


ROOTED IN Newbury st

Rooted In Newbury St
Delivery Courier

7/17/24





ROOTED IN Newbury st

Retail Interior





FOLLOW US ON
SOCIALS!



ROOTED IN



ViewSonic



ROOTED IN

Vestibule



 **Fernway**



1906 **BLISS!**

BOOST!

LOST FARM

CAMINO

ROVE

Jana

SIMPLY HERB

ROOTED IN

Retail Floor



Retail Floor



Retail Floor



ROOTED IN Newbury st

Rooted In Community





OPEN NEWBURY





HALEY HOUSE
CLOTHING DRIVE



ROOTED IN GOODS DRIVE

HALEY HOUSE CLOTHING + GOODS DRIVE
NOW UNTIL FEBRUARY 29

BRING YOUR DONATIONS TO
ROOTED IN
331 NEWBURY ST

UNLOCK A ROOTED IN EXCLUSIVE WHEN YOU
MAKE A CLOTHING OR GOODS DONATION

Please Consume Responsibly.
There may be health risks associated with consumption of this product. For use only by adults 21 years of age or older. Keep out of the reach of children. Marijuana should not be used by women who are pregnant or breastfeeding.

ROOTED IN PRIDE



WITH EACH PURCHASE OF A ROOTED IN PRIDE T-SHIRT, \$6 OF THE PROCEEDS WILL BE DONATED TO BOSTON LESBIGAY URBAN FOUNDATION, A LOCAL NON-PROFIT CHARITY SUPPORTING LGBTQ+.



NOW ROLLING

ROOTED IN PRIDE SHIRTS



PRIDE AT ROOTED IN



POP-UP

SUNDAY, JUNE 30TH



COME SAY (HI)GH!



QUEER IN CANNABIS

SPECIAL GUESTS

DJ LOSI

STABITHAKILLS



MARKET DAY POP-UPS AT
ROOTED IN
KUSHLEY, SAIMA'S HOUSE,
AND MORE



DAVID ORTIZ
AT ROOTED IN

READERS SAY

These 10 dispensaries are the best in Mass., according to readers

Plus, a map of more than 100 reader-recommended adult-use dispensaries in the state.

BOSTON.COM - BEST DISPENSARY VOTED BY READERS

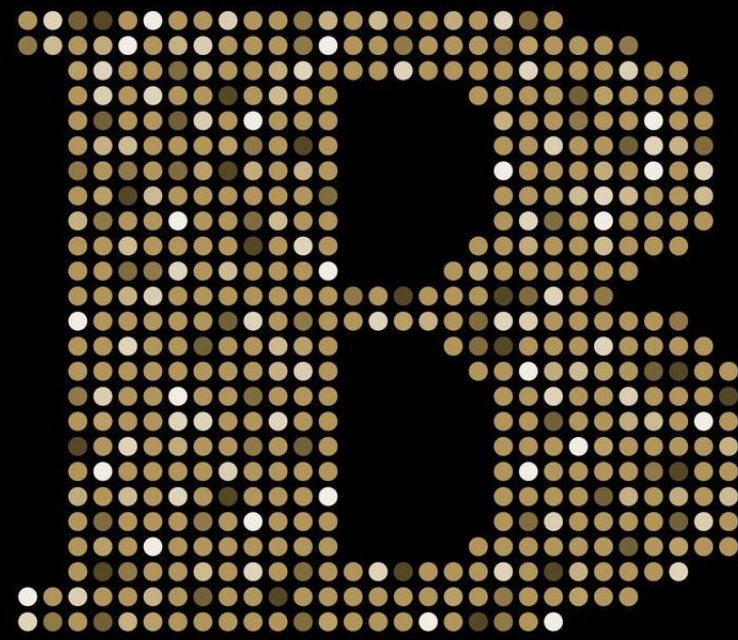
Rooted In

331 Newbury St., Boston

This minority-owned dispensary opened on Newbury Street with a mission to give back to communities of color in Boston. The shop employs people who have been “negatively impacted by the war on drugs” and shares a portion of proceeds directly with employees.

