



ANJA PRESS KIT

- FLOWER
- VAPES
- EDIBLES
- PRE-ROLL

We Put the High in Highland Park



WHO WE ARE

ABOUT US

ANJA is a diverse group of practical dreamers with a found commonality in the normalization of Cannabis in their lives.

Every member of the founding team has either personally, or by means of a close relative, experienced the benefits of proper Cannabis education. With the legal market now open, we'd like to be pioneers redefining the modern cannabis user through educating our audience in ways the Cannabis plant can heal and provide wellness for individuals and the community.



WHO WE ARE

Mission Statement

ANJA is a science informed, Northeast based brand, that simplifies and broadens access to high quality Cannabis products and experiences.

We are passionate about destigmatizing the plant by educating our audience in ways it can enhance fun and wellness. ANJA strives to create a community where all aspects of cannabis can be freely discussed in a safe non-judgemental space creating a culture where the intersection of Cannabis, education, food, music and arts can all be explored.



MEET OUR TEAM

EXECUTIVES



Julio Casado
Chief Executive Officer



Migna Guzman
Chief Financial Officer



David Kang
Chief Marketing Officer



Kirill Satanovksy
Chief Operations Officer



Padjama
Chief Wellness Officer

MEET OUR TEAM

WHO MAKES ANJA SPECIAL



Claudia Granados

Head of Public Affairs



Donte Hamilton

General Manager

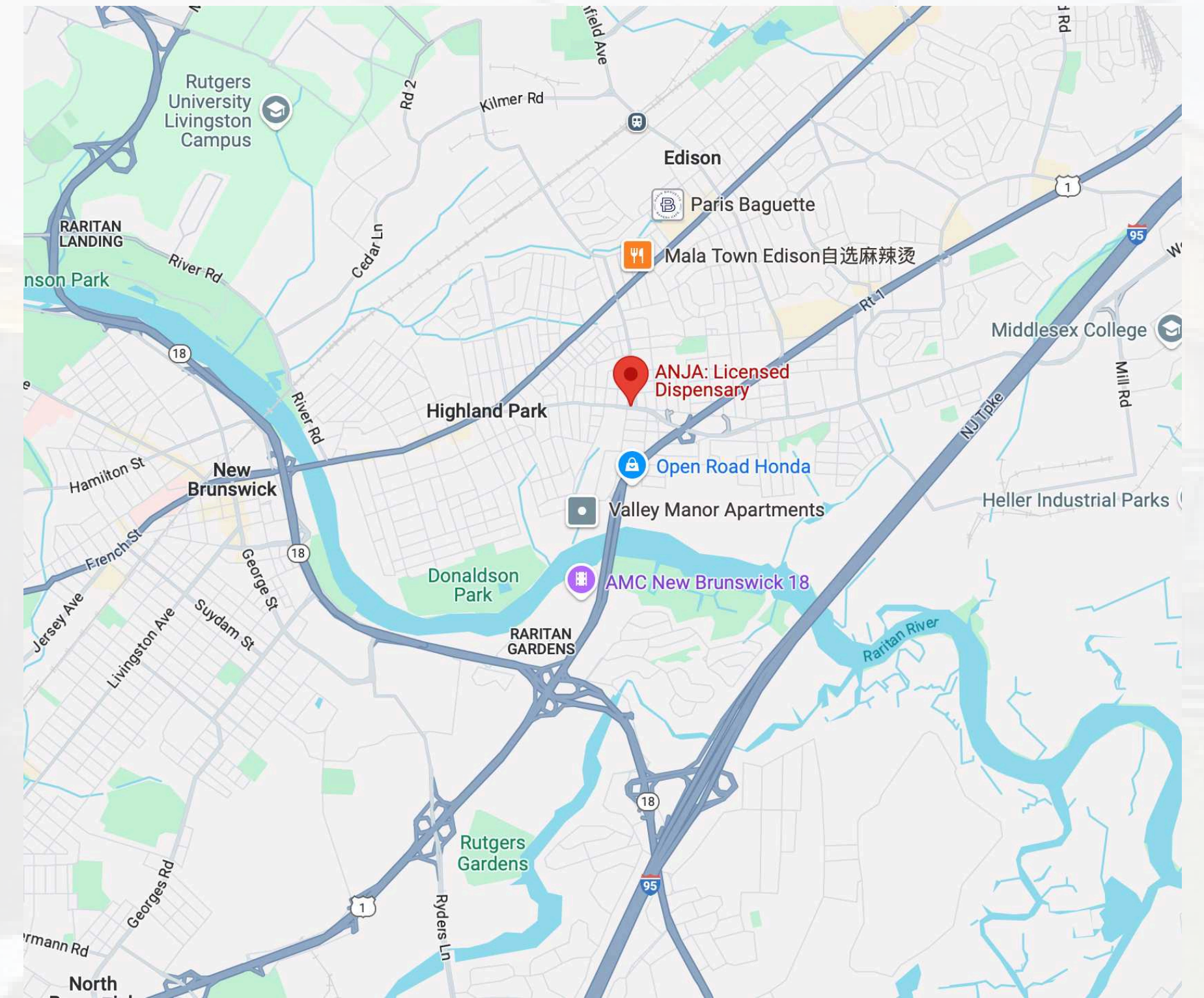


Ally Verello

Sourcing Manager

THE ANJA EXPERIENCE

Locally Rooted. Exceptionally Curated.



