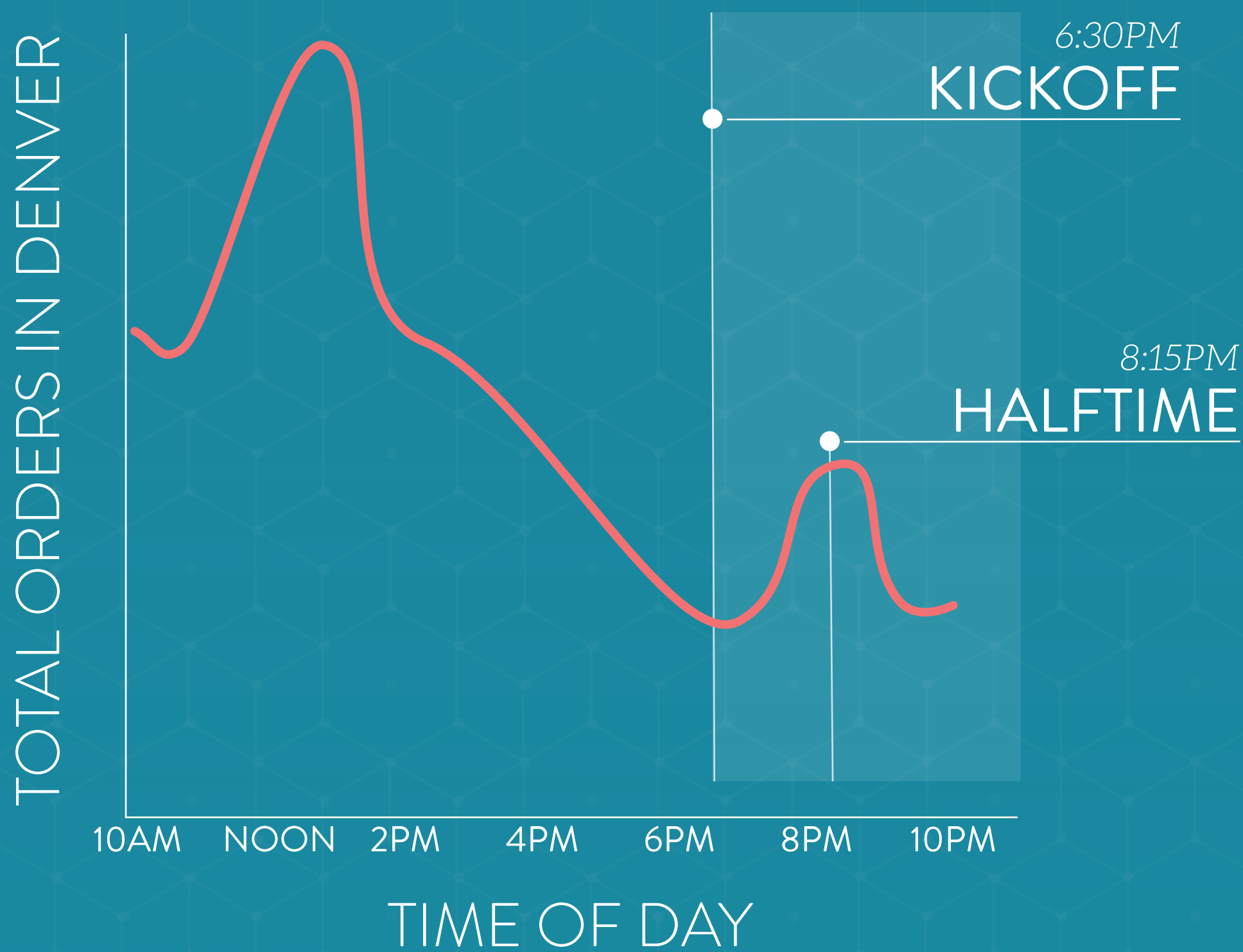


HOW DO BRONCOS GAMES EFFECT CANNABIS SALES IN COLORADO?

If there is one thing we know, it's that Coloradans love their Broncos and their Cannabis! We decided to take a look at shopping data from Thursday September 8th, the Broncos opening game, to see if the game had any impact on cannabis sales throughout the state.



IT'S CRUCIAL TO NOTICE TRENDS IN DATA AND ACT ON THEM!

Compared to an average Thursday, cannabis shoppers went to their dispensary much earlier in the day to prepare for the game. During halftime there was a 300% spike in orders compared with an average Thursday night! These trends reveal that fans made cannabis part of their game-day experience.

Events, especially sporting events, drive predictable behavior. Take advantage of your local teams to drive more cannabis sales.



SPECIALS

Engage with your fans during the game; send them a message for a sale if the local team wins, or even run a flash sale during halftime!



HAPPY HOUR

If your dispensary has a regular after work happy hour, we would suggest you make it earlier on game-days to accommodate the shift in shopping habits.



FOUR'S A PARTY

Fans are known to watch games in groups of 4. If your business is relevant and engaging during the game, you will turn each shopper into a loyal brand advocate who will spread the word to everyone at their watch party!

Baker is the recipe for a successful dispensary. We make smart products to keep your customers coming back.

[Find out more](#)



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