weed.menu

ELECTRONIC PRESS KIT

4/20/2026 Launch Edition

The Higher Path, Los Angeles

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press@weed.menu

ELEVATOR PITCH

weed.menu is the intelligent platform that personalizes cannabis discovery. Learn what works for you through a conversational AI guide, receive personalized recommendations shaped by budtender expertise, and connect directly with your dispensary through live chat—launching 4/20/2026 at The Higher Path in Los Angeles.

BY THE NUMBERS

9,000+	60+	143	6
STRAINS IN KNOWLEDGE BASE	DEEP-PROFILED STRAINS AT THP	STRAIN HERO & MACRO IMAGES	AI AGENTS POWERING THE PLATFORM

WHY THIS MATTERS NOW

Cannabis is a $30B+ industry where consumers walk in overwhelmed, and dispensaries often lack the tools to understand individual preferences. AI has started reshaping personalized retail across major consumer categories, but cannabis has largely been left out.

weed.menu is built to fill that gap: a system that learns consumer preferences, helps dispensary staff guide with more context, and gives retailers a better way to build lasting customer relationships. We arrive as cannabis matures beyond availability-based competition. Legalization is spreading, consumers are more sophisticated, and dispensaries need better ways to stand out through experience.

Jon Guttman

FOUNDER

Jon Guttman is a technical founder with a background in graphics, consumer software, and agentic AI systems. He first envisioned weed.menu over a decade ago—a cannabis platform that could actually learn what each person wants and guide them to it. The technology to do that well didn't yet exist. When it did, he built it: a multi-dimensional recommendation engine, a multi-agent AI infrastructure powering Sage, and the platform tying it all together.

> *"Cannabis is the last premium retail category where technology hasn't deepened the human connection. Every dispensary visit should feel like walking into a shop that already knows you—not starting from scratch."*

The 4/20/2026 launch at The Higher Path marks the first public step toward personalized, trusted cannabis experiences.

PILOT PARTNER

The Higher Path — Los Angeles

LAUNCH PARTNER

The Higher Path (THP) is one of Los Angeles's most respected independent dispensaries—known for knowledgeable staff, curated selection, and genuine customer care. They are the launch partner for weed.menu's first pilot.

- Sage AI — conversational guide that learns consumer preferences
- Budtender personalized recommendations — recommendation logic shaped and trained by budtender expertise
- Dispensary connection — seamless access to the dispensary's live chat
- Strain intelligence — 9,000+ strain knowledge base. 60+ strains fully profiled at The Higher Path with terpene analysis, effect vectors, and safety data.

PILOT DATES	LOCATION	DEMO
April 20–May 20, 2026	Los Angeles, CA	thp.weed.menu

PARTNER QUOTE

> *"weed.menu gives our team more context to help customers find what works for them, while making it easier for people to stay connected to the dispensary between visits."*
>
> — Adrienne, Co-Founder, The Higher Path

KEY TALKING POINTS

THREE QUOTES JON WANTS JOURNALISTS TO HEAR

ON THE MISSION

“Someone walks into a dispensary for the first time, sees 200 products on a menu, and freezes. The budtender has 90 seconds before the next customer. That’s the gap—and it’s where most of the industry just shrugs. We built the tool that fills it.”

ON AI

“Sage remembers that you liked those 5mg gummies last time but hated the indica ones that made you groggy. A menu can’t do that. A search engine can’t do that. That’s what personalization actually means in cannabis.”

ON THE LAUNCH

“We picked 4/20 because it’s the one day the whole industry pays attention. 9,000 strains profiled, 60 deep-mapped for our pilot dispensary, and an AI guide that gets smarter with every conversation. That’s what we’re showing up with.”

MEDIA FAQ

What problem does weed.menu actually solve?

Consumers walk into dispensaries overwhelmed by choice; dispensary staff often lack tools to quickly understand a new customer’s history and preferences. weed.menu solves both sides—giving consumers a personalized intelligence layer while helping dispensaries deliver more informed recommendations and ongoing connection.

How is this different from Leafly or Weedmaps?

Leafly is a strain encyclopedia and dispensary directory. Weedmaps is a delivery aggregator. Neither is built around the relationship between a consumer and their dispensary. weed.menu is designed around that relationship as its primary feature.

What’s unique about your data?

weed.menu’s intelligence layer covers 9,000+ cannabis strains. At the THP pilot, 60+ are fully profiled with terpene analysis, effect vectors, and safety guidance. As we add dispensary partners, their inventories get the same deep profiling.

How do you handle data privacy?

Cannabis preferences are sensitive. We’re privacy first by design—users control what’s stored, what’s shared, and what can be deleted. We don’t sell user data. Full data policy at weed.menu/privacy.