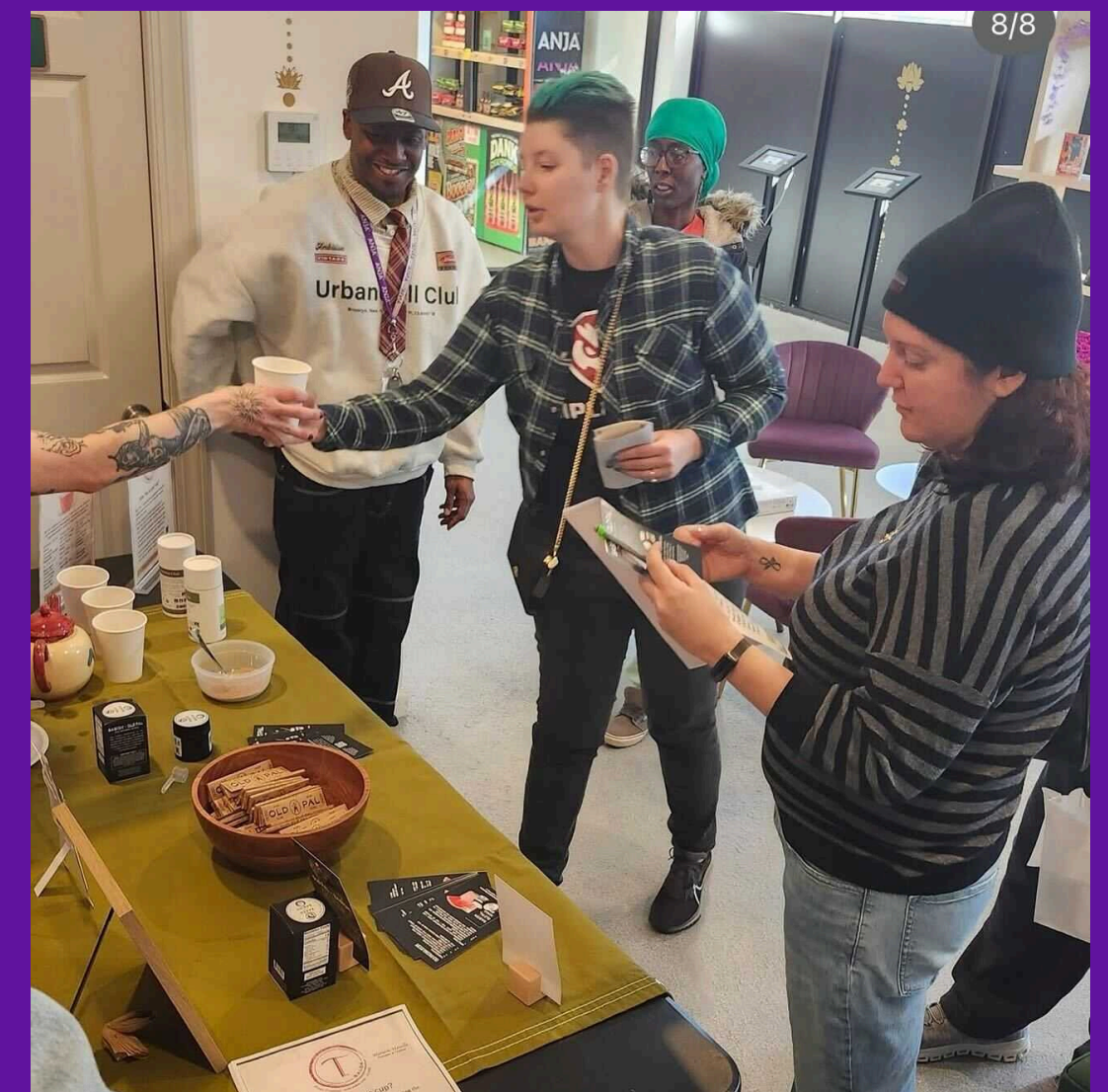
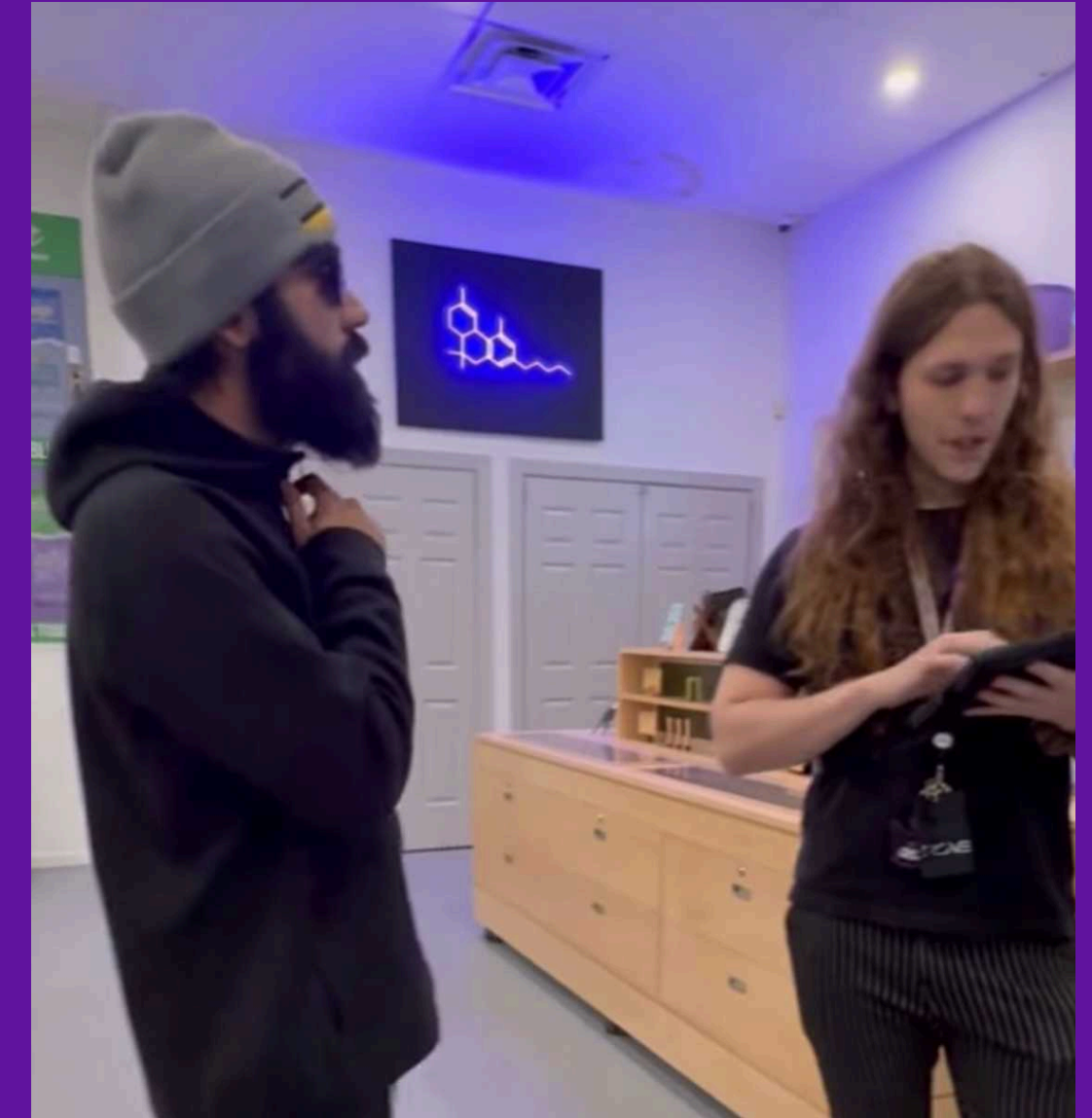
225 Woodbridge Ave, Highland Park, NJ 08904

