



BRAND OVERVIEW

SS 2024

PRIVATE & CONFIDENTIAL

About

VIBES™—A COLLECTION OF PREMIUM ROLLING PAPERS—IS THE BRAINCHILD OF BERNER, CO-FOUNDER AND CEO OF COOKIES AND BAY AREA RAPPER. CULTIVATED AND CRAFTED IN FRANCE, AND CUT AND KITTED IN THE DOMINICAN REPUBLIC, VIBES IS AVAILABLE IN A VARIETY OF BLENDS AND SIZES, AND MADE IN ACCORDANCE WITH THE HIGHEST QUALITY STANDARDS. ESTABLISHED TO PRESERVE THE PURITY AND POTENCY OF YOUR MATERIAL, VIBES HAS CREATED THE ULTIMATE SMOKING EXPERIENCE FOR CONNOISSEURS.

Berner

BERNER IS THE FOUNDER AND CEO OF COOKIES, AS WELL AS A PROLIFIC BAY AREA RAPPER AND ENTREPRENEUR. BERNER'S JOURNEY BEGAN AT THE AGE OF 18 WORKING AS A BUDTENDER AT HEMP CENTER, A MEDICAL DISPENSARY IN SAN FRANCISCO, WHERE HE WAS INSPIRED BY THE CITY'S PROGRESSIVE AND COMPASSIONATE VIEW OF CANNABIS.

BERNER THEN FOUNDED COOKIES IN 2008 ALONG WITH HIS PARTNER JAI, A BAY AREA CULTIVATOR AND BREEDER, WHERE THEY SET OUT TO CREATE THE WORLD'S MOST UNIQUE AND HIGHEST-QUALITY CANNABIS STRAINS. WITH MASSIVE SUCCESS IN CALIFORNIA, COOKIES QUICKLY ESTABLISHED A LOYAL GRASSROOTS FOLLOWING WHILE REMAINING TRUE TO ITS BRAND PROMISE OF AUTHENTICITY AND INNOVATIVE GENETICS.

BERNER'S ENDLESS GRIND CONTINUES WITH VIBES™ —A COLLECTION OF PREMIUM PAPER PRODUCTS. WITH HIS BOUNDLESS CREATIVE ENERGY, BERNER ISN'T SHOWING ANY SIGNS OF SLOWING DOWN.



EVERY GREAT MOMENT STARTS WITH A VIBE

AT THE INTERSECTION OF ART, MUSIC, AND CANNABIS, VIBES™ SOLIDIFIES LASTING CONNECTIONS WITH SUBMARKETS BECAUSE WE ARE THE CULTURE. THROUGH PRODUCT AUTHENTICITY, CREATIVE AND STRATEGIC MARKETING, AND DYNAMIC COLLABORATIONS WITH LIKE-MINDED BRANDS AND ICONS, VIBES HAS ESTABLISHED ITSELF AS AN INDUSTRY AUTHORITY. SMOKERS CAN ENJOY VIBES' WIDE PRODUCT OFFERING WITH CONFIDENCE KNOWING THEY ARE GROWING A PERSONAL COLLECTION THAT IS COMMITTED TO CANNABIS CULTURE.

INTERSECTION OF ART, MUSIC, & CULTURE





REASONS FOR CONSUMERS

VIBES™ OFFERS INNOVATIVE SMOKING SOLUTIONS THAT CONSUMERS CAN TRUST—NO MATTER HOW THEY ROLL. WITH PROFOUND INDUSTRY INSIGHT AND YEARS DEVELOPING ICONIC STRAINS WITH LEADING GENETICISTS, BERNER CREATED VIBES TO MEET THE DEMANDS OF CONSUMERS AND THEIR MATERIAL.

