

PHIL'S NICE

*A budtender's guide to the nicest cannabis
products in the U.S.A.*

“FEEL NICE, ON YOUR TERMS.”



PHIL'S NICE

CANNABIS CONFECTIONS & SOCIAL BEVERAGES

PHIL'S NICE

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PART I

The **BRAND**

PHIL'S
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Phil's Nice™ is the flagship cannabis brand of Connecticut Cannabis Co.™, a minority and women-owned business proudly based in Connecticut.

It all started with a simple idea: make something good, and make it for the greater good. Phil—yes, that Phil—brought together a team of beverage industry veterans, culinary thinkers, creatives, entrepreneurs, cannabis professionals, pharmacists, scientists, and individuals impacted by the war on drugs, to create cannabis products people could trust. Phil preferred to stay behind the scenes. But the team insisted on naming the brand after him. Because Phil is, quite literally, a nice guy. And this cannabis brand reflects him—and all of us—at our best.

“We believe cannabis should feel as natural as the moments it fits into. Phil's Nice™ exists to make that possible. We craft cannabis infused gummies and beverages that live as effortlessly as you do—social when you want to connect, supportive when you need a moment to yourself. Each product is pharmacist-formulated and made with wildflower honey, real fruit, and natural ingredients—because we believe that feeling good should be simple, thoughtful, and something you can trust.”

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Made with care. Felt with intention.
That's what makes it *Phil's Nice™*.



OUR VALUES

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Quality

At Phil's Nice™, quality is a value that guides everything we do—from how we operate as a company to how we formulate each product. We use real fruit, wildflower honey, and natural and organic components to create products that feel elevated, clean, and enjoyable. There are no artificial flavors or synthetic fillers—just thoughtful choices that result in standout taste and a feel-good experience. We craft our products not only to taste great, but to deliver consistent, approachable effects that align with how people want to feel. Every element is considered—because when a product is made with care, you can feel it.

Trust

Our products are pharmacist-formulated and communicated clearly, with straightforward product names and easy-to-understand effects. We aim to make cannabis feel simple, familiar, and approachable for all customers—earning trust through consistency, clarity, and care.



Nice

It's more than just a name—it's a lifestyle, a core value, and the standard we hold ourselves to. Being nice means leading with care, creating approachable products, and showing up with warmth in everything we do. It's in the way we treat our customers, our partners, and each other. At Phil's Nice™, we make cannabis that fits naturally into your life—products that are easy to understand, approachable, and designed to help people feel good.

Community

Phil's Nice™ was born in Connecticut and built by a team with deep roots in the state. We're proud to serve our home state and partner with dispensaries and customers across Connecticut. Our sense of community shows up in the way we collaborate, support local, and help shape a cannabis culture that feels welcoming, warm, and grounded. Whether it's a longtime customer or someone new to cannabis, we believe everyone deserves to feel part of something nice.

Fun

We take quality seriously— but cannabis should be fun and bring a little more joy to people's lives. Our flavors are sophisticated and well-crafted, but still familiar and easy to love. Nothing too complicated—just great-tasting products that help people unwind, connect, and enjoy the moment.



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Our Promise to the Customer:

We are here to make cannabis feel nice—from the first taste to the final effect. Whether it's our cannabis edibles or infused beverages, everything we make is pharmacist-formulated, thoughtfully crafted, and built around real fruit, wildflower honey, and quality ingredients. Our promise to customers is simple: high-quality and great-tasting products that are easy to understand, consistent in their effects, and crafted to fit seamlessly into everyday life.

Sincerely,

Phil Lauderdale

Phil Lauderdale
Founder, Connecticut Cannabis Co.



PART II



The PRODUCT PHIL'S NICE

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Get to know the GUMMIES

HOW TO TALK ABOUT WHAT MAKES THEM GREAT



Phil's Nice™ gummies aren't just tasty — they're crafted to deliver a clear, intentional experience. As a budtender, this section is your guide to speaking with confidence about how each product works and what each flavor brings to the table. Your ability to translate that experience for customers is key to making the sale of Phil's Nice™ products. Whether someone's looking to lift their mood, find their calm, or catch some sleep, you'll know how to steer them toward the right kind of nice.

Phil's Nice™ gummies are designed around effects, but the magic is in the full experience. From how they make you feel to how they taste, these gummies are crafted to deliver moments that are clear, clean, and delicious. We keep it simple, effect-driven, and welcoming. That's why each gummy is designed around a specific effect — and clearly named to reflect that: Nice n' Lifted™, Nice n' Chill™, and Nice n' Dreamy™. And each one delivers on that promise.

Whether someone's looking for a social lift, a moment of calm, or help winding down at night, there's a gummy that meets them where they are.