SERVICE

Excellent & Knowledgeable Staff

*You have questions, **we have ANJA!***

ANJA combines expert guidance with an unmatched product selection. Our knowledgeable staff doesn't just serve—they educate, recommend, and personalize your experience based on your wellness goals. Discover why ANJA isn't just a store, but a destination for both enthusiasts and curious newcomers alike.

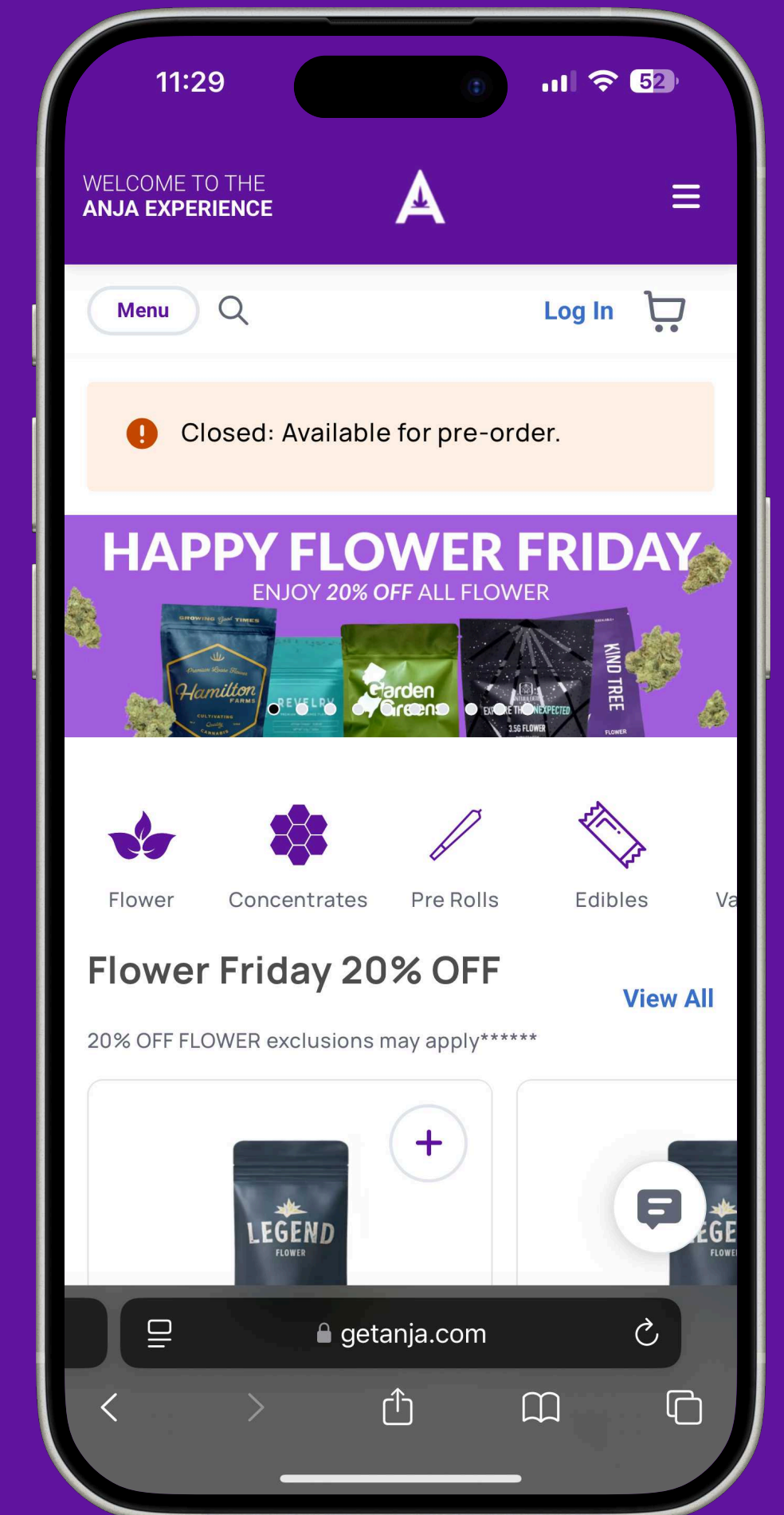


SERVICE

Shopping experiences cater to you

- In store, Online, Pick up, and Delivery -

ANJA is dedicated to enhancing Middlesex County's cannabis experience. From staff education to store and website layout, we are looking to provide the best possible customer experience. We hope to educate customers so that they can find quality product for their needs and price point. We want to make getting