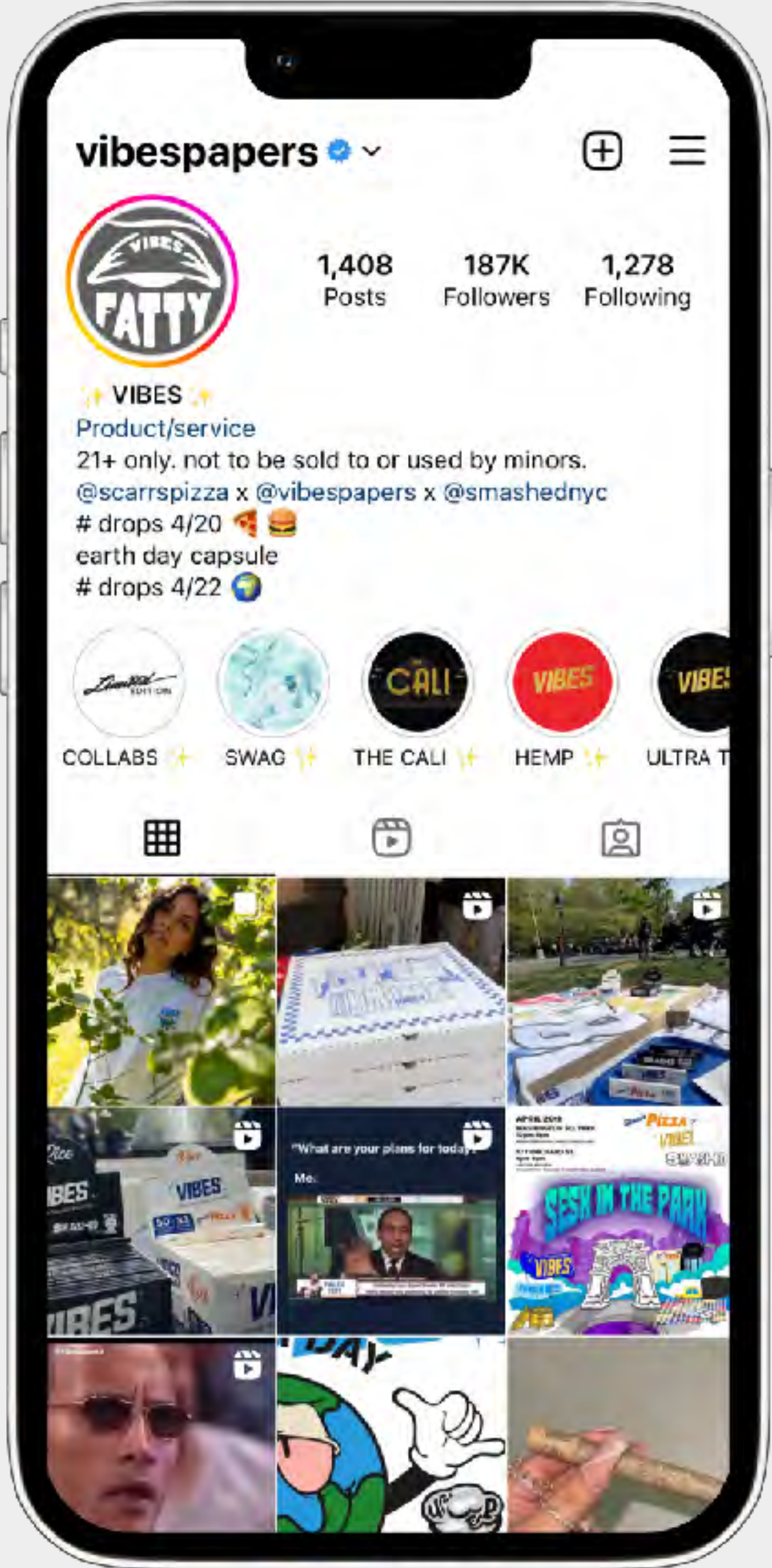


REASONS FOR THE TRADE

FOR WHOLESALERS AND RETAILERS WHO DESIRE TO STAY RELEVANT WITH THE EVOLVING TASTES AND DESIRES OF TODAY'S CONSUMERS, VIBES™ IS THE PREFERRED CHOICE FOR DRIVING VALUE THROUGH YOUR PAPER SEGMENT BY CONNECTING YOUR BUSINESS WITH TODAY'S INFLUENTIAL CANNABIS CULTURE. THIS INCLUDES CURATED MERCHANDISING AND CATEGORY MANAGEMENT, ALONG WITH ELEVATED CONSUMER SELL-THROUGH PROMOTIONAL SUPPORT.



