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what we're trying to do by offering Sriracha and chile oil. We're excited to celebrate our culture by creating these elevated versions of things that we grew up eating."

Potli's products are available for delivery from Harborside locations in San Jose and Oakland as well as at select dispensaries across San Francisco. Beyond the difficulties of obtaining necessary permits, Yi and Chen also had to find properly zoned space. They set up shop in San Francisco's Bayview District, where they currently share space with two other female cannabis business owners.

For Chen, it's the stories from customers who use Potli's products to help with severe medical conditions that always move her the most.

"Our honey is often used in times of need," she says. "There are people who can't swallow whole food or who don't have an appetite, but need large doses of THC. They can't eat a whole cookie so instead they sip a cup of tea with our honey in it."

Much to her and Yi's chagrin, the other type of feedback they get the most is from people expressing surprise that Potli's products actually taste good.

"I don't think consumers realize that we've been trained to think that if an edible doesn't taste bad, that means it's very good," Yi says. "No one thinks that way about anything else, especially in California. We care about food

here. No one thinks 'not bad' is a big compliment for any other category except for cannabis edibles. That's not good enough for us."

When executives at many of the cannabis market's biggest players are older, white and male, the success of two young Asian-American women creating an edibles company is no small feat.

As they look ahead to the future, Yi and Chen both express immense pride in what they've accomplished thus far.

"I love that with Potli we can share our culture," Yi says, "and what we love and put it out there in a way that hopefully helps people."

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**Christine Yi**  
co-owner, Potli