

EAST COAST – NEW JERSEY

THE
APOTHECARIUM
DISPENSARY

CULTURE GUIDE

First Edition | Spring 2020



Hi. Hello. Welcome.

Let's venture back in time to the eighteenth-century, when medicine was based on observations and the sciences lagged behind.

Apothecary was a common title for a person skilled in preparing compounds for medicinal purposes—Like cannabis. Their stores were filled with collections of antique delft drug jars and aromatic spice blends that captured the curiosity of their patients. Good apothecaries dispensed their medicines while offering their community medical advice, playing a key role in medicinal education for the masses.

We've come a long way from the medicinal advancements of the eighteenth-century, but we recognize the importance of the apothecary's role in medicine and education.

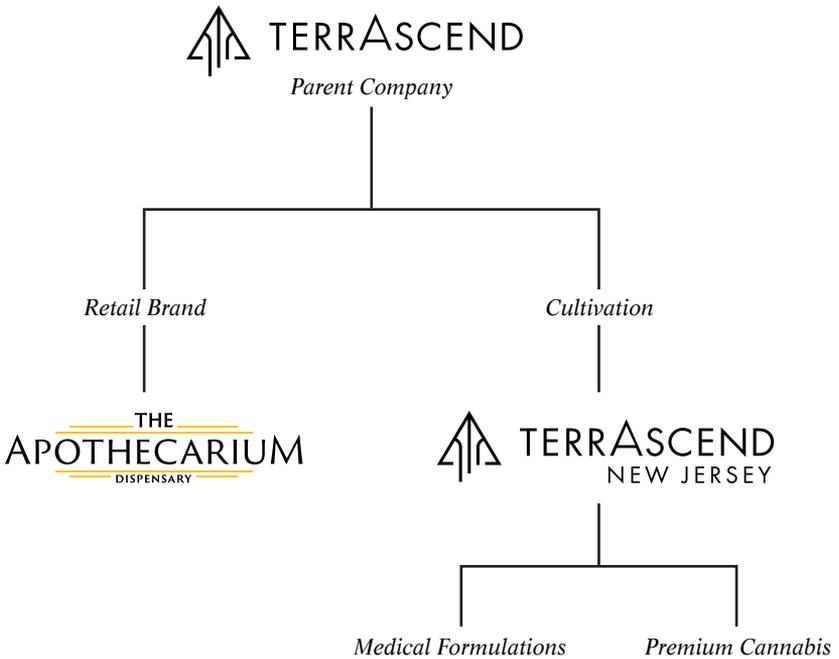
Much like the apothecaries, we believe in education and access for all of our patients, and strive to do so in a warm and welcoming environment.

This is your guide to The Apothecarium— Who we are, what we do and how we do it.

WHO WE ARE

Our Brand Hierarchy

The Apothecarium is part of a larger family of brands that is vertically integrated and philosophically committed to helping patients find relief for their unique conditions.



The Apothecarium Dispensary

Founded in 2011 in the heart of San Francisco, The Apothecarium is a full-service, award-winning medical cannabis dispensary focused on patient experience. Our dispensaries are known for emphasizing education and customer service for seniors, first-time dispensary visitors, and patients with serious medical conditions.

Our mission is to provide patients with quality cannabis in a welcoming environment with empathy, education and ongoing personal support. We aim to help patients find the right medicine for their needs, and to help them understand how to use it safely and efficiently.





“Years ago I was standing in line at a dispensary, waiting behind a woman my grandmother’s age. Like me, she was there for a serious medical issue. But the people working there were unable to provide her the information she needed. That was my ‘lightbulb moment’ — when I decided to create a dispensary where she could find quality cannabis and also the information and support she needed to use it safely and effectively, in a welcoming, non-judgmental environment.

Everything we do at The Apothecarium — from the products we select, to the training our staff receive, to the way we design our dispensaries — is intended to give her the experience she deserves. I know if we are meeting her needs, then we are probably meeting the needs of everyone who comes through our doors.”

Ryan Hudson | *Founder*



What Makes Us Different

GOOD HEALTH — We believe Cannabis can help people lead happier and more creative lives. That's why we're in this industry.

GOOD TIMES — We want our guests to have a great experience inside The Apothecarium, and to feel knowledgeable and empowered when they get home and use our products— especially newcomers.

LEARNING + GROWING — Our guests deserve to have their questions answered and our employees deserve ongoing training and opportunities for growth.

DIVERSITY + INDIVIDUALITY — Everyone is welcome at The Apothecarium without regard to who they are, what they believe, or where they come from. We believe our business should be inclusive and reflect the diversity of the communities we serve.

SPEAKING UP — Your opinion counts. Stand up and let us know if we can do better. We want to hear from you.

WHAT WE DO

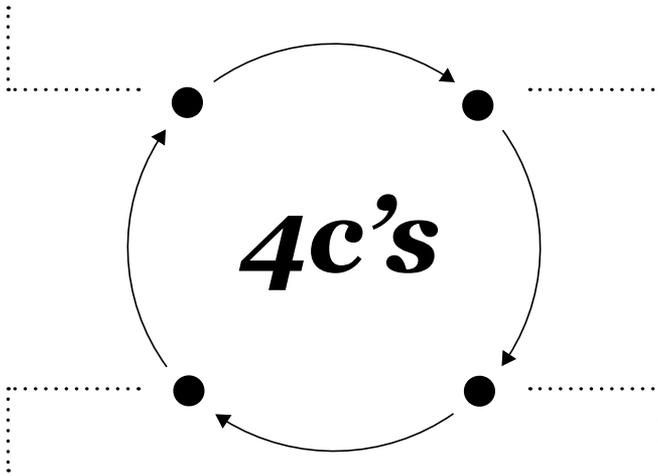
The Patient Care Cycle

Communication

We connect with your doctor to fully understand your condition and health concerns

Consulting

We provide in-depth, one-on-one consultations with our highly trained associates



Check-ins

We follow up with our patients to see how the approach is working, and help adjust if needed

Customized Care

Our skilled staff will guide you through the process of selecting the right products

Educating Our Staff

Our mission is to ensure that each and every person that walks through our doors feels welcome, supported, safe and dignified.

We are constantly training and re-training our staff and associates to be the very best they can be, with a focus on:

- **Kindness**
- **Depth of Knowledge**
- **Listening**
- **Asking Questions**
- **Patience**