SOCIAL MEDIA



FOLLOWERS AS OF APRIL 2023



#VIBETRIBE



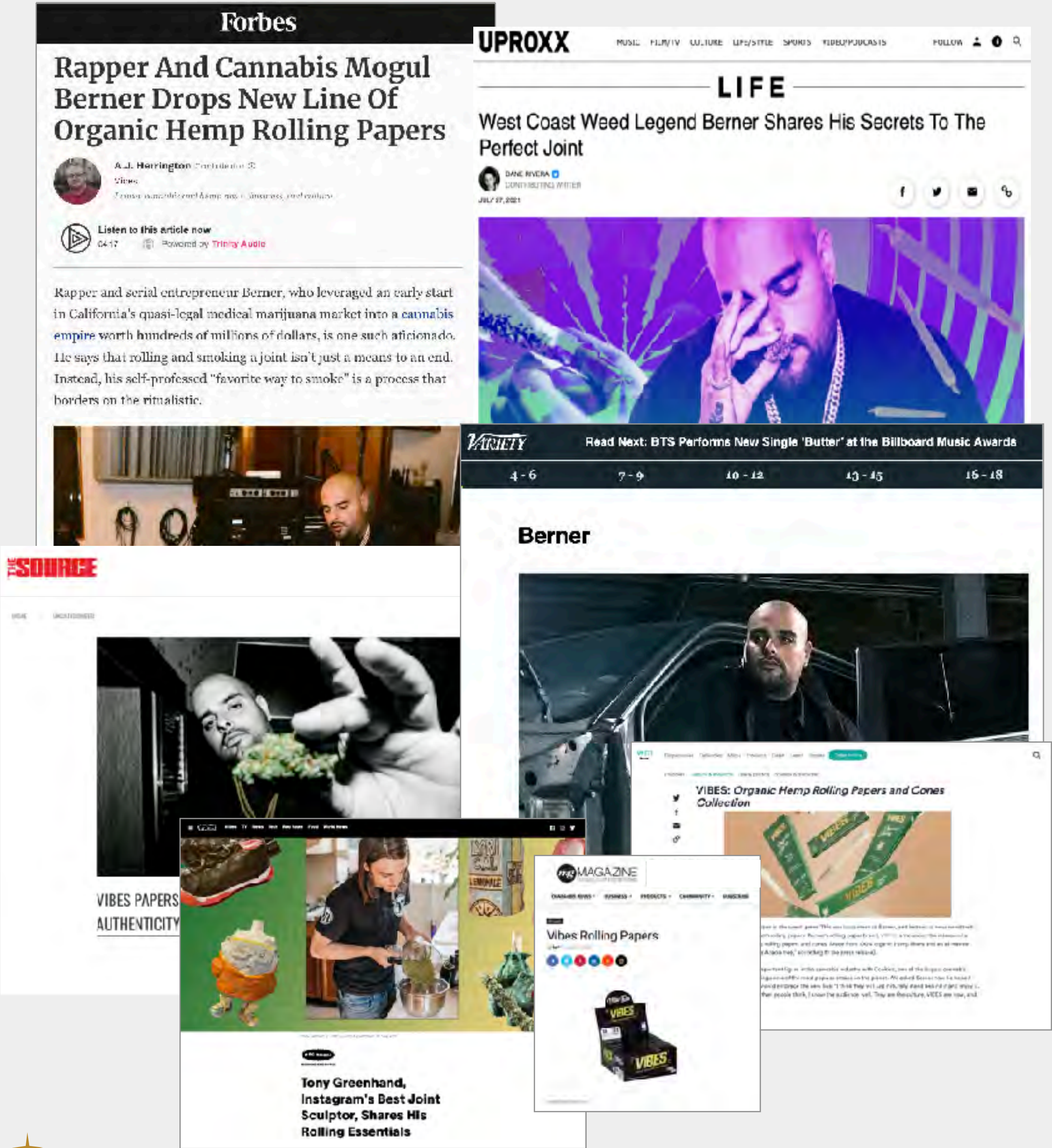
COLLABORATIONS



EVENTS



MEDIA & PRESS



Forbes

VARIETY

UPROXX

VICE

THE SOURCE

mg For Cannabis Professionals RETAILING | BUSINESS | BRANDING

wm

“Berner says the original hemp [red-pack] rolling papers are quality products that are the favorite of many cannabis smokers including good friend and fellow hip-hop icon Wiz Khalifa ... After years of research and development, the company decided on paper made in France from organic hemp [green-pack], with finished products cut and packaged in the Dominican Republic. Berner characterizes the new line as a “home run” for VIBES.”
- March 24th, 2021

“Quickly becoming a mogul in cannabis, the San Francisco-born rapper co-founded the Cookies retail chain, which has expanded to 25 locations around the world. Berner (nee Gilbert Milam Jr.), 37, has recorded several mixtapes and an album with B-Real and recently launched his own line of rolling papers and cones, Vibes.”
- April 20th, 2021

“It just compliments the herb,” Berner says, “and that’s what our whole mission is. We want to make the ultimate experience when it comes to blazing. We took our time to find the right resources, to find the right materials, to find the right paper... it’s stuff not in the market.”
- July 27th, 2021

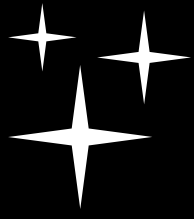
“[Tony Greenhand], who can whip up smokable versions of everything from Marge Simpson to a praying mantis, tells us how he makes the magic happen [while shouting] out VIBES papers. ”
- April 20th, 2021

“... VIBES offers smokers an unparalleled smoking experience with their great selection of Rice papers, Ultra-Thin, Hemp, and their new line of Organic Hemp...”
- June 8th, 2021

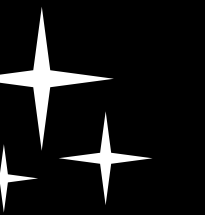
“It took three and a half years to develop Vibes, because the paper industry is one of the most monopolized industries in the world. If you think the weed business is cutthroat, the rolling paper business is fucking cutthroat,” he said. “Everyone was against it. But some of my friends in the music industry supported us, so [the brand grew] naturally and organically and grassroots. And like everything else we’re doing, it is just falling into place.”
- April 6th, 2020

“Berner has long been an important figure in the cannabis industry with Cookies, one of the largest cannabis brands known for pioneering some of the most popular strains on the planet. We asked Berner how he hoped the Weedmaps audience would embrace the new line: “I think they will just naturally stand behind it and enjoy it. The community is smaller than people think, I know the audience well. They are the culture, VIBES are now, and they get it.”
- March 19th, 2021





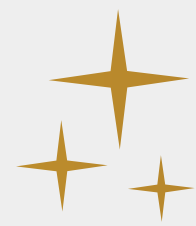
Paper Collections



PAPER VARIETIES

<div>Hemp</div> <div>COLOR: WHITE</div> <div>BURN RATE: STANDARD</div> <div>THICKNESS: THIN</div> <div>COMPOSITION: HEMP FIBER</div>	<div>Rice</div> <div>COLOR: WHITE</div> <div>BURN RATE: STANDARD</div> <div>THICKNESS: THIN</div> <div>COMPOSITION: FLAX & HEMP FIBER</div>	<div>Blanco</div> <div>COLOR: WHITE</div> <div>BURN RATE: VERY SLOW</div> <div>THICKNESS: ULTRA THIN</div> <div>COMPOSITION: WOOD PULP</div>	<div>Organic Hemp</div> <div>COLOR: TAN</div> <div>BURN RATE: SLOW</div> <div>THICKNESS: SUPER THIN</div> <div>COMPOSITION: ORGANIC HEMP FIBER</div>	<div>Ultra Thin</div> <div>COLOR: BROWN</div> <div>BURN RATE: VERY SLOW</div> <div>THICKNESS: ULTRA THIN</div> <div>COMPOSITION: WOOD PULP</div>
--	---	--	--	--

ALL BLENDS ARE CRAFTED USING **ORGANIC** ARABIC GUM FOR A STRONG, ALL-NATURAL SEAL



Blanco

INTRODUCING OUR NEWEST PAPER BLEND: A QUALITY, ZERO-AFTERTASTE, ULTRA THIN WHITE WOOD PULP PAPER. DESIGNED FOR SKILLED ROLLERS WANTING BIGGER SMOKES, BLANCO IS AVAILABLE IN OUR NEW 53 MILLIMETER FATTY SIZE PAPER WIDTH AND OFFERS A STEADY SLOW BURN FROM START TO FINISH.