BEST OF BOSTON 2024- BOSTON MAGAZINE

Boston
MAGAZINE



BEST OF BOSTON

WINNER

2024 BEST DISPENSARY

Rooted In

Need to improve your sleep? Calm your ADHD partner? Help your mother-in-law find natural pain relief? Rooted In can do all these things in a quick store visit. Its budtenders will explain the different effects of edible gummies, tinctures, and pre-rolls, imparting so much wisdom that you'll leave a cannabis pro. *331 Newbury St., Boston, MA 02116, rootedinroxbury.com.*

GREEN * SCENES



A GUIDE TO
LEGAL CANNABIS
DESTINATIONS
ACROSS THE US

LAUREN
YOSHIKO



ROOTED IN

A SLEEK, COMMUNITY-ORIENTED DISPENSARY LOCATED ON ONE OF THE CITY'S COOLEST STREETS.

Founded by two local Roxbury couples, Rooted In's sophisticated space gets recommended often because of its aesthetics. It's chic and well-designed inside, offering a more upscale environment for regulars to peruse a reliably well-stocked selection of the state's finest. However, what really makes this shop special is the unique profit-sharing model innovated by the founding team.

Rooted In has fifty-five local investors, 96 percent of whom are of the BIPOC community and 50 percent of whom are women. Many are Boston residents from Roxbury, Dorchester, Mattapan, and Hyde Park. Through a shared benefits model, funds from the cannabis business are routed directly back to some of the neighborhoods that were most impacted by the War on Drugs in an effort to strengthen local communities and foster an equitable cannabis industry.

That sort of creative approach to acknowledging the negative impacts of the past and putting legal weed dollars into the communities that suffered most from its prohibition sets a meaningful example for cannabis businesses everywhere and, in my eyes, speaks volumes of the thoughtful founding team. You even see it through their design decisions. Take their logo, for example. The backward-facing bird references the Ghana sankofa bird that represents the idea that one should remember the past to make positive progress and prosperity for the future.