ANJA easy; customers can place an order online for pick up or delivery, or also choose to visit us in store for the full experience with a budtender's guidance or explore one of our many kiosk menus.



ANJA™
DELIVERY
SERVICE

Convenient

No Lines

Quick as 1 Hour

FREE DELIVERY
ALL OF MARCH

DEBIT FEE \$3

MIN ORDER \$75



Did you know we have a bud bar?

We want our customer to engage with the product, to better understand what they are purchasing with their eyes and noses.

INDULGE YOUR SENSES

1

Pick Up Jar to Inspect Flower

2

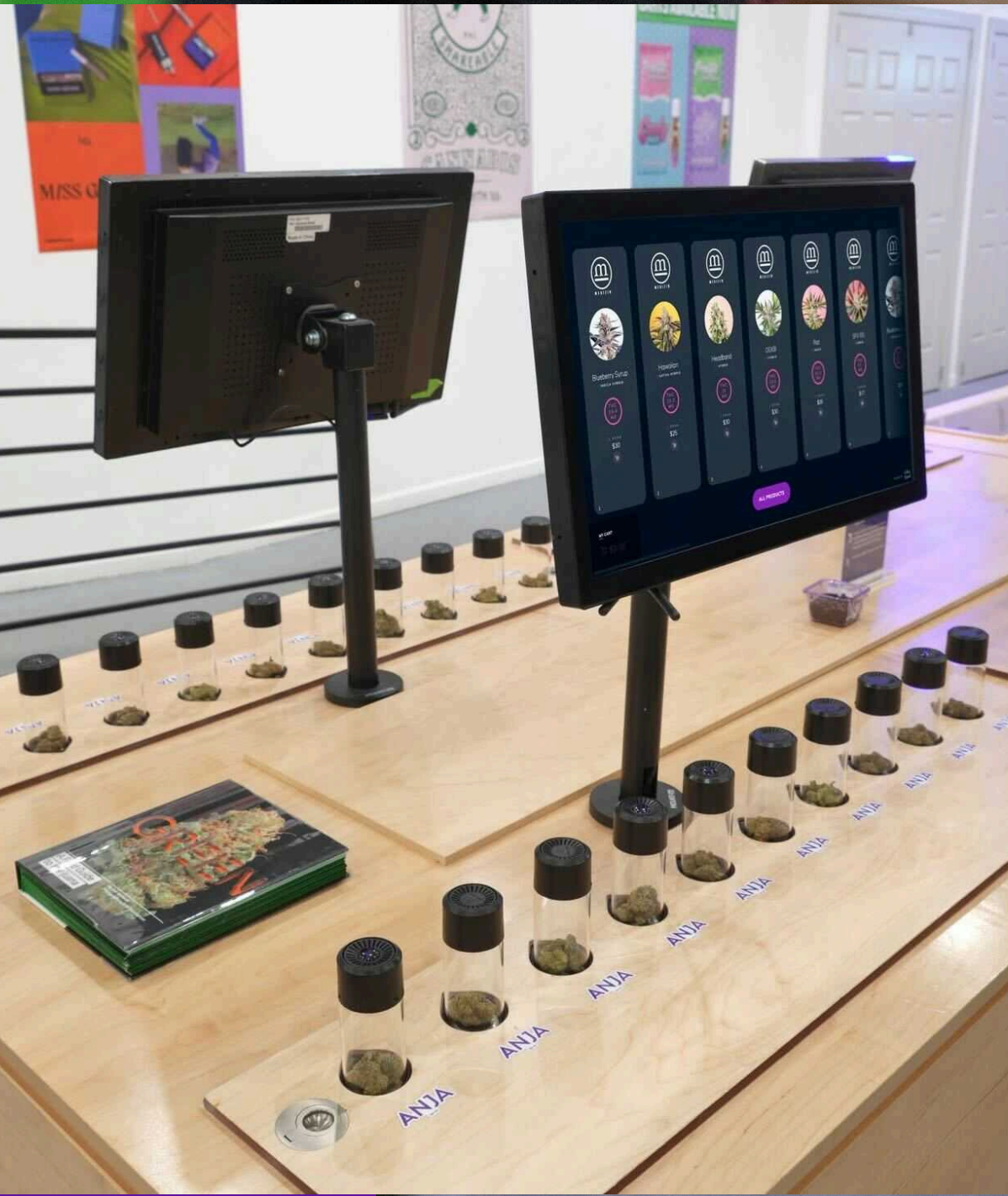
Press Down the ANJA Logo on the Top to Smell the Unique Terpenes of the Strain You've Selected

3

View Screen to Discover Strain & Other Product Details Such as the Names of the Unique Terpenes You Are Smelling

4

Find the Right Product for You!



