



2024 - 2025

LEARN ALL ABOUT OUR PRODUCTS!

GET LOST IN THE FROST!

www.glaciercanna.com

Updated December 2024



ER EXOTICS GLACIER EXOTICS GLACIER EXOTICS GLACIER

HAND-TRIMMED DANK FLOWER

OOOZE x DEVIL DRIVER





WELCOME TO THE GC BUDTENDER GUIDE! LEARN TO COMMUNICATE THE VALUES OF GLACIER

Did you know that **YOU** are a **vital** part of our team, and your role in the dispensary is **essential** to bringing the Glacier experience to life for the customers? It's true! This new guide is designed to equip you with **everything** you need to know about Glacier Cannabis—our values, products, & the best ways to communicate them to shoppers.

As a **budtender**, you're often the face of our brand. Your expertise directly influences the customers decisions. Whether they're new to cannabis or a seasoned veteran, your knowledge and enthusiasm can make all the difference in their choices and experience.

Thanks for making a difference!





YOUR IMPORTANT ROLE IN OUR MISSION

At **Glacier Cannabis**, we are committed to high-quality, small batch cannabis products that exceed customer expectations. Our mission is to be a **leader in the cannabis industry** by offering products that are innovative, consistent, and deeply rooted in our ethos of excellence.

Budtenders bring this mission to life by helping customers find the perfect selection for their needs. You are their guide to the product range, and it's your deep knowledge that allows them to trust our brand. Your role is more than just selling — it's about educating and elevating the customer experience, ensuring they leave feeling satisfied and informed, confident in their choices.



WHY 'GLACIER' CANNABIS? TELL CUSTOMERS OUR STORY

Michigan's majestic landscape, sculpted by ancient glaciers, provides the backdrop to **Glacial Farms**, our **cultivation** epicenter. It's a testament to nature's powerful transformation abilities on our ecosystem.



Reference: A Glacier Passed This Way by R. W. KELLEY from Michigan Conservation, Special Great Lakes Issue, July-August 1960, Vol. XXIX, No. 4: Michigan Department of Conservation, Lansing, Michigan.

GLACIER CANNABIS

Imagine millenia ago, colossal ice sheets carving out the majestic Great Lakes and leaving behind fertile soils, rolling hills & sparkling inland lakes. This glacial artistry has created a paradise for outdoor enthusiasts and a treasure trove for agriculture.

MICHIGAN'S LEGENDARY HISTORY

Our homage to this **legacy**? Mixing nutrient-rich glacial rock dust into our cultivation, endowing our cannabis with a touch of Michigan's primeval essence. With every **puff**, experience a refreshing 'Glacier Pure' finish, an ode to our state's **magnificent past**.



GLACIER PRIMARY VIRTUES WHAT MAKES OUR PRODUCTS SO SPECIAL?

1. HAND-TRIMMED FLOWER

Glacier is known for our hand-trimmed, expertly curated cannabis. This level of attention to detail ensures the best quality.

Tip for Selling: Explain to customers that, "Glacier's hand trimming results in better looking, higher quality flower compared to machine trimmed options, which gives superior flavor & better effects."

2. SUPER POTENT PRODUCTS

Renowned for the high potency, achieved through expert cultivation techniques, carefully chosen genetics, & our proven growing process.

Tip for Selling: "Glacier's potency is the result of their advanced growing techniques, unique strains, and the dedication of their staff! Their team selects strains for their power & terpenes, then their expert growers take great care to cultivate them to their best potential."

3. TESTED FOR PURITY

Glacier partners with accredited, third-party labs to test every product for potency, purity, and terpene profiles.

Tip for Selling: "Glacier's potency is the result of our advanced growing techniques, unique strains, and the dedication of their staff! Their team selects strains for their power & terpenes, then their skilled growers take great care, cultivating them to the best potential."