SKU: B-FAT-50-B
MSRP: \$2.50 | \$125.00



SKU: BT-FAT-24-B
MSRP: \$4.00 | \$96.00



SKU: R-F-8-12-B
MSRP: \$6.00 | \$72.00



SKU: R-S-8-12-B
MSRP: \$60.00 | \$5.00



SKU: B-125-50-UT
MSRP: \$2.50 | \$125.00



SKU: BT-125-24-UT
MSRP: \$4.00 | \$96.00



SKU: C-125-6-UT
MSRP: \$6.00 | \$48.00



SKU: B-KSS-50-UT
MSRP: \$2.50 | \$125.00



SKU: BT-KSS-24-UT
MSRP: \$2.50 | \$125.00



SKU: C-KSS-3-UT
MSRP: \$3.50 | \$105.00



SKU: BT-FAT-24-UT
MSRP: \$4.00 | \$96.00



SKU: B-FAT-50-UT
MSRP: \$2.50 | \$125.00



SKU: CUB-UT
MSRP: \$5.00 | \$96.00



SKU: CA-1G-UT
MSRP: \$4.00 | \$32.00



SKU: CA-2G-UT
MSRP: \$5.00 | \$40.00



SKU: CA-3G-UT
MSRP: \$6.00 | \$48.00



★ ★
SKU: R-F-8-12
MSRP: \$6.00 | \$72.00



SKU: R-S-8-12
MSRP: \$60.00 | \$5.00



SKU: C-125-40-UT
MSRP: \$22.00 | \$176.00



SKU: C-KSS-20-UT
MSRP: \$16.00 | \$128.00



SKU: TIP-S-50-UB
MSRP: \$1.00 | \$50.00



SKU: TIP-W-50-UB
MSRP: \$1.50 | \$75.00



SKU: B-125-50-OH
MSRP: \$2.50 | \$125.00



SKU: BT-125-24-OH
MSRP: \$4.00 | \$96.00



SKU: C-125-6-OH
MSRP: \$4.50 | \$135.00



SKU: B-KSS-50-OH
MSRP: \$2.50 | \$125.00



SKU: BT-KSS-24-OH
MSRP: \$4.00 | \$96.00



SKU: C-KSS-3-OH
MSRP: \$3.50 | \$105.00



SKU: BT-FAT-24-OH
MSRP: \$4.00 | \$96.00



SKU: B-FAT-50-OH
MSRP: \$2.50 | \$125.00



SKU: CUB-OH
MSRP: \$5.00 | \$96.00



SKU: CA-1G-UT-OH
MSRP: \$4.00 | \$32.00



SKU: CA-2G-UT-OH
MSRP: \$5.00 | \$40.00



SKU: CA-3G-UT-OH
MSRP: \$6.00 | \$48.00



SKU: R-F-8-12-OH
MSRP: \$6.00 | \$72.00



SKU: R-S-8-12-OH
MSRP: \$60.00 | \$5.00



SKU: C-125-40-OH
MSRP: \$22.00 | \$176.00



SKU: C-KSS-20-OH
MSRP: \$16.00 | \$128.00

Organic Hemp

DESIGNED FOR A NATURAL SMOKING EXPERIENCE, THE ORGANIC HEMP LINE FEATURES ORGANIC HEMP FIBERS AND ITS SUPER THIN PAPER ENSURES A SLOW BURN WITH NO AFTERTASTE.





SKU: B-125-50-H
MSRP: \$2.50 | \$125.00



SKU: BT-125-24-H
MSRP: \$4.00 | \$96.00



SKU: C-125-6-H
MSRP: \$6.00 | \$48.00



SKU: B-KSS-50-H
MSRP: \$2.50 | \$125.00



SKU: BT-KSS-24-H
MSRP: \$4.00 | \$96.00



SKU: C-KSS-3-H
MSRP: \$6.00 | \$48.00



SKU: BT-FAT-24-H
MSRP: \$4.00 | \$96.00



SKU: B-FAT-50-H
MSRP: \$2.50 | \$125.00



SKU: CUB-H
MSRP: \$5.00 | \$96.00



SKU: CA-1G-UT-H
MSRP: \$4.00 | \$32.00



SKU: CA-2G-UT-H
MSRP: \$5.00 | \$40.00



SKU: CA-3G-UT-H
MSRP: \$6.00 | \$48.00



SKU: R-F-8-12-H
MSRP: \$6.00 | \$72.00



SKU: R-S-8-12-H
MSRP: \$60.00 | \$5.00



SKU: C-125-40-H
MSRP: \$22.00 | \$176.00



SKU: C-KSS-20-H
MSRP: \$16.00 | \$128.00

Hemp

FOR THOSE WHO SEEK A HEMP-BASED BLEND, VIBES™ HEMP PAPERS OFFER IDEAL ROLLING AND HANDLING FOR NEXT-LEVEL SESSIONS.