PRODUCTS



Flower



Concentrates



Pre Rolls



Edibles



Vaporizers



Topicals



Tinctures



Accessories



Merchandise

PRODUCTS

QUALITY FOR EVERY PRICE POINT

We look for shared company ethos in our cultivators & manufacturer relationships. As a brand hoping to create a community where all aspects of cannabis can be freely discussed in a safe non-judgemental space, it is critical for us to find local partners who also aspire to be knowledgeable, provide high quality goods & products, to understand how to operate within the highly regulated industry.

ANJA is dedicated to creating partnerships with legal and financial teams with large expertise in the cannabis industry. We are excited to expand on our relations with the Highland Park community and the garden state of NJ by using local businesses and employing residents that reside in the community. We have established an extraordinary team and network of expertise in the design and development of our retail store. Our plan includes continued efforts to include the local community in our e-commerce & delivery efforts as well.



WEEKLY & DAILY DEALS!

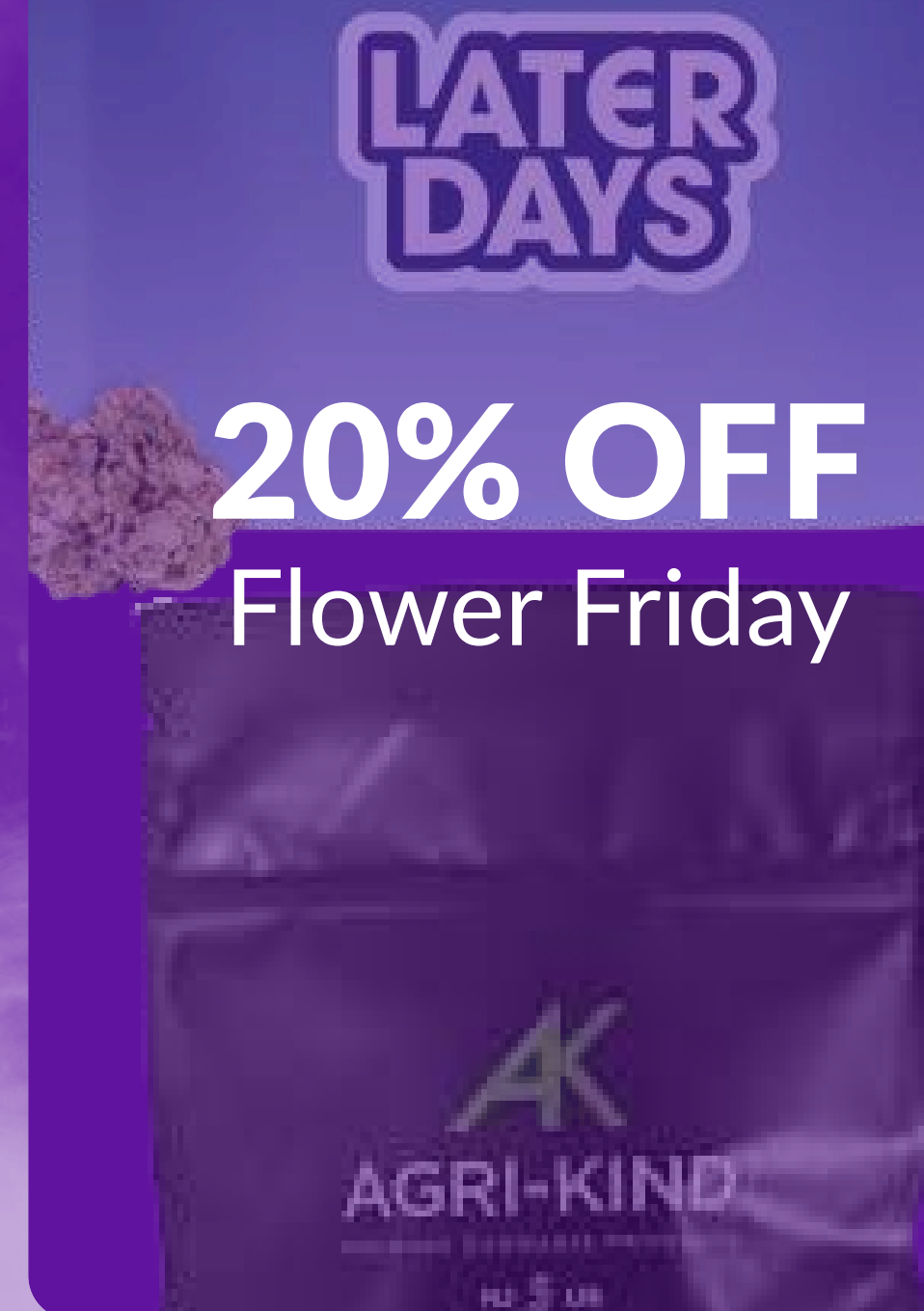
20% OFF
All AYR Products



40% OFF
Elyon & Feelz



20% OFF
Flower Friday



20% OFF
Wax & Wellness
Wednesday



NEW

BACK

ONLY

AT ANJA

FAQS

What makes ANJA unique?