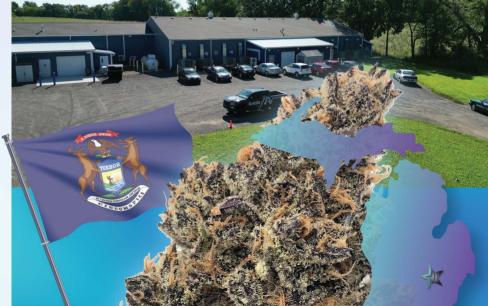


USE THESE AS YOUR FOUNDATION WHEN SPEAKING TO CUSTOMERS!

GROWING LEGENDARY WEED

Glacer's *innovative grow facility* near Ann Arbor uses a **small-batch** approach with a **rolling harvest** system.

Tip for Selling: Explain how Glacier's style means that there is "always something new to explore!" — Whether you're a pro toker seeking something unique & rare, or you're a newcomer looking for a mellow, approachable experience, "Glacier Cannabis offers an incredible range of products tailored to meet every customer" which is guaranteed to bring them back to shop for years to come.



"WHY CHOOSE GLACIER?"

1. GLACIER IS STAFFED WITH EXPERTS

Post-harvest, each plant is given time to cure to **perfection**. Prioritizing integrity, we **hand-trim** our buds to preserve their potent pristine nature, protecting the oily trichomes responsible for the distinct flavors & effects. Our release of **Cold Snap** even set a terpene content record, proof of our unwavering commitment to high-quality cultivation techniques.

2. GLACIER PUTS PEOPLE OVER PROFITS

Transitioning from **Michigan's caregiver system** in 2019 to the commercial cannabis frontier, we've infused years of hands-on expertise into every bud we grow. As caregivers, our roots lie **deep** in the understanding of the plant's therapeutic potential. We believe in cannabis that we would smoke ourselves, ensuring that our standards are as **high as your expectations**.

3. GLACIER INNOVATES TO KEEP THINGS FRESH

Whether it's Peaks XL 'high times cover' gigantic nugs, to Classic strains like Green Crack in 2024, if the customer wants something unique, potent, and fun; Glacier has got them covered with several options to keep them happy.





GLACIER 2024 PRODUCT LINE-UP

At the heart of our products is our *pristine* & *potent* flower. This is our world of **legendary genetics**! Our ultra-clean **exotic** & **exclusive buds** are available in a huge variety of *styles*, *strains*, *sizes* & *consistencies*.

We cater to every type of toker, whether that's a **soccer mom** looking for a quick way to roll **super frosty joints** during their busy day or a **connoisseur** looking for a **gigantic, terpy nug** of their favorite strain to celebrate a new achievement, or just a typical toker who loves quality herb without breaking the bank, Glacier Cannabis truly has **something for everyone**.

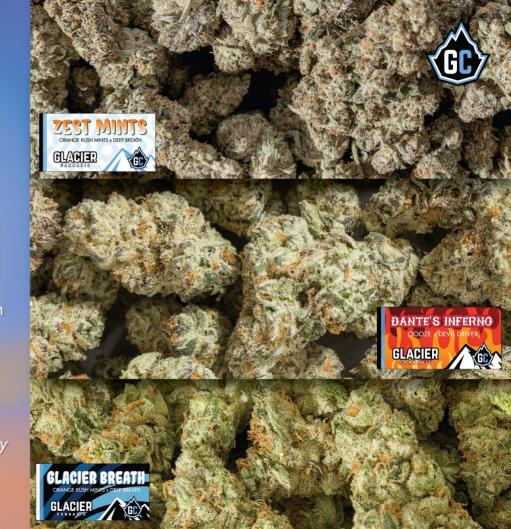
GC is deeply committed to the art and science of growing in small batches. Each handpicked flower blooms indoors within the nurturing environment of our small-batch grow rooms. We consciously limit the quantity of each run, making them ideal for nurturing the nuanced growth of our plants. We believe in putting quality over quantity, a philosophy that sets us apart from large, corporate cannabis operations.