SKU: B-125-50-R
MSRP: \$2.50 | \$125.00



SKU: BT-125-24-R
MSRP: \$4.00 | \$96.00



SKU: C-125-6-R
MSRP: \$6.00 | \$48.00



SKU: B-KSS-50-R
MSRP: \$2.50 | \$125.00



SKU: BT-KSS-24-R
MSRP: \$4.00 | \$96.00



SKU: C-KSS-3-R
MSRP: \$6.00 | \$48.00



SKU: BT-FAT-24-R
MSRP: \$4.00 | \$96.00



SKU: B-FAT-50-R
MSRP: \$2.50 | \$125.00



SKU: CUB-R
MSRP: \$5.00 | \$96.00



SKU: CA-1G-UT-R
MSRP: \$4.00 | \$32.00



SKU: CA-2G-UT-R
MSRP: \$5.00 | \$40.00



SKU: CA-3G-UT-R
MSRP: \$6.00 | \$48.00



SKU: R-F-8-12-R
MSRP: \$6.00 | \$72.00



SKU: R-S-8-12-R
MSRP: \$60.00 | \$5.00



SKU: C-125-40-R
MSRP: \$22.00 | \$176.00



SKU: C-KSS-20-R
MSRP: \$16.00 | \$128.00



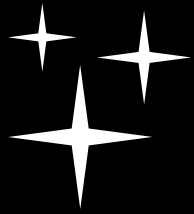
SKU: TIP-S-50-WHT
MSRP: \$1.00 | \$50.00



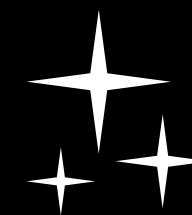
SKU: TIP-W-50-WHT
MSRP: \$1.50 | \$75.00

Rice

CRAFTED FOR THE EVERYDAY ROLLER, THE RICE PAPERS ARE MADE WITH A FLAX AND HEMP-FIBER BLEND, AND FEATURE A PAPER THICKNESS THAT IS EASIER AND MORE CONVENIENT TO ROLL.



Accessories



LIFESTYLE



SKU: BOT-NALG
MSRP: \$30.00



SKU: TCN-BLU
MSRP: \$50.00



SKU: BSKT-COLLAGE / BSKT-SLIME
MSRP: \$60.00



SKU: RUG-LOGO-BLK
MSRP: \$60.00



SKU: HAT-GLOGO / HAT-WLOGO
MSRP: \$30.00



SKU: BEAN / HAT-SCRIPT
MSRP: \$20.00 / \$30.00

LIFESTYLE



SKU: PENT-SLIME / PENT-COLLAGE
MSRP: \$20.00



SKU: STK - SS23
MSRP: \$7.00



SKU: LUN-SLIME / LUN-COLLAGE
MSRP: \$40.00



SKU: JOU-BLK / SRP-3PK
MSRP: \$10.00 | \$12.00



SKU: STK - SS21
MSRP: \$7.00

ACCESSORIES



SKU: GR-4PA-63 | GR-2PA-63
MSRP: \$40.00 | \$28.00



SKU: TR-GLOW
MSRP: \$75.00



SKU: GR-2PH-SCS / GR-4PH-SCS
MSRP: \$240.00 / \$320.00



SKU: BIC50-STD
MSRP: \$125.00



SKU: TR-CAV-BLK-L / TR-CAV-GRN-L
SM: \$10.00 | MED: \$15.00 | LG: \$20.00



SKU: TR-ANGEL / TR-ISLAND / TR-3CRWD
SM: \$10.00 | MED: \$15.00 | LG: \$20.00

ACCESSORIES



SKU: TR-CLOUD / DRIP / SLIME
SM: \$10.00 | MED: \$15.00 | LG: \$20.00



SKU: TR-COLLAGE / TR-KAUAI / TR-LAH / TR-1800
SM: \$10.00 | MED: \$15.00 | LG: \$20.00



SKU: TR-SACS
SM: \$192.00



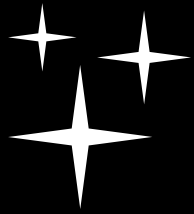
SKU: TR-STD
SM: \$10.00 | MED: \$15.00 | LG: \$20.00



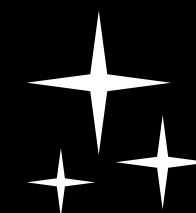
SKU: TR-DAISY / TR-FLAMINGO / TR-ROLL
SM: \$10.00 | MED: \$15.00 | LG: \$20.00



SKU: PELI-MIC / RST-8
MSRP: \$30.00



Apparel



CHEETAH COLLECTION



GOAT COLLECTION



BLOCK COLLECTION



QUEEN COLLECTION



FALL/WINTER 2020 CONTINUED

3D COLLECTION



JOINT CLOUD COLLECTION



LOGO HOODIE (RED + BLACK)



LOGO TEE (BLUE + RED + BLACK)



SNAPBACK (RED + BLACK)



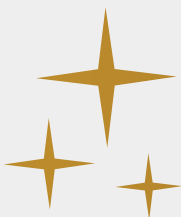
VIBES LONG SLEEVE SHIRT (RED + BLACK)



RAIN JACKET (RED + BLACK)



WOVEN BEANIE (RED + BLACK)



SPRING / SUMMER 2021 CONTINUED

LEND A HAND HOODIE (BLACK)
LEND A HAND TEE (RED + BLACK)



NOW WE ROLLING TEE (BLACK + RED)



PRIVATE ISLAND TEE (WHITE)



THREES A CROWD TEE (BLUE + BLACK)



GUARDIAN ANGELS TEE (WHITE + BLUE)



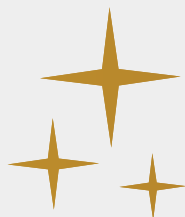
AIR UP THERE HOODIE, TEE, & SWEATPANTS (BLACK)



