



## **Wana Brands and doobba Partner for Direct-to-Consumer Cannabis Delivery Service of Wana Optimals in Colorado**

*Collaboration allows customers to receive cannabis-infused wellness gummies to their front doors from Denver's first cannabis delivery service and Social Equity licensed business*

**BOULDER, Colo. (October 27, 2021)**—[Wana Brands](#) has partnered with cannabis delivery service [doobba](#) to deliver [Wana Optimals](#) products, which can be ordered directly via the Wana Optimals page at [www.wanabrands.com/optimals](http://www.wanabrands.com/optimals). The partnership, the first of its kind in Colorado, expands access to Wana's groundbreaking wellness line.

The collaboration marks yet another stage in the evolution of the Colorado cannabis industry. Up until this year, all recreational cannabis purchases in Colorado required trips to dispensaries. During the summer, the cities of Denver and Aurora began delivery services, but transactions still were routed through dispensaries. Under this new partnership, consumers can link directly through Wana's website to doobba's delivery platform to have Wana Optimals delivered to their door.

"The Wana Optimals line is geared toward consumers seeking wellness solutions, so from the beginning it was important that we reach as broad of an audience as possible," said Nancy Whiteman, CEO of Wana Brands. "There are still some consumers who are reluctant to shop at dispensaries. With this new partnership, Wana can serve customers outside of the dispensary ecosystem, allowing them to try these first-of-their-kind wellness products without having to overcome the dispensary hurdle. It is a welcome option for people within our delivery zones, and we also think it helps dispensaries. As consumers grow more comfortable buying cannabis products, they may become more comfortable visiting a dispensary."



Wana Optimals is a line of daily wellness products powered by rare and minor cannabinoids, terpenes and other plant-based ingredients to help people achieve important health goals, such as sound sleep and curbed appetite, through the power of plants. Wana has partnered with groundbreaking science-first companies to incorporate custom formulations of vital plant compounds into Optimals, which today include [Wana Fast Asleep](#) and [Wana Fit](#). Wana anticipates introducing more products to the Optimals line in 2022.

In August, doobba made the first-ever cannabis delivery in Denver, and now serves customers in both Denver and Aurora, the only cities in Colorado where recreational cannabis deliveries have been authorized.

“doobba made Denver’s first cannabis delivery and we are now working with them on what we believe to be the first brand direct-to-consumer offering with our new Optimals line. Wana Optimals are for everyone, and this direct-to-consumer initiative makes it easier to incorporate these products into a daily wellness regimen,” Whiteman added.

“We are thrilled and honored to partner with Wana on bringing the Optimals line direct to consumers homes. Many of our customers have accessibility issues and will benefit from this immediately,” said Karina Cohen, CEO of doobba.

For more information or to schedule an interview, please contact Shawna Seldon McGregor at 917-971-7852 or [shawna@themaverickpr.com](mailto:shawna@themaverickpr.com).

***Wana Brands: Enhance Your Life.***

Included in [the 2020 Inc. 5000 list at #2,074 and boasting a three-year growth rate of 203%](#), Wana Brands is the No. 1 edibles brand in North America. Wana leads the industry in quality, consistency and potency, providing a range of different options that enable customers to select the specific cannabis experience they want. Wana products offer diverse product forms, a wide range of CBD/THC ratios, as well as a variety of different dosages, onset times and duration of effects. Wana’s best-selling quick onset products were the first to offer a Delta-9 “smoker’s high” experience in addition to 5-15 minute onset. Wana products are available in 12 US and 9 Canadian markets, with others coming soon. For more information or to subscribe to Wana’s e-newsletter, visit [www.wanabrands.com](http://www.wanabrands.com). Follow Wana on [LinkedIn](#), [Twitter](#), [YouTube](#) and [Pinterest](#). Subscribe to [Wana’s Enhance Your Life Podcast](#).

**About doobba:**

doobba was founded in 2021 in Denver and holds the first social equity business license and delivery permit in Denver history. It is one of the first woman-owned social equity delivery companies in Colorado. doobba was founded with the mission and purpose of ending cannabis prohibition and making cannabis products more accessible to adults for both medical and recreational use, who want to experience cannabis in the safety of their homes.

The company is currently partnered with Strawberry Fields and Mighty Tree Dispensaries in Denver, CO. For more information or to subscribe to doobba’s newsletter please visit <https://www.doobba.com/>

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