Blowing Away The Competition - ACCESS CBD® from BRITISH CANNABIS™ expands the brand that changed the landscape of the UK CBD market into CBD e-Liquid formats; responding to demand for greater value-for-money from the CBD 'vape' market.

Monday 30 May, 2022

BRITISH CANNABIS™, registered as CBD Health Foods Ltd, marks 'International Vape Day' on 30th May 2022, by announcing that leading consumer CBD supplement brand, ACCESS CBD® will be extending the brand to an alternative category, with a new range of flavoured CBD e-liquids.

The ACCESS CBD® e-liquid range will launch with six products, comprising of two strengths (1200mg and 2400mg of CBD per bottle) and three flavours – Berry, Citrus and Natural - to complement the existing range of award-winning ACCESS CBD® oils.

Since its launch in 2019, the ACCESS CBD® brand has stood for tremendous value for money and bringing a no-nonsense approach to making high quality, genuine CBD products accessible to all. It achieved this via simplified packaging, the BRITISH CANNABIS™ end-to-end know how in developing cannabis-derived products and a focus on quality, accuracy and fair pricing.

The e-liquid formulas contain a 60/40 PG to VG mix (suitable for most devices) and are infused with natural fruit flavours, naturally-sourced CBD and with the addition of natural cannabis terpenes. The initial pack size at launch will be 50ml, provided in user-friendly short-fill 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 the ACCESS CBD® brand, affordability and accessibility are at the forefront. As with the prior launch of their CBD oils range, pricing will be extremely competitive. At that time, ACCESS CBD® oils could save consumers up to 70% on the price per milligram of CBD, versus the UK market average for CBD oils (*CBD Intel*, 2020). With these 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 an estimated £2.7 billion in 2021, with growth predicted to see the market exceed £3.3 billion by 2025. However, the opportunity for growth was not one that BRITISH CANNABIS™ took lightly.

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 the CBD oil; 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 bio-availability 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 here will be extremely competitive, but no expense has been spared on getting the basics of quality right. Every batch made 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 clearly advise on dosing and use."

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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 are quite undoubtedly the best tasting CBD products we 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 have done with the ACCESS CBD® e-liquid range is build on this to provide a liquids that not only taste flavour-bursting delicious, but also pack in as many the aromatic and beneficial cannabis terpene compounds as we can.

It’s what BRITISH CANNABIS™ does best; 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 3,664 customer reviews at trustpilot.com/review/accesscbd.uk, of which over 97% carry a 4-star or 5-star score.

ACCES CBD® Shortfill e-Liquids are set to go on sale in early Summer 2022, 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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