

# 1906



**OPPORTUNITY** MARKETING PIECE

## **VICE PRESIDENT OF OPERATIONS**

LOCATION | **Home-Based Office**

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**HIGHLY FUNCTIONAL FORMULAS THAT HELP YOU DO ALL THE LIFE STUFF BETTER.**

## ABOUT **1906**

**1906 IS REDEFINING CANNABIS AS AN ESSENTIAL ELEMENT OF SELF-CARE WITH FAST-ACTING FORMULAS THAT HELP PEOPLE FEEL AND PERFORM BETTER. THE COMPANY HAS BEEN RECOGNIZED AS ONE OF THE MOST INNOVATIVE BRANDS IN THE INDUSTRY FOR REIMAGINING WHAT EDIBLES CAN BE—FROM MANUFACTURING TO MARKETING TO CONSUMPTION.**

1906 products have three key differences: each formulation delivers a specific effect to improve mood and mind; they kick in within 20 minutes; and they are low-dose so

users always feel in control. Available as chocolates and pills, each experience is thoughtfully engineered to enhance the most important areas of adults' lives: sleep, sex, energy, focus, relaxation and mood. 1906 addresses these common need states with a combination of pesticide-free cannabis, calibrated CBD and globally sourced medicinal plants.

1906 began in 2015, and since then, they have advanced from a start-up to Colorado's fastest-growing cannabis brand. Now, the company is expanding Eastward to new markets in Oklahoma, Maryland and

Massachusetts and more to come in 2021. They will continue to use cutting-edge science to launch new delivery formats, explore new active ingredients and upgrade the overall product experience.

Having assembled a rock-solid team with deep expertise in cannabis, chocolate, plant medicine, nutrition, chemistry and manufacturing, they are now seeking long-term, committed and enthusiastic team members to grow with them. 1906 offers a competitive salary, incentive bonuses based on performance and competitive health and wellness benefits.

### QUICK FACTS



**2016**  
FOUNDED



**DENVER, CO**  
HEADQUARTERS



**PETER BARSOOM**  
CEO

**1906NEWHIGHS.COM**

## 1906 NEW HIGHS

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1906 is on a mission to bring cannabis back to its pre-prohibition status as a mainstream, widely-used medicine for the greater good — and the greater fun. The name comes from the last year cannabis was accepted and available nationally as a beneficial medicine. The passage of the Wiley Act (also known as the Pure Food and Drug Act) the following year, effectively started a period of prohibition that has lasted more than a century.

1906's highly innovative, proprietary edibles precisely marry the benefits of low-dose cannabis and plant medicines to deliver curated experiences rather than a general high. They have created a new category of highly functional edibles designed to appeal to those who don't necessarily consider themselves cannabis users. Produced in chocolate and pill form factors, 1906 products are made with incredible attention to detail. Chocolates utilize premium ingredients and possess flavor and mouthfeel that rivals any artisanal non-cannabis chocolate on the market. No hashy taste or aroma. Drops are swallowable, zero-calorie, allergen-free pills that consumers love for their small size, take-anywhere portability and discreet, familiar form of consumption. The branding is clean and bold to the point where the sustainable packaging looks at home on a nightstand, desk or bathroom counter. Across the board, 1906 is elevating cannabis and making it approachable for high-functioning adults seeking to enhance their days and nights.

1906's current product offering spans six distinct formulations: GO for energy, LOVE for arousal, MID-NIGHT for sleep, CHILL for relaxation, BLISS for euphoria and GENIUS for cognitive focus. All 1906 products employ a rapid-onset delivery technology that eliminates the long wait typical of traditional edibles, ensuring safe, predictable and enjoyable experiences every time.



# 1906'S FORMULATIONS

## 1906 CHOCOLATE

1906 is redefining edibles with delicious fast-acting experiences. They've created five distinct formulations that combine low-dose cannabis with globally sourced plant medicines.

### RAPID ACTIVATION

1906's patented lipid micro-encapsulation process allows consumers to feel the effects within 20 minutes or less. This results in more accurate doses and far more consistent and predictable results.

### PLANT POWER

1906 combines carefully selected single strain cannabis with plant medicines to create very specific enhancements. Their experiences are precise and curated to that help their customers "do all the life stuff better" while remaining highly-functional.