Open Daily
331 Newbury Street
Boston, MA 02115
rootedinroxbury.com

GREEN SCENES - BOOK FEATURE

MASSACHUSETTS

BOSTON



HOLI MELA AT ROSLINDALE

FRIDAY, JUNE 21

LIT NITE BITES

STARTS 7:30 PM

FRESH FOOD
GENERATION



TRY A FREE EMPANADA

WHILE SUPPLIES LAST



ROOTED IN Newbury st

Delivery Discussion

ALL-ELECTRIC VEHICLE

ROOTED IN WILL USE EVs ONLY

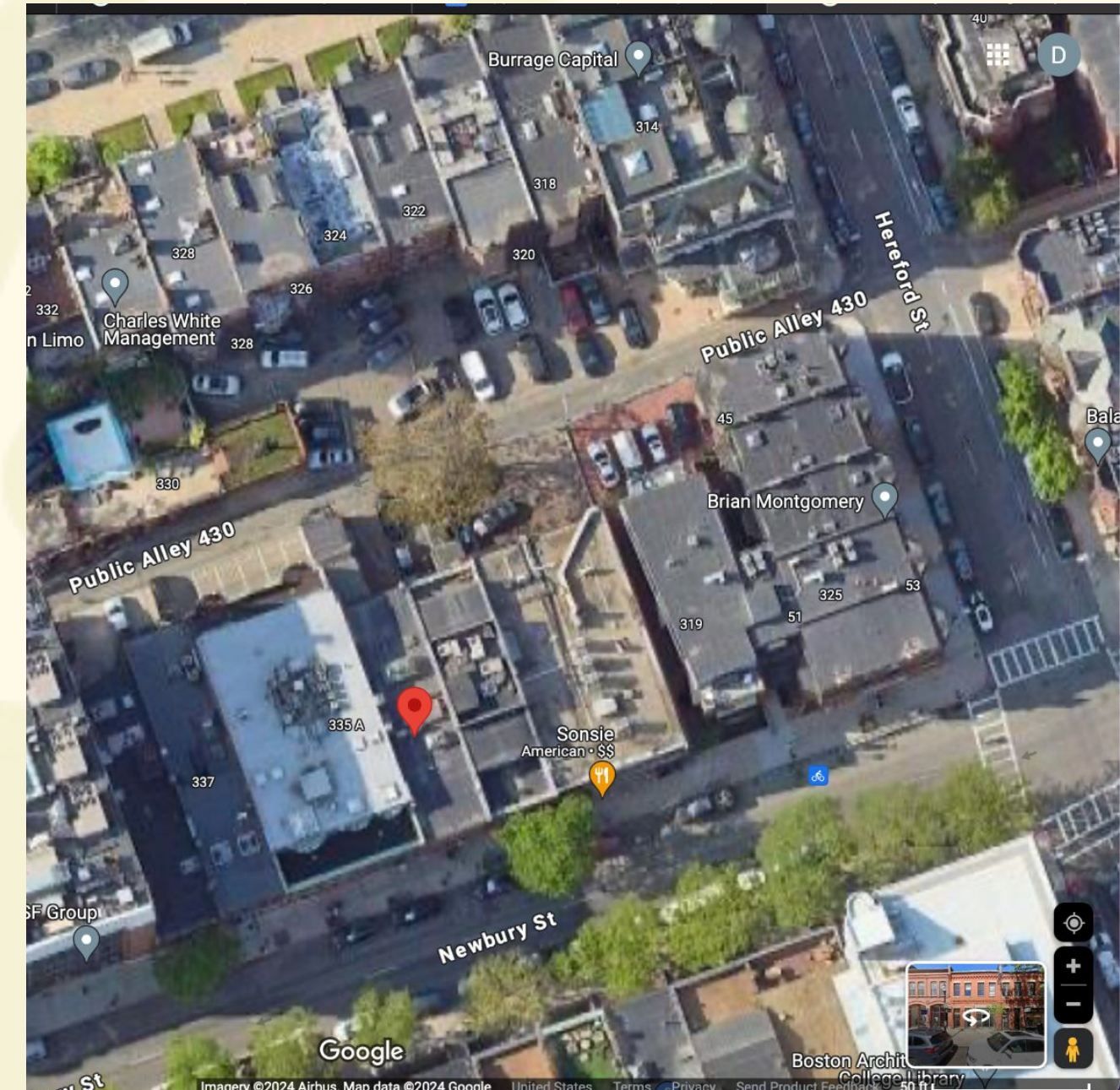
- Small Electric Passenger Vehicle
 - Zero Emissions & Zero Engine Noise
 - Estimated Range of up to 300+ miles on a charge
 - Fleet/Asset Mgmt Software for Efficient Usage
- On-site Parking available with Lease of building
 - Currently use Prudential Parking Garage for staff
 - Considered for overnight storage of vehicle
- Agreement with NABB on vehicle expansion
 - We will begin with 1 vehicle
 - As we experience growth, we will speak with NABB on expansion into additional vehicles



ROOTED IN

- Distance from a licensed retail marijuana establishment
 - Rooted In LLC (Adult-use, co-located): 331 Newbury St - 0.0 feet (Operational)
 - AYR Cannabis (Adult-use): 1,036 feet (Operational)
 - New Dia (Adult-use): 3,098 feet (Operational)
 - Ember Gardens, LLC (Adult-use): 344 feet (HCA)
 - Cypress Tree Management Fenway, Inc. (Adult-use): 896 feet (HCA)
- Residential and commercial density near the site
 - Commercial Area with some residential
- Distance from schools, social services, or treatment centers.
 - No K-12 schools, social services, or treatment centers within a .5 mile radius
- Access to public transportation
 - Hynes Convention T (Green Line): 487 feet
 - Number 1 Bus Stop (MBTA Bus Line): 487 feet
 - Copley Station T (Green Line): 2433 feet
 - Prudential Center T (Green Line): 1765 feet
- Accessibility and amount of on-site parking
 - Onsite, off street parking available for courier vehicle
 - Building is ADA Accessible