HAND-TRIMMED LEGENDARY FLOWER WHAT MAKES GLACIER'S WEED 'THE BEST'?

Each **Glacier** growroom houses a **single strain**, ensuring a carefully controlled environment tuned to the **specific needs** of the strain in terms of temperature, humidity, light, and nutrient feeds. Our approach allows us to **optimize the growth** and traits of each strain, making each bud refined.

What has Glacier innovated in the field? Our masterful planning and growing process have enabled us to implement a rolling harvest system across our many double-tier, small-batch grow rooms. With our system, we are able to harvest a room every 5 days.

What does this mean for our customers? It guarantees a constant supply of fresh, high-quality Glacier Cannabis flower, delivering a consistent experience that's always potent & reliable.





EIGHTH PRE-PACKS (3.5G)

Glacier Pre-Packs feature hand-trimmed, super frosty buds, reflecting GC's commitment to quality!



TIPS FOR SELLING (WITH EXAMPLES)

Highlight the Quality:

"Glacier pre-packs contain only frosty, hand-trimmed buds. You're getting the best of the best—every time."

• Focus on Consistency:

"Customers love Glacier 8ths because they know exactly what they're getting: consistent quality and a premium experience, no matter the strain."

• Differentiate from Competitors:

"Glacier's attention to detail, from rare strains to terpy phenos, makes these pre-packs stand out in a crowded market. You won't find these from just anyone!"

Appeal to Convenience:

"With Glacier pre-packs, you're getting the convenience of ready-to-use premium flower without any compromise on quality."

THE GLACIER PEAKS SERIES

When your customers want **something special**, you can feel confident suggesting one of the **Peaks** products to REALLY make their cannabis shopping experience fun.

PEAKS (5g)

© TIPS FOR SELLING

• Why Customers Love It:

"This is the kind of nug that you showcase! Perfect for savoring or sharing, the **Glacier Peaks** 5g jar has one big bud for those who enjoy the finer things in life—huge, beautiful, and potent. Makes an **amazing gift** for stoners who have it all."

TWIN PEAKS (7g)

Why Customers Love It:

"This is NOT just a quarter—it's two stunning, gargantuan nugs that scream luxury! **Twin Peaks** 7g jar showcases amazingly frosty, terpene-loaded buds that have been cultivated and cured with unrivaled precision. These aren't 'just 2 nice buds'—they're an **exciting unique experience** you won't soon forget."

PEAKS XL (8g)

Why Customers Love It:

"Stand out in a world of usual buds! **GC's Peaks XL** offers an actual **top cola** from our plants that is the very *top* of cannabis cultivation. Sometimes size **DOES** matter! Ever wanted to take the **cover of 'High Times'** home? Now you can with Glacier!"



GLACIER'S POLAR PACK (14g)

FOR CUSTOMERS THAT LOVE HUGE NUGS IN BULK!

IIII TIPS FOR SELLING (WITH EXAMPLES)

Highlight the Impact:

"The Polar Pack isn't just a half-ounce—it's a half-ounce of **LARGE SIZE NUGS** that turn heads. These are **premium**, eye-catching flowers."

Focus on Freshness & Variety:

"The resealable jars keep these **massive buds** in a variety of strains fresh and aromatic, making them perfect for anyone who loves the visual appeal of **HIGH-QUALITY** cannabis."

• Celebrate Local Pride:

"This is **Glacier Cannabis** at its best—Michigan-grown, massive buds that showcase **local craftsmanship** and top-tier, legendary quality."

• Set it Apart from the Ordinary:

"Every dank tube showcases passion, precision, and pride, making it a perfect choice for cannabis enthusiasts who want to indulge in **something extraordinary.**"









COMBO RECOMMENDATIONS

Every customer has unique preferences, whether they're seeking relaxation, energy, or a **balanced** experience. Budtenders can guide them toward combinations of products that complement their **favorite strains** and **enhance** their selections. By pairing products thoughtfully, you can help customers get the most out of their purchase and create **happy, repeat buyers** who come back.