In this Section you'll find a deeper dive into each of our effect profiles—and the flavor-forward gummies that bring them to life.

Get to know the **GUMMIES**



SELLING PROPOSITIONS HIGHLIGHTS

What sets these gummies apart in a crowded market?
While effect is front and center, it's our thoughtful approach
—from formulation to flavor to ingredients—
that truly makes Phil's Nice™ shine:



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Pharmacist Formulated

Every dose is precision-designed for clarity, consistency, and effect so customers know exactly what to expect.

Sophisticated Flavors

With profiles like Tropical Mango, Peach Tea, Tea + Lemonade, and Blueberry Lemonade, our flavors are elevated but still familiar; easy to love without being boring.

Wildflower Honey & Real Fruit

We use wildflower honey to create a naturally smooth sweetness that compliments our flavor blends — no artificial sweeteners here.

Natural & Organic Ingredients

No synthetic fillers, dyes, or fake stuff — just clean, thoughtful ingredients that support a feel-good experience.

Accessible Price Point

These are premium-quality edibles at a price point that feels approachable, making it easier for more customers to feel nice.

Get to know the GUMMIES

C A N N A B I N O I D S & E F F E C T S

Want to speak confidently to customers about the effects of our gummies—and what they taste like? This section is your deep-dive on each effect and flavor, so you can connect customers to the right product based on how they want to feel (and what they like to taste).

PRODUCT	CANNABINOIDS	EFFECT
NICE 'N CHILL™ INFUSED GUMMIES	5mg THC + 5mg CBD 1:1 RATIO	<i>Grounded, collected and clear without checking out. Smooth and steady for life's demanding moments - big or small.</i>
NICE 'N DREAMY™ INFUSED GUMMIES	10mg CBN + 5mg THC 2:1 RATIO	<i>Best for winding down at night, catching sleep on a flight, or finding rest in unfamiliar places.</i>
NICE 'N LIFTED™ INFUSED GUMMIES	5mg THC	<i>Best for social settings, creative sparks, or just for feeling a little more alive, lifted, and nice.</i>

Each product available in all 4 flavors.



**BLUEBERRY
LEMONADE**



**PEACH
TEA**



**TROPICAL
MANGO**



**TEA +
LEMONADE**

Get to know the GUMMIES

CANNABINOIDS & EFFECTS



NICE 'N CHILL

stay cool, stay nice.

“Nice ‘N Chill™” is your anytime answer to *too much*. With a balanced 1:1 ratio of THC and CBD, it’s designed to help you stay grounded, collected, and clear—without checking out.

Smooth and steady, it’s a feel-good ritual for life’s more demanding moments, big or small.

Perfect for...

Everyday stress | Steadying your headspace | Staying centered



Get to know the GUMMIES

CANNABINOIDS & EFFECTS



NICE 'N DREAMY

turn down the noise, drift into nice.

“Nice ‘N Dreamy™” gummies are your gentle cue to unwind. With a 2:1 blend of sleep-supporting CBN and THC, it’s crafted to help calm the mind, relax the body, and guide you into a smooth, restorative sleep — without any next-day fog. Warm, welcoming, and quietly effective wherever and whenever you want it.

Perfect for...

Winding down at night | Catching sleep on a flight | Finding sleep in unfamiliar places

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Get to know the GUMMIES

C A N N A B I N O I D S & E F F E C T S



NICE 'N LIFTED

a little lift, a lot of nice.

“Nice ‘N Lifted™” gummies are your go-to for feeling good, without overdoing it. Whether you’re easing into a weekend vibe or getting into a better headspace, these gummies are made to elevate your mood and keep you comfortably in control. Thoughtfully formulated and wildly flavorful, they’ll help you get nice — and stay lifted.

Perfect for...

Social settings | Creative sparks | Just feeling a little more alive

The FLAVOR PROFILES

Made with wildflower honey, organic ingredients,
and real fruit. No artificial flavors, no dyes —
just a clean, craveable way to feel nice.

Tropical Mango

Golden, smooth, and subtly sweet. This lush mango gummy is crafted with wildflower honey, real fruit, and organic ingredients for a warm, tropical flavor.

Blueberry Lemonade

Tart, jammy blueberries meet bright citrus in a flavor that's bold and refreshing — like a summer playlist you never skip.

Peach Tea

Laid-back and subtly Southern—this gummy blends soft peach with steeped tea in one refined bite. Balanced, refreshing, and satisfying.

Tea + Lemonade

Crisp, balanced, and picnic-perfect. A sunny blend of steeped black tea and fresh lemonade delivers a smooth, citrusy classic.



