

SOL is Better

Enjoy a unique sun-grown product, as well as a slate of outdoor live-music events as the sun sets

BY WHIP VILLARREAL

Sol Cannabis, located in New Washoe City, is minutes away from the South Reno Summit Mall and less than half an hour from the Reno-Tahoe airport. Co-owned by fourth-generation Nevadan and master grower Edward Alexander, it occupies a large parcel that includes a 3,000-square-foot deck connected to the dispensary. At Sol, patrons can lounge while shopping or even enjoy special events and concerts hosted there this spring.

Tell me about your dispensary and what sets it apart from others?

We have a vertically integrated co-located facility, which means we are a dispensary- cultivation- and-production facility located under one roof. The 10,000-square-foot dispensary includes a viewing corridor and lounge. When guests enter the facility, they are immediately greeted with a floor-to-ceiling glass that stretches 30 feet and allows a look directly into the cultivation facility. It's the only place in the United States where patrons can look into a cultivation facility and

production facility from the dispensary. We want to make sure — from the time the seeds go into the ground [until] the product ends up in one of our customer's or patient's hands — the entire process is transparent.

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Edward Alexander
*Co-owner and master grower,
Sol Cannabis*

Is natural sunlight better for growing quality cannabis as opposed to artificial light?

There are a number of reasons natural-sunlight-grown cannabis is better.

When you have full spectrum light that is utilized to cultivate the products, I feel that the resulting terpene profile and

overall cannabinoid content of the product is much more complete. When grown with full spectrum light, it allows for a much larger, denser product. Many other facilities that grow under artificial light need to add a plethora of synthetic fertilizers and plant growth regulators. We grow with 100 percent organic soil with no additives included in the

grow process that are not organically based. That assures our product is much cleaner and more effective.

Are there any unique products that you want readers to know about?

Our sun-grown flower is considered by many to be the best-tasting, most effective cannabis in the state. We grow more than 30 strains in our unique hybrid greenhouse and carry CO2 extracted cartridges, which are all strain-specific and include the complete terpene profiles from the originating strain. Our vision is to make sure our premium sun-grown cannabis is available in a flower form, cartridge, wax form and as concentrates.

Are there any upcoming events people should know about?

We are doing a large 420 event with seven bands slated to perform. There will be food and lots of entertainment and prizes given away, including a Mini Cooper or \$15,000. Our intention is to move forward into the entertainment space and provide our guests with a complete cannabis experience, which includes the ability to purchase products and be entertained by some world class entertainers — really to congregate and hang out with like-minded individuals.

UPCOMING EVENTS

APRIL 18

Josiah Knight and Buffalo Moses
5-7 p.m.

APRIL 19

Spike McGuire
5-7 p.m.

APRIL 20

4/20 Concert
Huckleberry Road
3-4 p.m.
Jelly Bread
(Cliff and Dave)
4-5 p.m.
Silver
5-6 p.m.
Slow Corpse
6-7 p.m.
Raffle
7 p.m.
Failure Machine
7:30-8:30 p.m.
Drinking with Clowns
8:45-9:45 p.m.

APRIL 27

Live Music

SOL
cannabis

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