

HEY Y'ALL

For the last few months, I've been struggling to get my words right to let everyone know what's been happening with GROWF. It's been such a fulfilled journey from the very beginning. Some of you were introduced to GROWF in the early stages, when it was just me and my Facebook post, spamming 4/20 groups and shops in early September of 2020. Others of you found us the day we went viral on TikTok and Twitter in January of 2021. It's crazy to think back at how I signed the lease two months before going viral, not knowing how or if it would even come together and yet God and The Universe had it all planned out and ready.

The amount of support from you all has truly been amazing and heart warming and a million "thank you's" still wouldn't feel like enough. Whether you are thousands of miles away in London or our next door neighbors in Suffolk and Hopewell, I want you to know I appreciate you from the bottom of my heart.

It pains me to inform everyone that both physical locations will be closing this year. The Greenhouse Experience, also known as The GHE, in the Richmond area has been such a delight. This location was actually a group invested storefront. Many thought that we were simply expanding, which we were but not alone. I would like to thank our partners for believing in the vision to create a unique 420-friendly herbal intimate lounge space for the community in that area. Without Yelo Leavz, Ooh Sticky, and a good friend overseas, none of this would have been possible. Huge shoutout to our regulars as well, always coming in, catching a vibe, and bringing great energy every weekend. Our lease ends July 1st of this year, so our last operating month will be May, opened each Sunday from 2:00 - 11:00 PM. We will definitely have a Blowin' (Goin') Away Party, so be sure to keep up with the information and updates via www.theghethang.com or @thegherva on Instagram.

Our main and first storefront location, GROWF Herbal Bar + Shop, in Downtown Suffolk will also be closing sometime this year. So many dope memories, connections, and relationships are rooted here. From the Controversial Conversation Smoke Sessions, PUFF N MICs, Parkin' Lot Pimpin', and even the dope events you all have thrown, like graduation parties to baby showers to showcases and more, the foundation for our own growth as a company is so fertile and abundant and wouldn't have been possible without you. Thank you. Thank you for spreading the word, thank you for coming out and smoking one, thank you from bringing friends and family, thank you for stocking up on teas and herbs, thank you for the honest feedback, words of advice and encouragement, and most of all thanks for the smiles and the love. It was so wonderful to see and interact with many of you face-to-face and in-person. I have truly learned a lot from this experience and cannot wait to reflect, process, and grow from it. Everything has been happening so fast from the very beginning and its hard to look back while you still driving. But as we all like to say, "we still in this bxtch!".

GROWF Herbal Bar + Shop's lease ends December 1st of this year, however someone can come in and take over our lease at any point between now and then and we would only have 60 days do move out. So, there is no exact date yet, but if we are to continue all the way until the lease is over, the last day of operation will most likely be in late September or mid October. It's my committed goal to continue to run the shop, to the best of my abilities, until the very last day.

Now, you're probably wondering why, right? Well, it's a mixtures of different reasons ranging from landlord issues, physical location, social media bans and complications, finances, broken partnerships, no more employees, and mainly myself. I've invested so much time, money, and energy into GROWF and it has caused me to experience just that - GROWTH. Not only in my career with learning and managing a lot of first - first time having employees, first time having a store front, first time being in Suffolk, first time dealing with 420 laws and regulations, and much more, but also going through A LOT in my personal life too. 2022 was definitely the year it all came to a head, there was so many moving parts and so much going on all at once, talk about a roller coaster.

I'm already starting the process, but once both locations are closed, I want you all to know that I am going to be putting my focus towards my physical, mental, financial, and spiritual health. I need a break. Most of you all know me because of this company however, I've been in the business game for quite some time now. It's important for me to do this as I feel if I am not okay or in the right start of mind, then the business won't be either. I truly hope you all understand.

Online sales will still resume and a rebrand with new product lines are definitely in the plans for the future. I just ask if you could please be patient with me moving forward, as right now it is mainly me by myself handling both stores inventory, online orders, and wholesale orders, with help from friends and family from time to time.

HUGE shout outs and thank you's for those who really made GROWF a possibility. My team was literally the absolute best. I've learned so much about myself and building organic relationships with them that it's definitely been a major part of my personal development as a young adult. Their energy created the vibe in the store and it was always inviting and fun to be there laughing and experiencing this journey together. A bond that I don't believe will be broken.

To Elexus, Ahmore, Chane, Daisha, Kevin, Teanna, Justice, Ta'kenya, Ayanna, and Isaac - words can't even say how honored I am to have met, connected and grown with you all in ways I will never forget. It wouldn't be right to not include Darren G., Mo Woods, Brittany, Shae, Will, and PHOND in this group too, because they became part of the team and family as well. Thank you all for believing and seeing the vision for GROWF from the very beginning. Thank you for being understanding and honest in moments where it was tough. Thank you for staying as long as you did to help keep the doors open. Thank you for allowing me to be vulnerable and open during times of adversity and continuing to push us all forward. Thank you for teaching and showing me the true meaning of GROWF. I wish nothing but continual blessing and success for you all on your own personal journies.

To my mom and dad - words can't even be structured together the way I need them to be to show how thankful I am. Without you both this store would have closed months ago. So, I plan to repay you both with my actions and how I move forward from this point. Intentionally and always doing my best, which is always what you've asked for. I love you both so much.

To my customers, friends, and extended family, you already know that vibes. This is the end of one chapter, and the beginning of another. I hope that I've been able to be an inspiration and light for you to seek and move forward with your dreams no matter what. Only time will tell what's next, so stick around to see where the journey is to go next because the opportunities are truly endless.

Now That's GROWF.

Keep Pushin' G,
Janay "Jay" Brown
CEO, GROWF