INDICA FAN



- —Freezer Jam Twin Peaks
- —Super Boof Peaks XL
- —White Truffle 8th Prepack

DABS FAN



- —Uplift'N Collab
- —1g Rosin
- —5g FSE Diamonds Baller Bucket

SATIVA FAN



- -Green Crack 8th Prepack
- -Glacier Breath 8th Prepack
- —Island Freeze 8th Prepack

JOINTS FAN

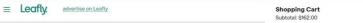




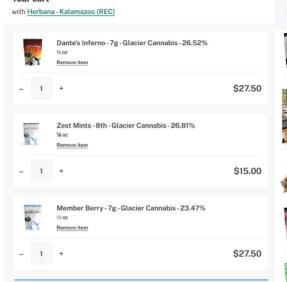
- -Snow Globes
- —Icicles
- –Avalanche Packs







Your cart



GLACIER CANNABIS

SUGGEST GLACIER PRODUCTS THAT GO TOGETHER EASILY!

Recommending similar products based on customer preferences builds confidence in your expertise and loyalty to the Glacier brand.

When customers trust you to guide them toward the right choice, they're more likely to enjoy their experience—and come back for more!



Misty Mountain (Muskegon)

iii Remove

Animal Tree | Shake Glacier Cannabis

Blast Chiller | Peaks

Blueberry Muffin

Green Crack

[ii] Remove

Remove

[ii] Remove





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Pickup

GLACIER CANNABIS WHERE TO CONNECT WITH GLACIER

As a budtender, staying informed about Glacier Cannabis is essential for effectively showcasing our products to customers. Here's how you can use our platforms to boost your knowledge and confidently guide customers to the best choices.

INSTAGRAM - @GLACIER.MI

Our Instagram is your go-to source for inspiration and updates.

How to Use This with Customers:

"Tell customers about our Instagram for exclusive content, like updates on new strains and cannabis tips. It's a great way for them to connect with Glacier's passion for premium cannabis."

WEBSITE – GLACIERCANNA.COM

Think of our website as your digital product guide and educational resource. Here's how it can help you sell Glacier products more effectively: Strain Stats, Store Finder, Updates and Insights, and more

How to Use This with Customers:

"Want the latest and most indepth information about Glacier Strains and Products? Visit GlacierCanna.com more insights into what makes Glacier the best choice for Michigan residents seeking quality."







TAP IN WITH GLACIER ON THE WEB

GLACIERCANNA.COM/LINKS

See what's new at Glacier Cannabis by visiting our website, LinkTree or by following our Instagram profile. If you love high-quality cannabis, you're sure to enjoy our feed. It's filled to the brim with vibrant photos of our legendary crops, terpy hand-trimmed flowers, behind-the-scenes peeks at our cultivation process, amazing staff profiles, collaborations, and the latest updates on new strains and products. Follow us and join the newsletter to participate in the cannabis conversation today!



GET TO KNOW GLACIER

ONLINE PRODUCT DESCRIPTIONS





GLACIER 8TH PREPACK: RED VELVET HAND-TRIMMED LEGENDARY FLOWER (3.5g)

Indulge in the decadent charm of Red Velvet in Glacier's handy pre-packed eighths. Celebrated for its rich dessert-like flavor, each inhale envelops you in sweet creamy notes, turning every session into a gourmet experience. The dank buds are absolutely CAKED in frost, making them as visually appealing as they are flavorful. Not to be missed.



GLACIER PEAKS: MEMBER BERRY ONE SUPER FROSTY HUGE NUG (5g)

Dive into berry bliss! This strain, a delightful blend of Skunk Berry and Mandarin Sunset, promises a sweet and fruity escape. This 5-gram nug is hand-selected and expertly trimmed, ensuring premium quality and impressive bag appeal. Packaged in high-quality, reusable glass jars with metal lids and paper labels, Glacier Peaks products are plastic-free, reflecting our commitment to sustainability and premium quality.