ANJA distinguishes itself in the cannabis market through our curated, experience-focused approach. Unlike conventional dispensaries that organize products primarily by type or potency, we carefully select and categorize our offerings based on desired experiences and effects. Our unique "State of Mind" organization system helps customers find products that align with their specific needs—whether seeking creativity, relaxation, focus, or relief. We've also invested in creating an inviting, design-forward retail environment that breaks away from traditional dispensary aesthetics. Our space features natural materials, thoughtful lighting, and educational displays that make the cannabis selection process approachable for both newcomers and experienced consumers alike.

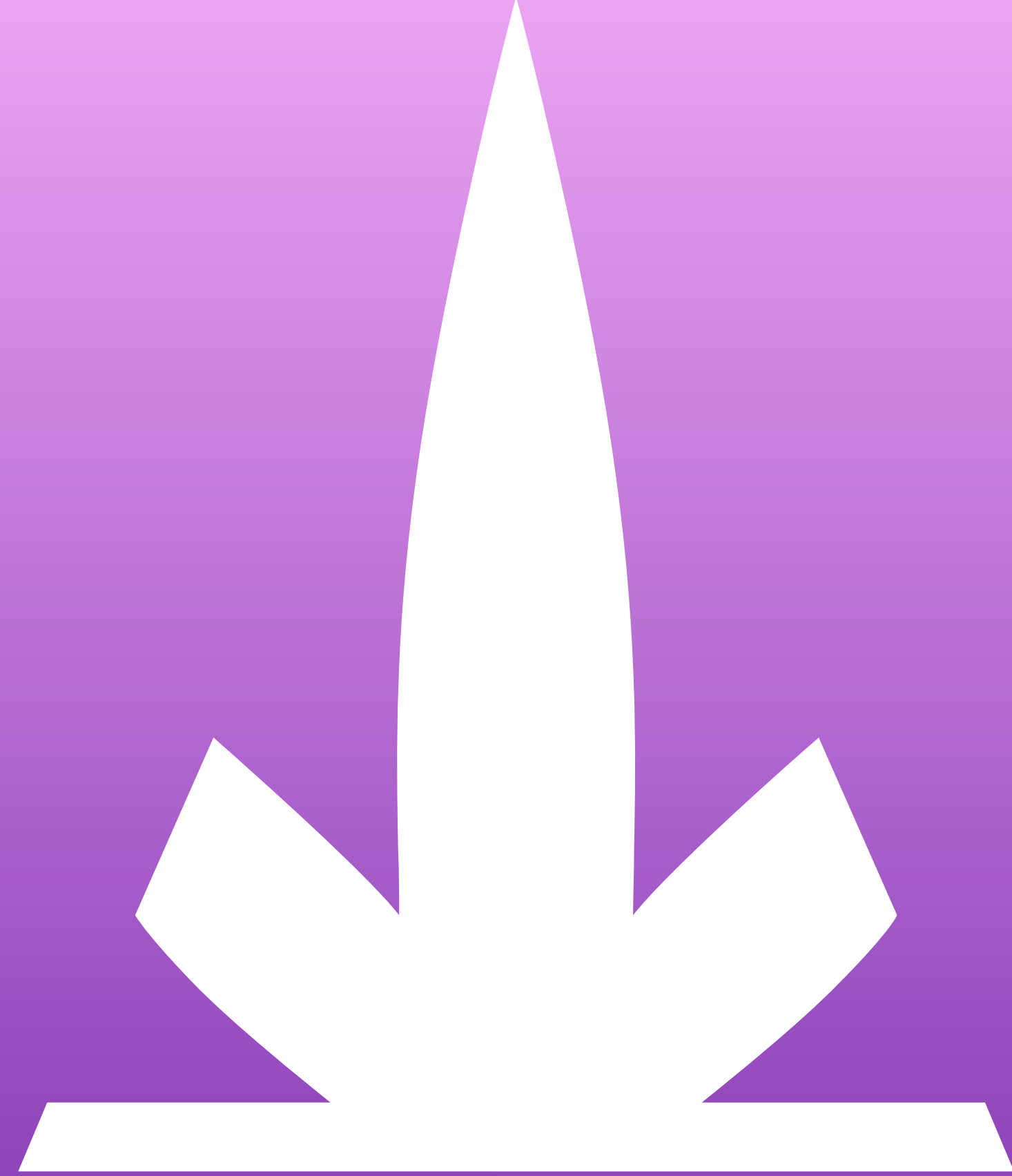
Additionally, our staff undergoes rigorous education beyond standard compliance training, with expertise in minor cannabinoids, terpene profiles, and holistic wellness. This allows us to offer personalized consultations that consider each customer's unique body chemistry, preferences, and wellness goals.

How ANJA contributes to local community initiatives?



Community engagement is central to ANJA's mission. We've established several ongoing initiatives that demonstrate our commitment to being a responsible, positive force in our neighborhood: ANJA hosted Experiential Events, Participation in Highland Park Farmers Market & Other Local Community Events, Vendor Activations for Further Product Education. We also invite local businesses and vendors to participate in our annual April Cannabis Celebration.





OUR HIGHLIGHTS!

