

Roll Cannabis Group Commences “Franchise Business Model” Roll-Out

RCG Begins Initial Stages of Licensing its "M Club" brand, Store-Design, Operational Support and Management to California Canna-Businesses



California, Humboldt County, Feb 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - **Roll Cannabis Group** - FXO Legend Grown, Inc. (the “Company” or “RCG”), a privately held company that offers consulting, technology, capital and real estate services, turn-key property rentals, and branding concepts to businesses in the legal cannabis industry, today announced it has commenced the process of

implementing a “franchise business model” for cannabis retail stores in California.

The franchise model roll-out includes: licensing Roll Cannabis Group’s (RCG) owned "**M Club**" brand name, logo, store design and layout, and the use of its patented operational procedures, display and packaging products, and vendor list for inventory management and security to cannabis retail stores in California. The Company is particularly excited to offer the new "*Max Performance Product*" system, which combines four critical components of the cannabis retail environment (safety, scalability, aesthetics and inventory management), as a single, technologically advanced and stylish unit. Pictured further below are the Company’s planned cannabis retail store design and views of its curated design and display system.

"We have spent considerable resources on our branding, store design, and patented equipment aimed at modernizing the cannabis retail dispensary experience while increasing oversight and operational efficiency," said Annalise Marie Silva-Resnick, CEO of Roll Cannabis Group. "We are now in the mid stages of developing several of these "**M Club**" branded stores in Los Angeles and surrounding counties in Central & Southern California," continued Ms. Resnick. Resnick has had over a decade of experience in the retail business space (including ten years in franchising and five years in the cannabis industry).

In addition, through a subleasing entity, **FXO Legend Grown** shall receive rental revenue from 3 separate cannabis licensed entities that occupy over 15,000 square feet of warehouse space in Northern California. FXO leverages its owned and managed cannabis licensees, real property rental and subleased assets, along with its brand recognition and intellectual property, in order to suffuse the cannabis market from ‘seed to sale’ for cultivation, manufacturing, distribution, retail storefronts and delivery in the State of California. In addition, through RCG’s newly acquired "**M Club**" brand, the Company also aims to be a trusted source for hemp-derived CBD products which can be sold to customers nationwide. "We are excited with the strides that we have taken this year and look forward to a great 2021," said M Maximus Silva, Director of Operations at **Roll Cannabis Group - FXO Legend Grown**.



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