What’s the business model?

SaaS subscription for dispensary partners, with premium consumer features available via subscription. We’re not an ad platform. Revenue aligns with dispensary success, not data monetization.

What’s actually live on 4/20?

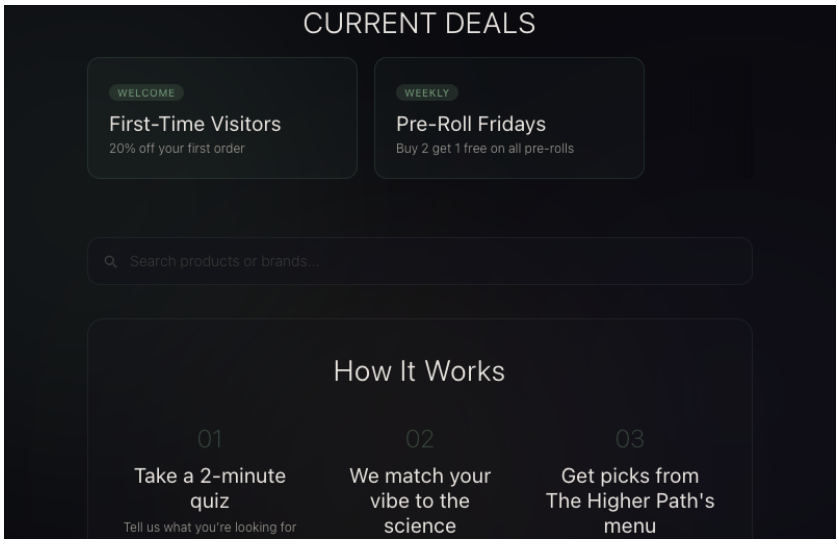
At The Higher Path pilot: Sage AI guide, budtender personalized recommendations, dispensary live chat connection, and strain intelligence. National expansion and additional features are roadmap items.

Why launch on 4/20?

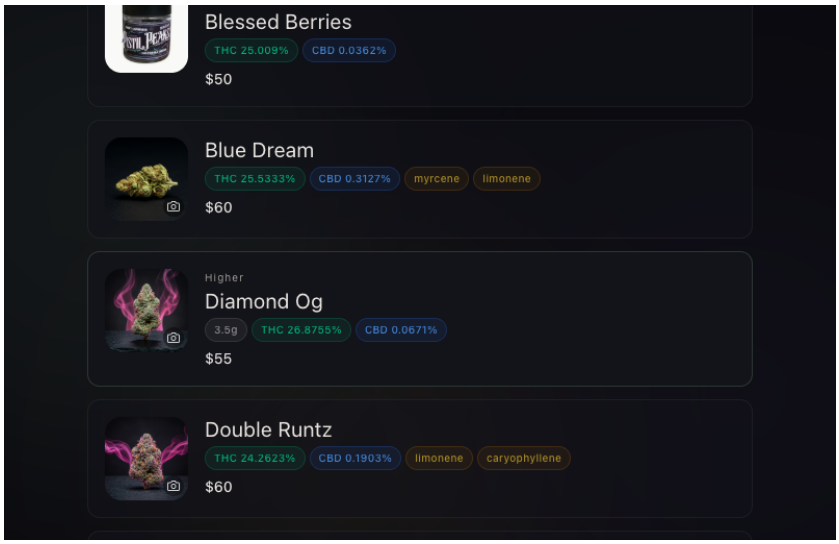
It’s the one day the entire cannabis industry pays attention—press, consumers, operators, investors.

PRODUCT SCREENSHOTS

FREE TO USE WITH ATTRIBUTION TO WEED.MENU



Current deals, product search, and 3-step personalized strain matching



Flower menu with strain photography, live pricing, THC/CBD percentages, and terpene profiles

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COMPETITIVE DIFFERENTIATION

While Leafly focuses on content and Weedmaps on delivery, weed.menu connects digital preferences to the in-store experience and the ongoing relationship between the consumer and the dispensary. It combines AI guidance, budtender-shaped recommendations, and direct dispensary connection in one retail experience.

PRESS CONTACT

Ready to cover the future of cannabis retail?

Response time: within 24 hours for all press inquiries.

Schedule a Demo

See weed.menu in action before launch. Request a hands-on demo with Jon Guttman.

press@weed.menu · Subject: Demo Request

Request an Interview

Jon is available for press interviews through 4/20 launch week.

press@weed.menu · Subject: Interview Request

Access the Media Kit

Logos, screenshots, founder headshot, product one-sheet.

Email press@weed.menu