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Colorado's MIP Newspaper • Vol. I

www.BetterBakedMenus.com

Monday, February 2, 2015

## Better Baked Brings Premium Ice Cream to Colorado Dispensaries



Better Baked is excited to introduce our new product: Blue Dream Ice Cream! This frozen treat comes to Colorado with every intention of becoming a favorite of recreational and medical cannabis consumers.

Blue Dream Ice Cream will feature three traditional flavors; chocolate, strawberry and vanilla, with a special rotating flavor each month. We will also offer a lemon Italian Ice for our dairy-free customers.

Our ice cream will be available to both recreational and medical dispensaries in eight (8) cup packages. Each 5.5 oz. cup will contain one serving of 10 mg of THC on the recreational side and 20 mg on the medical side. We have taken specific measures to ensure proper consumption including a child resistant lid and detailed instructions for dosing. As always, Better Baked recommends parents act responsibly when consuming any of our products, keeping them far out of reach of children.

Blue Dream Ice Cream will be available for

delivery to all dispensaries beginning February 13, 2015. Dispensaries that place the minimum required order for either Better Baked (medical) or Café Marley (recreational) on or before February 12, 2015 will receive a 5% discount.

All orders placed before noon will be delivered in 2 days. **Ganja Gourmet & BotanaCare** will initially feature Blue Dream Ice Cream. Floor freezers will be provided at no additional cost for dispensaries that have regular orders of at least 12 eight-packs (96 servings).

We are very excited to bring this delectable new product to the market and hope you are too!

### MORE NEW EDIBLES FOR FEBRUARY



In addition to Blue Dream Ice Cream, Better Baked is adding another edible to our menu, a lemon-rosemary shortbread

cookie. This semi-savory shortbread cookie is light and crisp with hints of fresh rosemary, thyme, zesty lemon and a dash of cayenne meant to keep your mouth guessing.

Keeping with the single-dose theme, this cookie will be sold in individually packaged single servings of 10 mg recreationally and 20 mg medically. This slightly-sweet cookie is delicious for breakfast with a cup of tea or as an afternoon snack. Our new Lemon Rosemary Shortbread will be available starting February 12th, 2015.

### MIPS HIRE QUALITY CHEFS TO MANUFACTURE EDIBLE PRODUCTS

Until late 2013, most Manufactured Infused Products were created by the home cook on a new adventure. Over the past year, the industry has shifted to hiring highly trained chefs to create gourmet quality products that are much more than your standard pot-brownie. MIPS around Colorado are being filled with professional chefs graduating from recognized culinary institutes including Johnson & Wales, Cook's, The Culinary Institute of America and Le Cordon Bleu, among others.

The increase in culinary expertise has opened the door for new, inventive products and most importantly a greater variety for consumers. This allows consumers to easily dose and filter

medication into their daily diet. Patients are no longer limited to bake sale treats but can now infuse full recipes and meals to help alleviate their illness or just wind down.



### BETTER BAKED AND CAFÉ MARLEY: WHO WE ARE

In 2013, Better Baked received the Cannabis Business Award for People's Choice for Best Infused Manufacturer. In 2014, we were nominated in two categories; People's Choice for Best Infused Manufacturer and Best Edible Product.

Currently, we offer seventeen infused products for our medical patients and seven infused products for recreational consumers. Both sides will include the Blue Dream Ice Cream and a single-dose Lemon Rosemary cookie starting February, 2015.

We encourage you to check out all of our products at [www.BetterBakedMenus.com](http://www.BetterBakedMenus.com) or give us a call at: **720-339-2477**. We are always available to answer any questions and take orders over the phone. We look forwards to working with you to make 2015 a great year of edibles!

- BB Owners