

Rooted in customer service, education, convenience

"I think being local is a big part of **Root 66 Dispensary's** identity. Both of our brands and all five of our dispensaries are proudly rooted in Missouri," explained marketing director Jordan Van Sichel. The dispensary has locations in St. Peters (which has a 24/7 walk-up window), Wentzville, Des Peres, Dogtown and on South Grand in St. Louis.



Root 66 carries Ostara and Cubano Cannabis as its in-house brands. Van Sichel noted that they are two of the most successful brands in the state

"While all cannabis sold in Missouri must be grown and processed in Missouri, not all companies are locally owned and operated," explained Nick Boggs, director of retail compliance and supply chain for Root 66. Some are owned by out-of-state corporations.

"As a locally owned and operated company, our profits stay in the community," Boggs explained.

Customer service and product expertise are other hallmarks of the Root 66 brand.

"Great customer service is one of our core values," Van Sichel said. "Our bud tenders are very knowledgeable and take time to understand what each customer wants or needs."

As Boggs explained, there's a whole science behind cannabinoids, terpenes and the human endocannabinoid system. Some of this information is available at root66cannabis.com under the Cannabis 101 tab. But the best way to learn more is to visit a Root 66 Dispensary.

"When a customer comes in, we ask a lot of probing questions," Van Sichel said. "We can also get them signed up for our top-notch reward program, which is definitely worth coming in for. Our convenient app keeps track of customer purchases and the points they earn. It also stores information on the products they've purchased so customers can keep track of the products that meet their needs best. In addition, we offer discounts, weekly deals and more."



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