SIGN HOODIE + TEE (BLACK)



CATCH A VIBE HOODIE + SWEATPANTS (GREY)



STRIPED TRIBE TIE DYE HOODIE, TEE, AND SHORTS



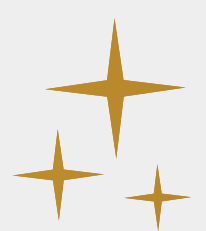
14K TEE



SLIME TEE



1800 WHAT I SMOKE TEE



FALL / WINTER 2021 CONTINUED

CIRCULAR TRIBE HOODIE, TEE, AND SHORTS



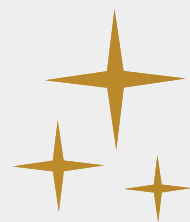
MINGO TEE



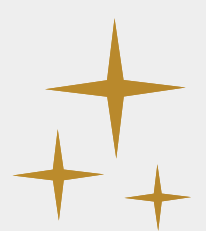
BLIMP TEE



MARQUIS TEE



KAUAI WOVEN SHORT SLEEVED SHIRT, SHORTS, AND TEE



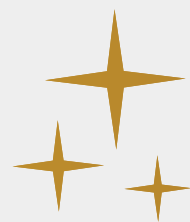
COLLAGE SHORT SLEEVE AND LONG SLEEVE



STARTS WITH A VIBE HOODIE & SWEATPANTS (BLACK)



STARTS WITH A VIBE TEE (BLACK, RED, SAND, WHITE)



SITTING SIDeways HOODIE + SWEATPANTS + TEE



SEQUIA SHELL JACKET



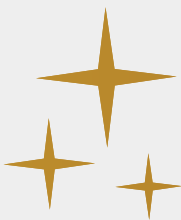
SPLATTER TEE AND SHORTS



VIBE TRIBE POCKET (RED & BLUE)



ELECTRIC WIND ZIP JACKET & PANT



FALL / WINTER 2022 CONTINUED

HIGHER LEARNING CREWNECK, SWEATPANTS & TEE



SKULL & CONES TEE



NORTH STAR PUFFER JACKET

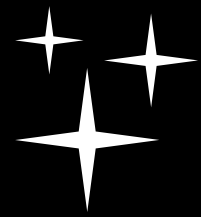


STOCK CAR (BLACK / WHITE)