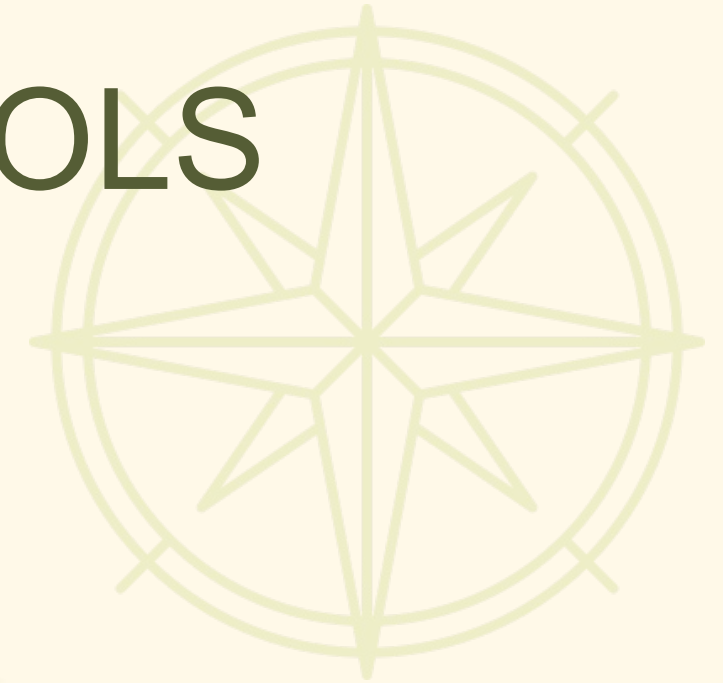
LOCATION



ROOTED IN

SECURITY SYSTEMS AND PROTOCOLS

- This will be an extension of existing Rooted In security protocols
 - On-site security personnel
 - Fully secured entrances and exits
 - Enhanced lighting and exterior surveillance
- Product stored in secured area until loaded into vehicle's "Cage"
 - Seed to sale technology tracks every product from cultivation to customer to prevent theft & diversion
 - Vehicle equipped with real time GPS tracking, full-time in vehicle recording & two person, body cam equipped delivery crew for each vehicle
- All deliveries will be 100% cashless Goal, available technology in cannabis may limit this
 - This ensures faster transaction times and additional safety for drivers and customers
 - All payments made digitally when order is placed
 - Driver will simply verify identity of person receiving product, verify validity of the license, and the hand-off is complete
- Emergency policies and procedures aligned with local authorities