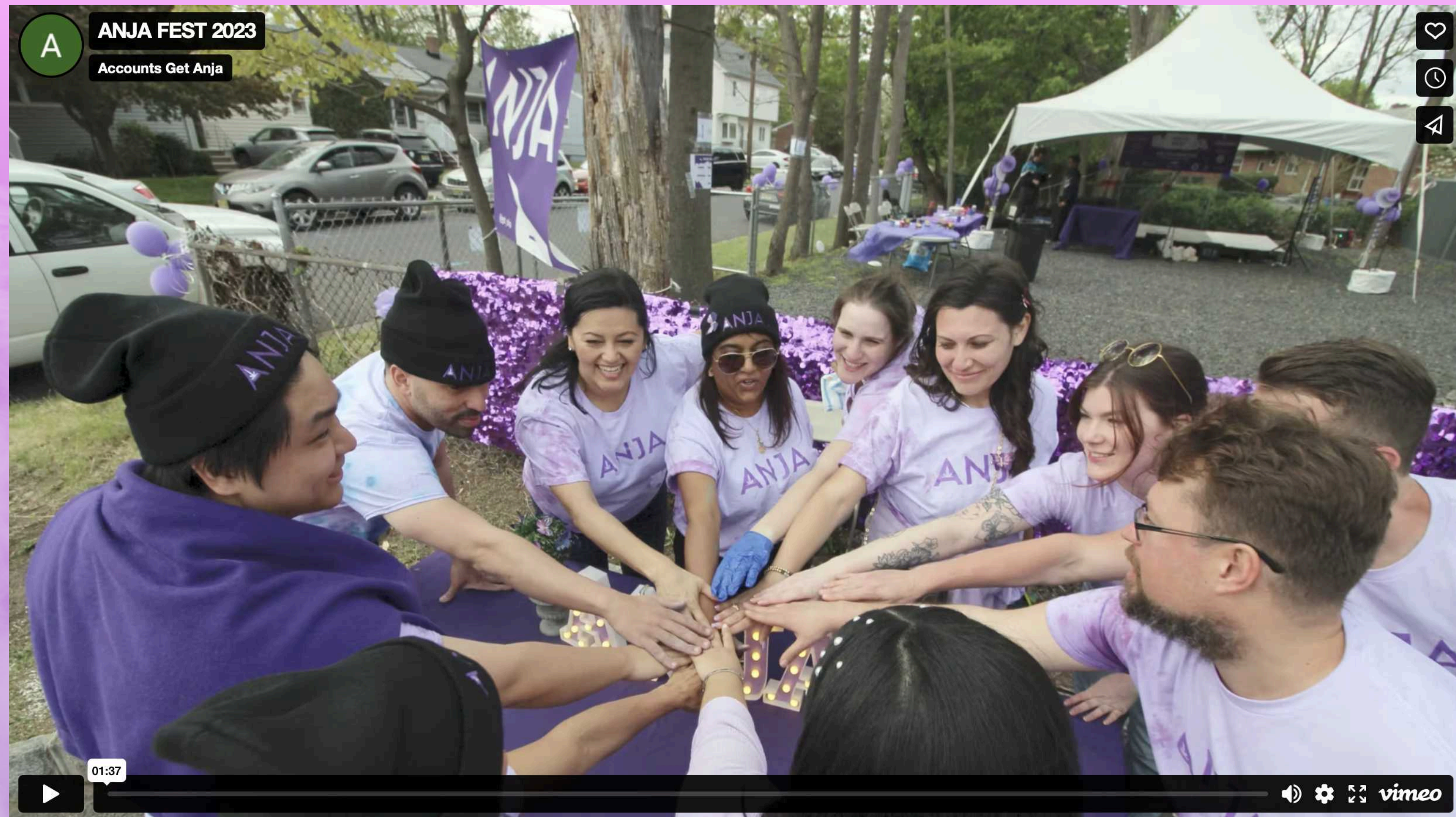
ANJA FEST



Now in its third year, ANJA Fest has quickly become a highlight community event hosted by ANJA Dispensary each April. This vibrant celebration brings together cannabis enthusiasts and the community at large for a day of connection and education.

ANJA Fest features local food vendors, live music, interactive activities, and exclusive cannabis promotions. Past events have included popular stations such as tie-dye workshops, lavender planting, cannabis trivia, and educational booths hosted by our trusted brand partners.

The festival reflects ANJA's commitment to destigmatizing cannabis through education, community engagement, and responsible celebration.



WATCH OUR PAST ANJA FESTS

Click Here to View- <https://www.getanja.com/anja-fest-3/>

ANJAFEST

\\ **BLOCK PARTY** //

SATURDAY
APRIL 19
1 - 7PM EDT



MUSIC

FOOD

GAMES

21+

PRIZES & GIVEAWAYS

REGISTER NOW

to be entered for a chance to Win a
FREE Ounce of Flower at the event!