GLACIER TWIN PEAKS: SUPER BOOF TWO SUPER FROSTY HUGE NUGS (7g)

Ignite your senses with Glacier's Dante's Inferno Twin Peaks 7g Nug. This fiery strain is a potent blend of OOOZE and Devil Driver, offering an intense and exhilarating experience. Featuring two premium nugs totaling 7 grams, these nugs are hand-selected and carefully trimmed to maintain the highest quality.



GLACIER PEAKS XL: ZEST MINTS TOP OF YOUR FAVORITE PLANT (8g)

Ever browsed a cannabis forum and seen a photo of a massive, perfectly frosty nug, wishing you could have it for yourself? Glacier's Peaks XL 8g Nug makes that dream a reality. The Zest Mints strain, a vibrant blend of citrusy and minty notes, is a highlight of our Peaks XL series. Each colossal 8-gram nug is carefully hand-selected from our premium crops, showcasing Glacier's dedication to quality and precision.

GET LOST IN THE FROST

UNIQUE & INNOVATIVE PRODUCTS





GLACIER 8TH PREPACK: CAP JUNKY HAND-TRIMMED LEGENDARY FLOWER (3.5g)

Testing at a whopping 34%+ an evenly balanced hybrid that embodies Glacier's commitment to purity, potency, and Michigan's frosty glacial heritage. Just as glaciers have shaped Michigan's landscape over millennia, Glacier Cannabis has carefully crafted Cap Junky to offer a unique and unforgettable cannabis experience. Our legendary dank flower hand-trimmed to perfection in small batches for the ultimate experience.



POLAR PACK: GLACIER BREATH HALF OUNCE OF ICEBERG-SIZED NUGS (14g)

Glacier's Polar Pack, an amazing selection embodying the essence of pure, potent, and locally cultivated Michigan craft flower. This half-ounce pack features our most significant nugs, carefully curated to deliver an unparalleled experience. The Glacier Breath strain, with its refreshing minty and earthy notes, brings a cooling burst of flavor to this pack. Each nug is meticulously selected and hand-trimmed to perfection, preserving the full spectrum of cannabinoids and terpenes.



AVALANCHE PACK: WHITE TRUFFLE FROSTY PRE-GROUND OUNCES (28g)

Inspired by Michigan's pristine glaciers. This 1 oz pack of pre-ground flower is crafted for convenience and premium quality. The White Truffle strain, known for its rich, earthy flavors with hints of nutty sweetness, elevates this pack to gourmet status. Each nug is meticulously selected and ground to perfection, ensuring you enjoy the full spectrum of cannabinoids and terpenes. Whether you're packing your favorite piece on the go, or needing to roll joints quickly at home; retire the grinder and indulge in the Avalanche Pack from Glacier!



GLACIER BLIZZARD BAG: COLD SNAP FROSTY DOUBLE-SIZE PREPACKS (7g)

Prepare for a frosty flurry with Glacier's Blizzard Bag, featuring the invigorating Cold Snap strain. Love our 8th Prepacks but wish they were bigger for a better value? That's exactly what you get with the Glacier Blizzard Bag. This 7g prepack of frosty flower captures the essence of pure, potent, and locally cultivated Michigan craft flower. The Cold Snap strain, known for its crisp, minty flavors and hints of sweetness, offers a refreshing and revitalizing experience. Each nug is carefully selected and hand-trimmed to perfection, preserving the full spectrum of cannabinoids and terpenes.

