

Premium CBD products brand ZoneIn hits the retail sector

Premium CBD products brand ZoneIn CBD is hitting the retail sector. The brand has recently been accepted to partner with the 'Emerge - Powered by Presence' program. Emerge is a retail readiness program run by brokerage giant, Presence Marketing. This new partnership is designed to accelerate brand growth and US-based retail distribution. After evaluating over 400 companies, ZoneIn is one of only two successful CBD brands accepted into the Emerge program, accelerating ZoneIn's current exponential growth trajectory. Michelle Lobo, National Vice President of Nutrition and Body Care for Presence Marketing said, "We are very excited to get started with ZoneIn. We have been watching their progress and have been duly impressed with their success and brand strength, even with the current Covid climate. We believe they are positioned to do very well in the retail space." ZoneIn was co-founded by Lofa Tatupu, a former NFL star and three-time Pro Bowler. As an elite athlete, Lofa's numerous injuries caused him to cut his NFL career short. Lofa struggled physically, mentally, and emotionally after retiring, and thought his best days were behind him. He found incredible relief with CBD, and now is proud to be in the best physical and mental shape of his life. After CBD became federally legal in Dec 2018, Lofa made it his mission to share this gift with the world and took the entrepreneurial step to co-found ZoneIn CBD. Together with co-founder and CEO, Amit Rikhi, their aim for ZoneIn is to help people feel better, gain greater focus, and experience improved rest and recovery. Reflecting on how the company's selection for the Emerge Program is in line with his vision for the business, Lofa says, "Ever since I discovered the healing powers of CBD, it's been a dream of mine to help as many people as I can, so they can find the same relief and benefits with ZoneIn. Working with Presence Marketing is a meaningful step in helping realize that dream." "ZoneIn is excited and honored to have been selected to be part of Emerge," agreed Amit Rikhi. "Working with Presence Marketing will help propel the ZoneIn brand forward as we enter 2021." Launched in October 2019, ZoneIn CBD is already making a significant impact in the health and wellness sector. ZoneIn products are currently available in all Bartell Drug Stores across the Northwest, and in select gyms and wellness centers across the U.S. Additionally, ZoneIn's inspiring digital presence, has already built a loyal customer base. With over 500 employees across the US, and deep relationships with top retailers such as Safeway and Whole Foods, Presence Marketing is the leading independently-owned natural foods broker in the United States. Visit us at <https://zoneincbd.com/>

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