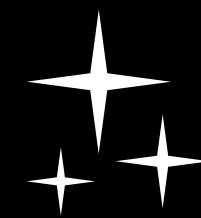


BENDIN' CORNERS TEE





Marketing Collateral



MARKETING COLLATERAL



SKU: MKT-MAT-BLK



SKU: MKT-DISPLAY-COUNTER-V1



SKU: MKT-CLING



SKU: INF-36-LOGO-BLU
MSRP: \$25.00



SKU: INF-36-LOGO-BLK
MSRP: \$25.00



SKU: INF-36-B-GRN
MSRP: \$25.00

AVAILABLE IN MULTIPLE COLORS

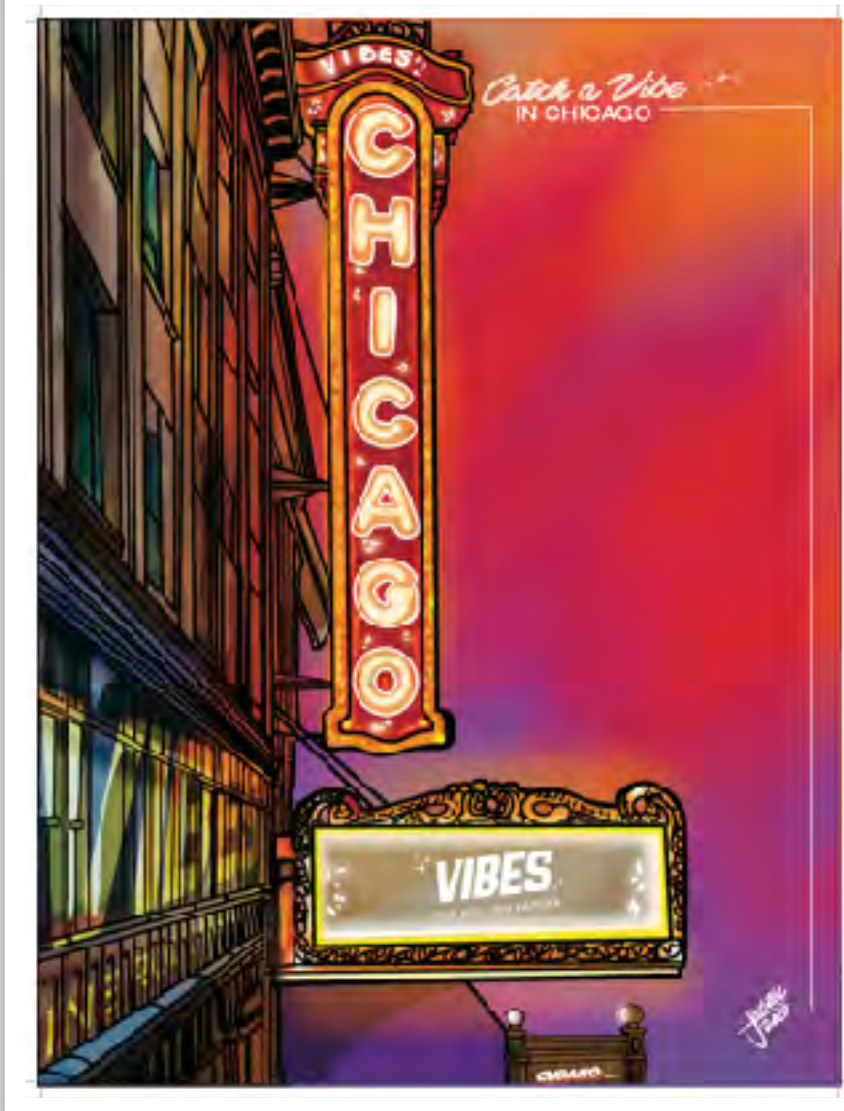
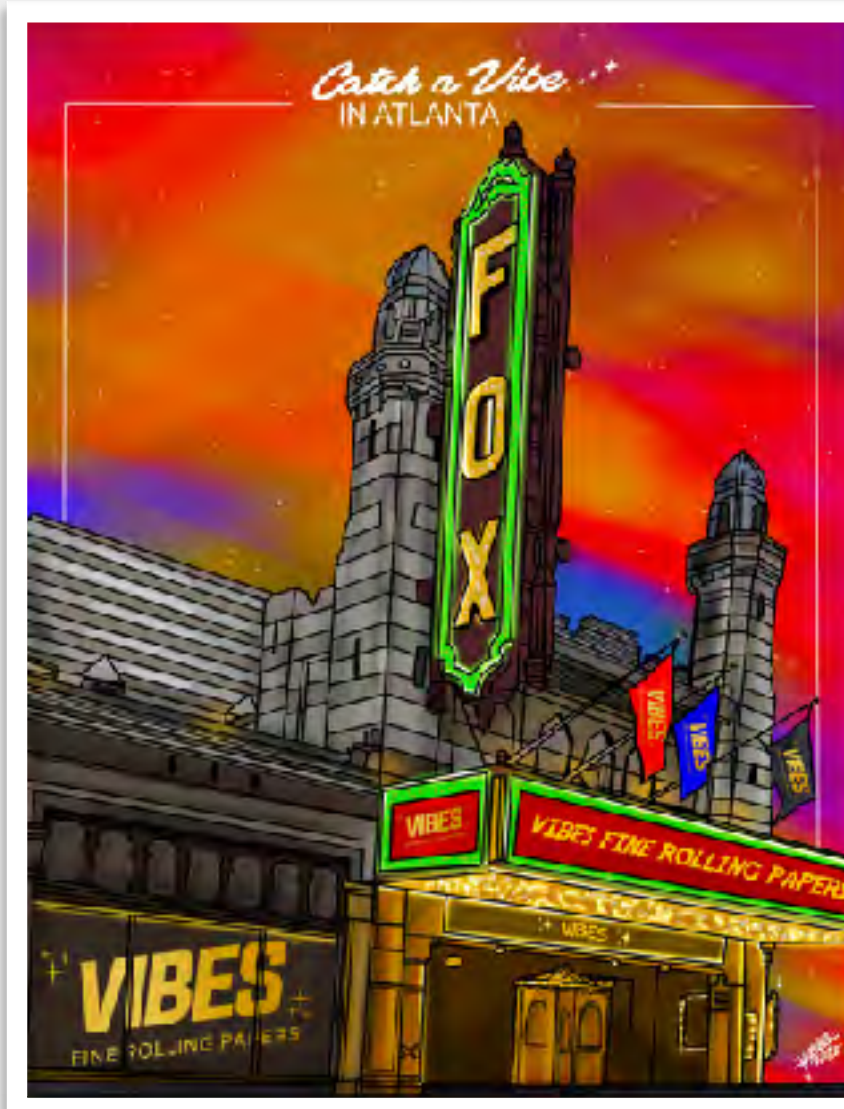
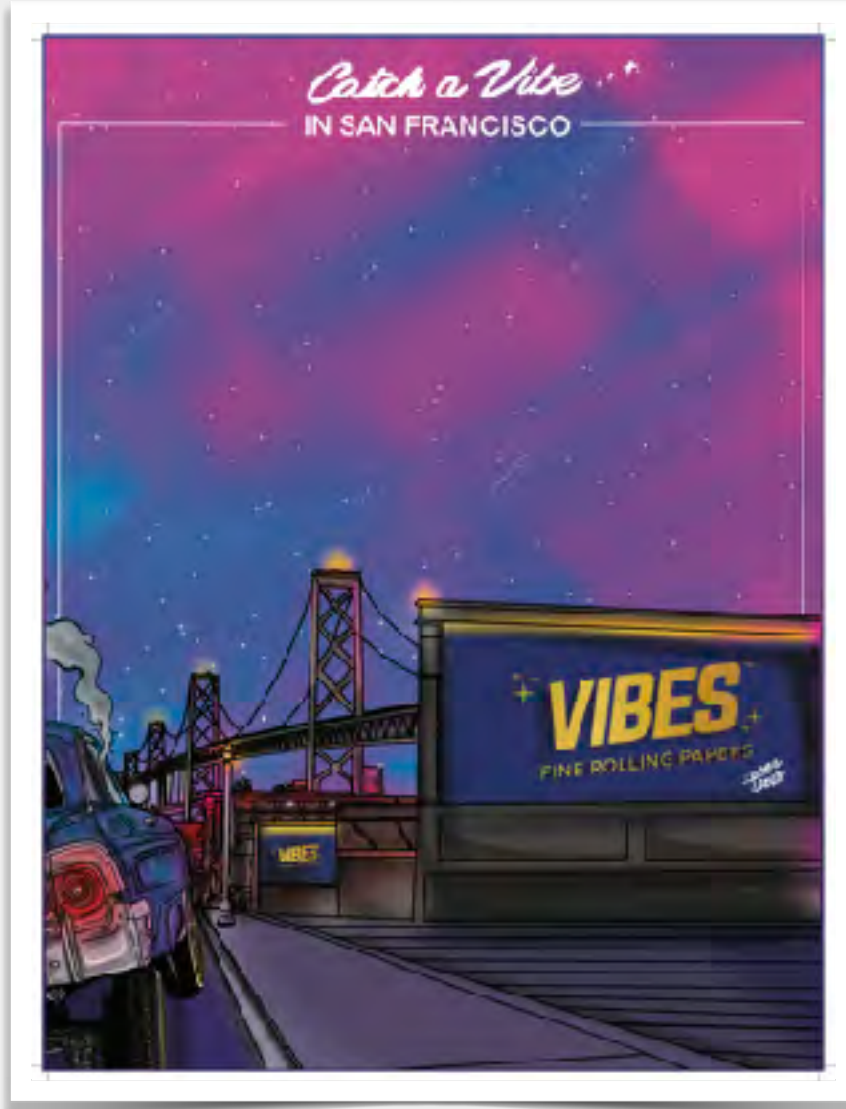