THE PEAK OF CANNABIS

TESTED FOR PURITY AND POTENCY





SNOW SACK: DANTE'S INFERNOFULL OUNCE OF FROSTY SMALL BUDS (28g)

This 28g pack of frosty small buds brings the essence of Michigan's finest craft cannabis right to your fingertips. Dante's Inferno, a robust cross between OOOZE and Devil Driver, offers a bold combination of spicy and earthy flavors with a hint of sweetness that ignites your senses. Each small bud is hand-trimmed to ensure the preservation of its rich cannabinoid and terpene profile, providing a superior cannabis experience.



GLACIER 8TH PREPACK: WHITE TRUFFLE HAND-TRIMMED LEGENDARY FLOWER (3.5g)

Indulge in the gourmet delight of White Truffle with Glacier's Legendary Hand-Trimmed Flower. This strain, a standout cross of GG4 and Peanut Butter Breath, offers an earthy, nutty flavor with hints of sweetness. Each bud is hand-trimmed to perfection, maintaining its rich cannabinoid and terpene profile for a potent and flavorful smoke. Glacier Prepacks provide a top-notch cannabis experience that stands out in quality and taste.



BULK FLOWER: SUPER BOOFGLACIER QUALITY DELIVERED DELI STYLE

Prepare for a soaring, potent journey with Glacier's Super Boof. This strain beckons the adventurous with an electrifying high that escalates the senses to new heights while offering an intense flavor that persists, luring you back for more with each experience. This unique strain is a phenotype of Blockberry, attributed to Blockhead Buds, a mysterious Californian breeder. Super Boof has captivated the cannabis community with its potent effects and intriguing flavor profile. Buckle up and get ready to ride the wave of euphoria with Glacier's Super Boof today.



GLACIER PEAKS XL: BLAST CHILLERGIANT TOP NUG OF YOUR FAVORITE STRAIN (8g)

From the first glance, Peaks XL nugs impress with their visually stunning, frosty appearance. The dense trichomes glisten, hinting at the rich, flavorful journey ahead. Upon opening the jar, you're greeted with an orchestra of aromas—a complex blend of earthy, citrus, and sweet notes that tantalize the senses. Glacier Peaks XL nugs are perfect for connoisseurs seeking top-shelf excellence, professionals unwinding after a long day, culinary artists infusing their gourmet creations, and adventurers enhancing their outdoor escapades.

NEW INNOVATIVE PRODUCTS

UPCOMING & RECENT ADDITIONS TO THE GC PRODUCT LIBRARY





FREEZER JAM — YETI'S STASH GARLIC COCKTAIL x COLD SNAP

Part of the new Yeti's Stash line of choice buds in custom shaped prepacked 8th bags from Glacier, this uniquely bold and flavorful strain by the breeders at Wyeast Farms and grown by the experts at Glacial Farms, this variety combines the savory allure of Garlic Cocktail with the refreshing burst of Cold Snap.



THE BUTCHER - YETI'S STASH CHEM D x COLD SNAP

Sweet funk alert! Introducing THE BUTCHER, featured in the new Yeti's Stash line of choice buds in custom shaped mylars. Another Wyeast Farms strain, grown by Glacier, it's now slicing through the competition with A1 Prime Quality! This exceptional strain is now available in packaging with art from Michigan artists. Note: 'Chem D' is 'Chem 91' x 'Chemdawg d'



DEEP CHEESE (COMING SOON!)CHEESE x CHEESE

An indica-dominant powerhouse that brings the classic Cheese lineage to a whole new level of depth and flavor. Born from the iconic Skunk #1 genetics, this strain is a feast for the senses, boasting a pungent aroma that's both earthy and savory, with unmistakable notes of aged cheese and a hint of sweetness on the back end. If you're a fan of the funk, Deep Cheese delivers in spades.



YETI'S CHOICE STASH CUSTOM-SHAPED MYLAR BAGS

The Yeti's Stash product line is the BEST of the best we have to offer. Bumble the Yeti has selected our most premium, dankest, terpiest nugs he could find and put them in Glacier's brand new custom shaped die-cut mylar bags. Unwrap the fun wherever you see this logo! These custom-shaped 8th pre-packs feature hand-drawn artwork created by Michigan artists. These impressive strains are truly amazing.





