ACCESS CBD® Shakes Up The CBD Industry Again

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Media:















With new ACCESS CBD® E-Liquids, BRITISH CANNABIS™ extends the brand that changed the landscape of the UK CBD Market, bringing greater value-for-money to the CBD Vape oil category and making CBD more accessible to everyone.

BRITISH CANNABIS™, registered as
CBD Health Foods Ltd, announce today that award winning consumer CBD supplement brand, ACCESS CBD®, have extended their CBD range with an additional category – a brand new range of mid-to-high strength, naturally flavoured CBD vape liquids.

The ACCESS CBD® E-Liquid range launches with six new products, comprising of two strengths (1200mg and 2400mg of CBD per bottle) and presented in three popular ACCESS CBD® flavours – Berry, Citrus, and Natural – complementing the range of award-winning ACCESS CBD® oils.

Since its 2019 debut, the ACCESS CBD® brand has embodied several key hallmarks of exceptional value-for-money and top-quality, genuine CBD products for sale. By focusing on the BRITISH CANNABIS™ end-to-end product creation process and by incorporating fair pricing, the brand was quickly able to gain significant market share advantage over existing companies in the sector.

The ACCESS CBD® E-Liquid formulas contain a 60/40 PG to VG blend (suitable for most devices) and are infused with natural fruit flavours, naturally sourced CBD with the addition of natural cannabis terpenes. The CBD vape liquids
come in 50ml user-friendly shortfill bottles; thus, customers can choose to either use ACCESS CBD® E-Liquid as it is or, for nicotine users, add up to 10ml of nicotine liquid per bottle.

In typical style for ACCESS CBD®, affordability and accessibility are at the forefront. As with the prior launch of their CBD oils range, pricing is extremely competitive. With these CBD Vape oil
E-Liquids, ACCESS CBD® will offer consumers a £10-£20 saving vs. the average bottle of same-strength, same-size of 'CBD vape liquid'
available on the UK market today.

The market for vaping products reached £2.7b in 2021, but BRITISH CANNABIS™ was not interested in simply sitting back and watching. The company had plans to increase the market potential.

Steve Batchelor, Marketing Director at BRITISH CANNABIS™, commented: *"We thought long and hard over the past year about whether or not to extend our ACCESS CBD® range into e-liquids. They are a popular format and a fast-growing category, but our core health-promoting format has been in sublingual CBD oils; e-liquids and 'vaping' are not exactly associated amongst the top health solutions.*

In the end, we revised the decision after we felt that with the ACCESS CBD® value and quality proposition, great flavour delivery, and the bioavailability of dosing CBD in a vaporised format, we had a great offering to what has rapidly become one of the largest UK customer bases for a CBD range.

The pricing will be extremely competitive, but no expense has been spared on getting the basics of quality right. Every batch of these E-Liquids will carry full test results on purity, compliance, and CBD accuracy which can be accessed via a QR code on every bottle. We also give clear advise on dosing and use."

Thomas Whettem, CEO of BRITISH CANNABIS™, added: *"Put aside for a moment the astonishing price point of ACCESS CBD®; that isn't new news. The ACCESS CBD® range is quite undoubtedly the best tasting CBD products you'll see in the market. Combining real fruit extracts with the powerhouse of cannabis terpenes, we set out to make the best tasting CBD oils and e-liquids and according to our customers, we did that. Yet there's more. For those in the know, the cannabis terpenes that provide many of the aromatics and taste in the foods we eat are considered by many to be more efficacious than CBD itself.*

What we did with the ACCESS CBD® E-Liquid range is built on this to provide e-liquids that not only pack a flavour-bursting punch, but also cram in as many aromatic and beneficial cannabis terpene compounds as possible.

It's what BRITISH CANNABIS™ does best; we utilise our extensive knowledge of cannabis amassed over

the last 6 years to provide products that are so far ahead of the competition, it takes them years to catch up."

David Ralson, Managing Director for BRITISH CANNABIS™, summarised: *"ACCESS CBD® took the market by storm over 2019 and 2020, by proving that not all genuine quality CBD ranges had to charge 'rockstar prices'. Our successful two year run on UK national television and our track record of having arguably the most Trustpilot reviews of any single UK CBD brand are optimistic signs that 'vape' consumers, looking to add CBD to their routines, will welcome this range of great-tasting e-liquids."*

At time of going to press, ACCESS CBD® currently has 3,859 customer reviews at trustpilot.com/review/accesscbd.uk, of which over 97% carry a 4-star or 5-star score.

ACCESS CBD® Shortfill E-Liquids are set to go on sale in this Summer, with recommended retail prices of £24.99 for 1200mg CBD per 50ml, and £34.99 for 2400mg CBD per 50ml.

To place interest in ordering ACCESS CBD® Shortfill E-Liquids, BRITISH CANNABIS™ can be reached on +44 (0)203 9652 420 or via email at info@britishcannabis.org

BRITISH CANNABIS™ - A UK CBD Industry Original

BRITISH CANNABIS™ is the largest producer, manufacturer, and distributor of legal cannabis-derived products in the UK. They own and operate a unique extraction and purification facility in England and provide analytical testing, bulk extracts, and white label products to the UK market leading brands.

With over a thousand CBD food supplement products, included across no less than 15 thorough applications to the Food Standards Agency, the makers of CBD by BRITISH CANNABIS™, ACCESS CBD® and many successful white label brands are set to bring cannabis-based wellness products to the people for years to come.



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