PART II | THE PRODUCT



S O C I A L B E V E R A G E S

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Get to know the **BEVERAGES**

Whether they're sipping at a dinner party, enjoying a slow afternoon, looking for an easy alternative to alcohol, or just want to try our products in a different format—Phil's Nice™ infused beverages are light, social, and effortless. Developed by beverage industry veterans working in collaboration with cannabis pharmacists, these drinks were created with one goal in mind: to taste great and deliver a smooth, uplifting experience.

Made with the same thoughtful care as our gummies, they're sweetened with wildflower honey, made with real fruit, and crafted using natural and organic ingredients. Each can delivers a crisp, sophisticated flavor and is powered by fast-onsetting nanoemulsion for a light, social buzz that feels good and fits in. With 50 calories or less per serving, they're as clean and easy as they are enjoyable.



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SELLING PROPOSITIONS HIGHLIGHTS

Great Taste

Flavor comes first—bright, crisp, and clean, with balanced sweetness that's never overpowering.

Sophisticated but Approachable

Elevated flavor profiles developed by beverage industry veterans—made to taste amazing, feel familiar, and be easy to enjoy.

Lower Calorie

50 calories or less per can.

Wildflower Honey

A natural sweetener that keeps things smooth and balanced.

Natural & Organic Ingredients

Thoughtfully selected ingredients—no artificial flavors, no synthetic dyes, just real, recognizable ingredients.

Pharmacist Formulated

Designed with intention, using fast-onsetting nano-emulsion and uplifting terpenes.

Low-Dose Formula

3mg THC + 3mg CBD—great for a light, social buzz.

A D D - O N

Sales Opportunity

Phil's Nice™ beverages pair naturally with our gummies because they offer customers an additional way to experience the brand. They're an ideal complement: fast-acting, low-dose drinks provide an immediate, social lift, while gummies offer longer-lasting, controlled effects. Suggesting beverages alongside gummies helps customers explore different formats, enhances their cannabis experience, increases overall purchase satisfaction, and increases cart size.



F L A V O R P R O F I L E

Mango Passionfruit

Tropical, juicy, and golden like late-day sun.

Take a nice little trip to the beach with every sip. This nicely infused blend of lush mango, passionfruit, and a splash of pure wildflower honey from some very happy bees delivers a perfectly sweet, breezy drink that's as easygoing as a mid summer evening.



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FLAVOR PROFILE

Peach Tea

Smooth, mellow, and effortlessly classic

Here's a sip that's just peachy. Our nicely infused blend of premium tea leaves, sun-ripened juicy peaches, and a touch of wildflower honey from those very happy bees brings the perfect balance. Silky smooth and subtly energizing, it's crafted to keep you glowing and in the moment. Our Peach Tea is calm and cool with a Southern wink, and is easy to sip, but hard to put down. It's the kind of iced tea that's as welcome at a tailgate as it is at a dinner table.

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FLAVOR PROFILE

Tea + Lemonade

Crisp, balanced, and perfect for pouring into the moment.

A little tart, a little sweet, and a whole lot of nice. Our nicely infused blend of sun-steeped tea, refreshing lemons, and a finish of wildflower honey from those very happy bees is crafted to refresh and energize. It's that buzzing, golden-hour feeling when conversations flow and smiles come easy. This drink plays well anywhere... backyard hangs, dinner parties, sunny-day slow-downs... even as a refreshing twist on your favorite golf course classic. Light, effortless, and designed to keep the mood just right.



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F L A V O R P R O F I L E

Blueberry Lemonade

Bright, a little tart, smooth, and refreshingly unexpected.

When life gives us lemons...we nicely infuse them with wild blueberries and a honey buzz to make things extra nice! This bright, uplifting combination of zesty lemons, juicy blueberries, and pure wildflower honey from those very happy bees hits just right. Light, refreshing, and full of good vibes. It tastes clean, lifts gently, and fits wherever a nice drink belongs.

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PART III

PHIL'S NICE™



BLUEBERRY LEMONADE

flavored with other natural flavors
Made with Wildflower Honey



NICE 'N DREAMY™
INFUSED GUMMIES

10MG CBN AND 5MG THC
(2:1 ratio)



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The Canna-Curious Explorer

Newer to cannabis, looking for a low-stress entry point.



WHAT THEY WANT: Clear effects, low-dose products, natural ingredients, and something that feels easy and trustworthy.

GO-TO RECS: Our beverages are a great intro format as they are non-smoking, low-dose (3mg THC + 3mg CBD), fast-onsetting, and social. For gummies, we recommend Nice n' Chill™ or Nice n' Lifted™ for a gentle experience with clear, labeled effects, Nice n'Dreamy™ to help with sleep.