REGISTER HERE

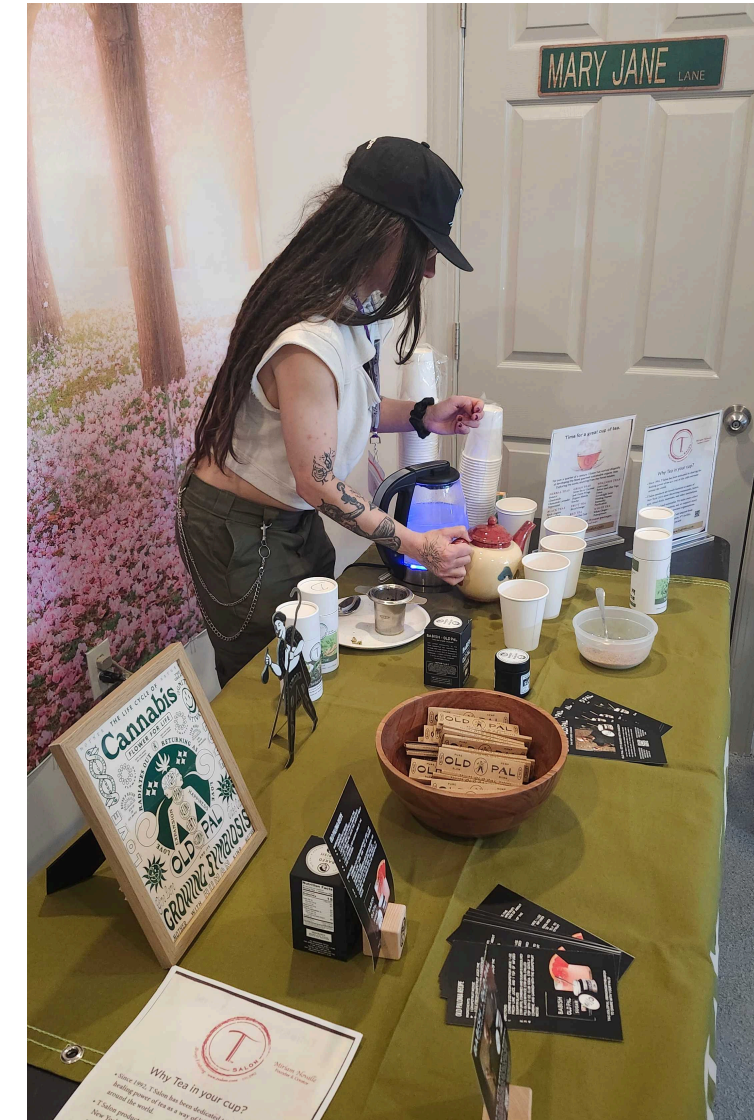


OTHER COMMUNITY EVENTS

ANJA regularly hosts experiential events designed to deepen customer understanding of cannabis products in an intimate, interactive setting. These educational sessions allow participants to engage directly with experts, ask questions, and explore products in a supportive environment.

Beyond our storefront, ANJA maintains an active presence at Highland Park Farmers Markets and local community gatherings, where our knowledgeable team provides cannabis education and answers questions from curious community members. This outreach reflects our commitment to normalizing cannabis conversations and fostering informed decision-making around consumption.

These community initiatives represent ANJA's broader mission to serve as a trusted educational resource while building meaningful connections throughout Highland Park and surrounding neighborhoods.



TESTIMONIALS



See Why Others Love ANJA!



Dope environment, great customer service, Michellene was very helpful giving great affordable suggestions! I will definitely be returning!! - **D Barbour**



I had an amazing experience! Customer service was great. Brianna was extremely kind and helpful selecting my purchase. She made me feel comfortable and I could tell she was very knowledgeable! Would definitely return. - **Alex C**



I've been to a lot of dispensaries, but this one is my favorite. The staff is always so kind and helpful and efficient. They have an incredible selection always in stock. They're the only dispensary I've been to where you can actually get to smell the cannabis before you buy it! If I could, I would give this place 10 stars! - **Stephen Molnar**



My 5 star experience in this dispo is very much due to the love, care, and consideration of Monica! Their presence and assistance in the matter of picking out my assortment of goods means so much to me, as many other sales reps in this community would treat their interactions as a means of simply making money. Give them a promotion!! - **Sterling**



Amazing Dispensary with Friendly, Knowledgeable Staff!

This place is hands down one of the best dispensaries I've been to! The atmosphere is always welcoming, and the staff goes above and beyond to make sure every visit is a great experience. Elijah and Michellene, in particular, are incredible—they always take the time to help me find exactly what I'm looking for and make sure I leave with a smile on my face. Their knowledge and friendly attitude make the whole experience even better.

Whether you're a regular or a first-timer, you'll feel right at home here. The selection is always top-notch, and the service is unmatched. Highly recommend!! - **Michelle Yunker**



OUR PARTNERS & VENDORS

MADE WITH LOVE

Butt Cake

CANNABIS BAKED GOODS



JERSEY CITY

Butt Cake

be B.I.O *cafe*

VEGAN & GLUTEN-FREE



TIMELESS



ELYON
CANNABIS

MPXX™



LOUD LABS

AIRO

Prolific
grow House



ANTHOLOGIE™

Hamilton
FARMS



PUFFCO



Botanist



Fernway

Kind Tree

OLD PAL



JERSEY
Smooth

SUPERFLUX™



PYRAMID

grön



TERRASCEND

CLADE⁹



Garden
Greens

ongrok



wana



LATIN BITES

19
06

MISS GRASS

BRUTE'S
EST. 2022
ROOTS



CANNABIST
EST. 2020

VERANO™



BLAZE®

EDIE PARKER

INCLUSION
GOURMET
Effective ingestibles since 1992™



SETTING THE STANDARD
nova
FARMS



BRUTE'S
SUNGROWN
ROOTS



FEELS



Doinks
PREMIUM INFUSED SMOKEABLES



HASHABLES



LEGEND
UNITED STATES



ZZ ZONKED
SLEEPY GUMMIES





BANGO
DISTRIBUTION



Victory

ROVE



PREMIUM
CZECH REPUBLIC
TUXEDO
ROLLING PAPERS

THANK YOU! - Let us Know if you have any questions



Address

225 Woodbridge Ave, Highland Park, NJ 08904

Website

www.getanja.com

Phone Number

+1 (732) 995-9390

Email

support@getanja.com

UPCOMING EVENT ASSETS

Link to Event Page - <https://www.getanja.com/anja-fest-3/>

Link to ANJA FEST III Assets - https://drive.google.com/drive/folders/1dCtrdo4GXvQrFTLCczC_oQTHWNtrwglp?usp=sharing

Link to Logos - <https://drive.google.com/drive/folders/1HCoDQEWxTQTIHAbeaAHn8B3IT61Kfz-2?usp=sharing>

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