

HEROES

A PGP Series

Kenny Morrison

@venicecookiecompany_



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we_are_pgp You're a Hero if you've started and operate a cannabis business. We appreciate your courage because we need Heroes for this industry - leaders who show how to do it right. And you don't have to do it alone - we help Heroes. @venicecookiecompany_ #cannabisentrepreneurs #cannabisbranding #cannabisbusinessawards #cannabisinvestors #we_are_pgp #primarygrowthpartners

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Kenny Morrison

VCC

BRANDS

Founder & Operator
VCC Brands

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Los Angeles Born & Bred

Born at UCLA, then
attended UCLA.
Childhood acting
led to **photography,**
filmmaking, and
directing
music
videos.



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< 2006 >

As an early cannabis retailer, opened four The Farmacy medical dispensaries in Los Angeles.



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2008



Used stores to incubate his first cannabis brand - Venice Cookie Company. Debuted at the Farmacy Store on Abbott Kinney in Venice with 3 different baked goods.



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< 2012

Made the move into formulated cannabis drinks with Cannabis Quencher (CQ) and Subtle Tea.



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2015

Raided by the DEA – over 100 officers arrived at his house and all business locations at 7am and took everything he owned, in violation of his civil rights. He fought the DEA, LAPD, DA, and eventually got his seized money back – by never letting up on the fight. Led to his founding the trade organization CCMA in 2016.



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Today

Worked 18 hours a day/7days a week to rebuild his business. Important to him to prove his early success wasn't beginner's luck. Today VCC Brands beverages are in 350 dispensaries in California, with product licensed into Canada, Arizona, and Florida.

"Success today is the same as it always was – survival is success. It's not about getting rich, it's about building your brand market share."



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Kenny Morrison

Pioneer

Advocate

Brand Builder

Fighter for Civil Rights

Entrepreneur

HERO



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