WHAT TO SAY: *"These are low-dose and super easy to understand—perfect if you're just easing in. The gummy names reflect how they'll make you feel, and they're made with natural ingredients and real fruit."*



The Wellness-Minded Regular

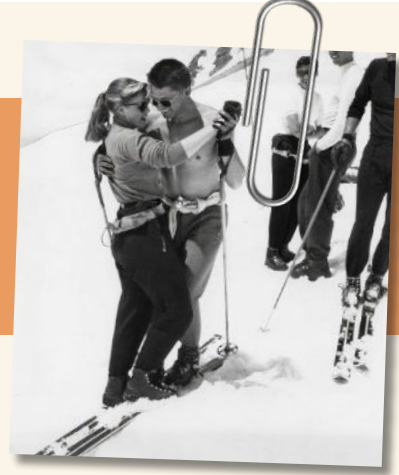
Moderate cannabis user, values consistency, quality, and ingredients.

WHAT THEY WANT: Thoughtful formulations, clean-label ingredients, approachable price point, and a routine-friendly option.

GO-TO RECS:
Gummies: Nice 'N Chill™ for daily stress or Nice 'N Dreamy™ for a reliable sleep solution.
Beverages: As a mid-afternoon reset or an alcohol alternative, these bevages are easy to work into a wellness routine.

WHAT TO SAY: *"Pharmacist-formulated and made with wildflower honey, these products fit right into your day without the guesswork."*

The Experienced Enthusiast



Knows their way around cannabis, expects taste and quality to match.

WHAT THEY WANT: Great flavor, real effects, clean ingredients, and no compromise on experience

GO-TO RECS:

Gummies: Nice 'N Lifted™ (5mg THC) for a smooth, uplifting vibe; Nice 'N Dreamy™ (2:1 CBN to THC) for deep, restorative sleep; Nice 'N Chill™ (1:1 THC to CBD) for a balanced, steady experience that's clear and reliable.

Beverages: These low-dose (3mg THC + 3mg CBD) drinks are designed for social occasions as an intentional, elevated way to consume cannabis.

WHAT TO SAY: *"No artificial flavors, no fillers — just wildflower honey, real fruit, and effects that deliver. Our products are clean, great-tasting, and engineered for how you want to feel."*



The Social Sipper

Enjoys socializing, often chooses beverages as their preferred way to unwind or connect.

WHAT THEY WANT: A socially-friendly, low-dose option that's a reliable alternative to alcohol—without compromising flavor or experience.

GO-TO RECS:

Beverages: Infused beverages (3mg THC + 3mg CBD) crafted specifically for social settings, delivering a quick onset and gentle, uplifting effects.

Gummies: Nice 'N Lifted™ (5mg THC) for approachable mood elevation, or Nice 'N Chill™ (1:1 THC to CBD) for balanced relaxation.

WHAT TO SAY: *"Perfect for parties or casual gatherings, Phil's Nice™ beverages and gummies taste great, feel just right, and fit seamlessly into your social life. Low-dose, flavorful, and made with real ingredients, they're designed to help you stay social and comfortable, without losing control."*

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FAQs

How long does it take for Phil's Nice™ products to take effect?

Gummies take ~30–90 minutes, depending on individual metabolism and if you've eaten recently. Beverages take ~15–20 minutes, thanks to the fast-onsetting nanoemulsion.

How long do the effects last?

Gummie effects generally last 4–6 hours. Beverage effects typically last 2–4 hours.

Are your products vegan and gluten-free?

Yes, all Phil's Nice™ gummies and beverages are vegan-friendly and gluten-free.

Do Phil's Nice™ products contain artificial flavors or synthetic ingredients?

No, we use only natural and organic ingredients, real fruit, and wildflower honey for sweetness.

What's the difference between the gummy effects?

Nice 'N Lifted™: (5mg THC) is uplifting and ideal for social or creative settings.

Nice 'N Chill™: (1:1 THC/CBD) offers balanced relaxation and stress relief without sedation.

Nice 'N Dreamy™: (2:1 CBN/THC) helps with deeper relaxation and restful sleep.

Why choose a beverage over gummies?

Beverages provide a lighter, quicker-onset experience than gummies. As a socially-friendly alternative to alcohol, they're perfect for sipping casually and enjoying at gatherings.

Are these products suitable for beginners?

Absolutely. Both gummies and beverages have intentionally low doses and approachable effects, making them great for new cannabis users.

Where are Phil's Nice™ products made?

Proudly made in Connecticut, U.S.A. by Connecticut Cannabis Company, formulated by pharmacists, and developed by experienced cannabis and beverage industry veterans.

How should I store Phil's Nice™ products?

Keep gummies and beverages in a cool, dry place away from direct sunlight to maintain their freshness and potency.



Thank you!