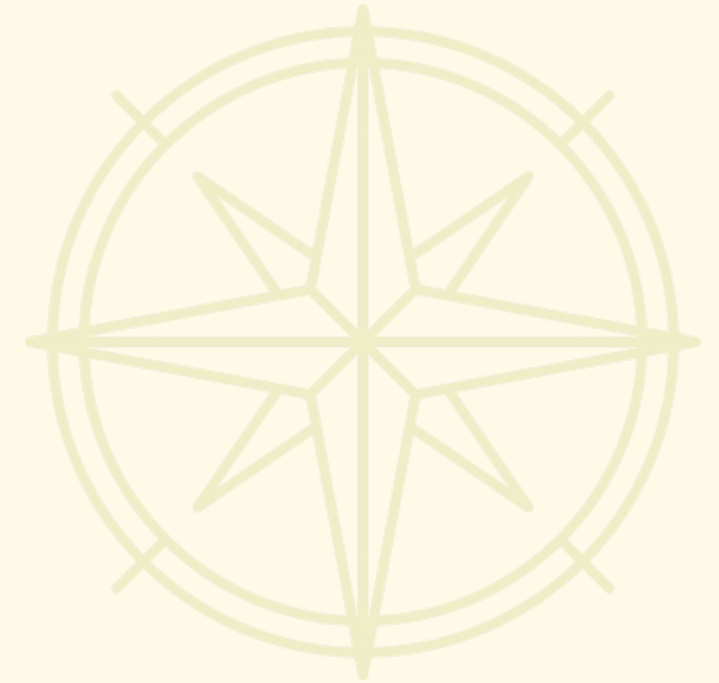
DIVERSITY AND INCLUSION

- Ownership Structure
 - All owners are persons of color, and 50% women
- Equity Among Minorities and Women
 - As expressed in our Employment Plan, we will commit to hiring a minimum of 51% women, with a minimum of 51% of our hires being minorities (30 staff anticipated, including management)
 - 50% of those hired will be from the Roxbury area Boston
- Persons with disabilities
 - Location will be ADA compliant and persons with disabilities will be encouraged to apply and sought after; persons with disabilities will have equal opportunity during the hiring process
- Veteran Preference
 - There will not be a veteran's preference
 - We have recognized that a veteran's preference in many cases makes equity, long-time local resident hiring, and minority hiring difficult, and therefore we will forego this preference
- Immigrant Populations
 - We will work with local immigrant multi-service centers, social service agencies, and local leaders and advocates to ensure a pipeline of potential hires is developed in these communities
 - Proven track record with employment metrics at Rooted In LLC

ROOTED IN

EMPLOYMENT PLAN

- Plan for employment of Boston residents
 - Minimum of 80% Boston Residents
 - Minimum of 50% Roxbury Residents
- Plan for employment of minorities and women
 - Minorities: Minimum of 51% of all hires (including management)
 - Women: Minimum of 51% of all hires (including management)
- Plan for offering competitive wages and benefits for local residents
 - Living Wages will be offered, well above minimum wage
 - Commitment to a minimum wage of \$18.75/hr regardless of position
 - Most start at \$20.50/hr
 - Premium rate when scheduled as a delivery driver
 - Profit Sharing with employees based on the success of the location
 - All Qualified Employees: Full Health Benefits Including Dental and Vision
 - Paid Paternal and Maternal Leave
 - Down Payment Assistance for first time homebuyers to help stay and own in Boston
 - Up to \$5000 match for down payment assistance
- Plan for employment of individuals with criminal records
 - Will develop a pipeline of talent with criminal record who are reentering the workforce, similar to the Haley House model
 - Working with Hailey House



ROOTED IN



COMMUNITY FEEDBACK

- List of letters of support, opposition, or non-opposition from local elected
 - District 8 City Councilor: Letter or Support
 - State Representative: Non-Opposition
- List of letters of support, opposition, or non-opposition from local community organizations including the date of the letter and the position of the local community organization
 - Letter of Non-Opposition from NABB
 - Letter of Support, Back Bay Business Association
- Brief overview of any additional community outreach
 - We are receiving community support in the form of DocuSign letters

ROOTED IN

ROOTED IN 

boutique cannabis Dispensary

Email us

info@rootedinroxbury.com

Call us

617.676.2110

Stay rooted

rootedinroxbury.com

Stay social

 [@rooted.in.roxbury](https://www.instagram.com/rooted.in.roxbury)

 [/rootedin.newbury](https://www.facebook.com/rootedin.newbury)

 [@RootedInNewbury](https://twitter.com/RootedInNewbury)

FROM THE
COMMUNITY, FOR
THE COMMUNITY



ROOTED IN

331 Newbury St, Boston

MA



ROOTED IN

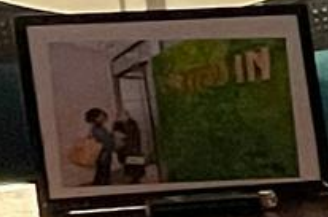
GOOD LUCK
&
GOOD VIBES
TO
MARATHONERS



IT'S 42
SOMEBODY



BOSTON
MARATHON



AKA MARKET
FOUNDERS
BOSTON DAY



@ HUE

SPECIAL EVENT
LIMITED TICKETS

ROOTED IN
LATE NIGHT

LIT NIGHTS

WITH **ROOTED IN**

YOUR LATE NIGHT MOVES JUST GOT LIT



CHECK OUT OUR
EVENTS
CALENDAR
FOR UPCOMING EVENTS

ROOTED IN

Elevating
your **FLOW**
YOGA

WEDNESDAY, MARCH 29
8-9 PM EST
331 NEWBURY ST

FREE EVENT
SPACE IS LIMITED

ATTENDEES GET A ROOTED IN EXCLUSIVE
331 NEWBURY ST

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