SKU: INF-36-CUB
MSRP: \$25.00



SKU: MKT-DISPLAY-CONT-DBL

MARKETING COLLATERAL



SKU: MKT-POST-CITY
MSRP: \$25.00



SKU: LED-LOGO-12-BLK
MSRP: \$200



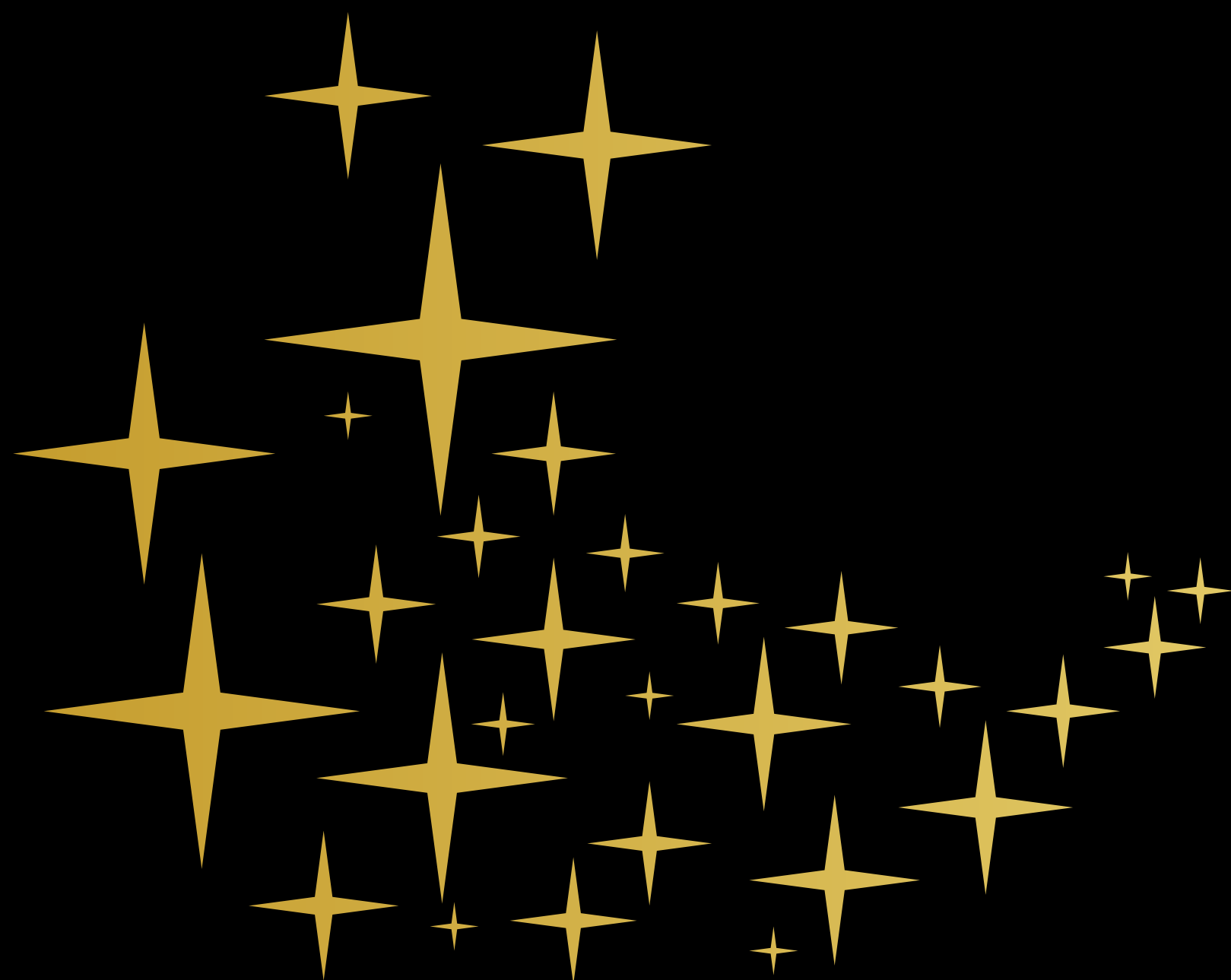
SKU: MKT-POST-BLK



SKU: MKT-CLING-BLU

VIBES RETAIL PRESENCE





Catch a Vibe