GC Logo Glacier Cannabis Logo

GLACIER CANNABIS LOGOS





Glacier wordmark



Glacier favicon

GLACIER CANNABIS EMBLEMS



LOGO & EMBLEM STAYING TRUE TO YOUR ROOTS

ETHOS: MICHIGAN SMALL-BATCH CANNABIS

At Glacier Cannabis, our brand identity is a reflection of our commitment to quality, innovation, and community. Consistent and effective use of our trademarks, logos, and emblems ensures that we present a cohesive and recognizable company image across all touchpoints that's displayed correctly.

GLACIER CANNABIS

Glacier Cannabis Logo Oneline







Peaks (5g)

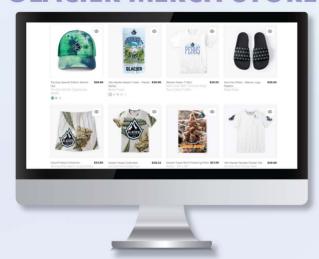
Twin Peaks (7g)

Avalanche Pack (28g)

GLACIER CANNABIS TRADEMARKS



GLACIER MERCH STORE



MERCH.GLACIERCANNA.COM

T-SHIRTS, HATS, FOOTWEAR, HOUSEWARES, & MORE!

Elevate your style with Glacier Cannabis merch, designed for true weed connoisseurs and dedicated tokers. Our collection features high-quality clothing, accessories, and all sorts of gifts that showcase your love for the finest herb. Each item is crafted with premium materials and unique custom designs, reflecting the quality and passion of the artists at Glacier. Find the perfect gift for the stoner in your life who appreciates *high* quality.



Featured Products







Quit Smoking Boof T-Shirt Classic Crew Neck T-Shirt



Glacier COLD SNAP Fleece Blanket



Glacier Bandana - ZESTMINTZ #6 \$19. Bandana



Glacier Bandana - TWIN PEAKS POINT BREAK Bandana



Glacier Bandana - Str SUPERBOOF Bandana



Glacier Michigan Grown Pillow



Yeti in the Glacier Garden Pint Glass Pint Glass







THE GLACIER MASCOT

A LEGENDARY YETI FROM THE NORTH

Say hello to Bumble, the spirited mascot of Glacier Cannabis. Our loyal yeti embodies the adventurous and chilled-out vibes that define cannabis. This legendary yeti roams the frosty peaks, bringing the best of our hand-trimmed flowers to cannabis connoisseurs everywhere.

BUMBLE'S FAVORITE STONER ACTIVITIES









Biking

Skateboarding

Trimming

Gardening

Bumble is more than just a mascot; he's a symbol of quality, passion, and the natural excellence of Glacier Cannabis. Whether he's appearing at events, featured in our marketing, or just hanging out on our merch, Bumble adds a touch of fun and authenticity to everything we do. Keep an eye out for Bumble at the next Vendor Day to join him on his frosty adventures. He's here to remind us all to stay cool, stay curious, and enjoy the finest cannabis around.

Want to see Glacier's Yeti at your next event or vendor day? Contact Us!

FEEL FREE TO REACH OUT FOR A COLLAB!

GLACIERCANNA.COM/CONTACT





THANK YOU!

QUESTIONS? COMMENTS? DON'T HESITATE TO REACH OUT!

THE GLACIER MANAGEMENT TEAM IS HERE TO HELP ANYTIME

WE APPRECIATE YOU TAKING THE TIME TO LEARN & GROW WITH GLACIER CANNABIS!

MAY THIS BUDTENDER MANUAL GIVE YOU A DEEPER UNDERSTANDING OF OUR MISSION AND THE ETHOS OF PURITY & POTENCY THAT DEFINES GLACIER.

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