facilities, including those under development. Columbia Care, now The Cannabist Company, is one of the original multi-state providers of cannabis in the U.S. and now delivers industry-leading products and services to both the medical and adult-use markets. In 2021, the Company launched Cannabist, its retail brand, creating a national dispensary network that leverages proprietary technology platforms. The company offers products spanning flower, edibles, oils and tablets, and manufactures popular brands including [dreamt](#), Seed & Strain, Triple Seven, Hedy, gLeaf, Classix, Press, and Amber. For more information, please visit [www.cannabistcompany.com](#).

Caution Concerning Forward-Looking Statements

This press release contains certain statements that constitute "forward-looking information" or "forward-looking statements" within the meaning of applicable securities laws and reflect the Company's current expectations regarding future events. Forward-looking statements or information contained in this release include, but are not limited to, statements or information with respect to the Company's ability to execute on retail, wholesale, brand and product initiatives. These forward-looking statements or information, which although considered reasonable by the Company, may prove to be incorrect and are subject to known and unknown risks and uncertainties that may cause actual results, performance or achievements of the Company to be materially different from those expressed or implied by any forward-looking information. In addition, security holders should review the risk factors discussed under "Risk Factors" in Columbia Care's Form 10-K for the year ended December 31, 2023, as filed with Canadian and U.S. securities regulatory authorities and described from time to time in subsequent documents filed with applicable securities regulatory authorities.

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Source: The Cannabist Company Holdings Inc.