### SINGLE STRAIN CANNABIS

A lot of brands use hybrids or imprecise mixes of cannabis. This makes it difficult to produce consistent effects and serves as a highly unnatural way to consume. 1906 uses single strains (either indica or sativa) so that the experiences they create are very safe, predictable and consistent. Additionally, they never ever allow pesticides near their cannabis. Everything they use is triple screened for chemicals, contaminants and nefarious microbes. They also triple test for potency, to ensure all dosages are extremely accurate.

### INCREDIBLE FLAVOR

1906 always sources highly natural ingredients of impeccable quality and performs repeated test and taste experiments to achieve the best possible results.

### THC: CBD AKA THE WONDER TWINS

1906's formulations allow CBD and THC to work in tandem as a true power duo. All experiences are carefully-considered and contain optimal ratios of CBD to THC (either 1:1 or 5:1) to deliver predictable effects.



## 1906 DROPS

1906 Drops are a toolkit of six plant-based experiences to optimize every part of your day. These thoughtful formulations combine THC and CBD, plus super-effective adaptogens and herbs.

### BLISS DROPS FOR HAPPINESS

A euphoric blend of four plant medicines and cannabis to promote extroverted happiness. Each Bliss Drop contains 5mg THC and 5mg CBD.

### GO DROPS FOR ENERGY

A powerful blend of cannabis, caffeine, and three plant medicines to promote energy. Each Go Drop contains 5mg THC and 5mg CBD.

### GENIUS DROPS FOR BRAINPOWER

An optimal blend of five plant medicines, caffeine, and cannabis to promote cognitive performance. Each Genius Drop contains 2.5mg THC and 2.5mg CBD.



### MIDNIGHT DROPS FOR SLEEP

Midnight is a thoughtful blend of plant medicine and cannabis to promote sleep. Each Midnight Drop contains 5mg THC and 5mg CBD.

### LOVE DROPS FOR AROUSAL

An exquisite blend of five herbal aphrodisiacs and cannabis to boost arousal. Each Love Drop contains 2.5mg THC and 2.5mg CBD.

### CHILL DROPS FOR RELAXATION

A unique blend of high-CBD cannabis and plant medicine to promote relaxation. Each Chill Drop contains 5mg THC and 25mg CBD.



# GO FORMULA

Go uses an optimal blend of plant medicines, caffeine and cannabis to create an all-natural performance

enhancer for brain and body. It was designed to help you get all the life stuff done, whether that's an endurance workout or an epic to-do list.

By combining them, this formula mitigates the jitters and creates a clean burning, stable energy surge. The inclusion of *Alpinia galanga* provides effective stimulation with no crash while the addition of theobromine increases blood flow to the cardiovascular and nervous systems. Go is a great alternative to chemical-filled energy drinks and cheap sugar highs. It's a super-effective formula that supplies energy by boosting circulation. It also works amazingly for grogginess, jet lag and Monday procrastination.

Go works by increasing blood flow to the brain and body in order to boost mental and physical energy and stamina. Most energy formulations have a steep crash that is not just unpleasant but ultimately counterproductive. 1906 Go is built on two of the safest, most effective plant medicines in human history: caffeine and L-theanine (which is derived from green tea).



# LOVE FORMULA

Love uses optimal doses of five herbal aphrodisiacs (damiana, muira puama, catuaba, ashwagandha and theobromine) and sense-enhancing cannabis to create the best sex drug in the world. It's the first aphrodisiac that was designed to be equal-opportunity and works consistently well on all genders. Love was thoughtfully created to target modern life's common obstacles to great sex; it's not just our bodies that have trouble getting in the mood, but our brains as well.

That's why Love is formulated for both a physical and psychological

high, working to increase blood flow to the pelvic area and boost sensation while also helping you relax and get out of your head. So, who needs Love? Love is great for date nights, for your 40th anniversary, for sexplorers, for postmenopausal women, for erectile-challenged men, for couples who want to reconnect or for anyone who wants to get to know their body in a whole new way.

Peak intensity is about two hours



in, so plan your date with Love accordingly. You'll start feeling Love slowly kick in at about 20 minutes. Then it's time to let go and enjoy the truly incredible body sensations.

# CHILL FORMULA

Chill is 1906's ultimate mellow-out cocktail, the perfect mix of singlestrain THC and a high dose of CBD. It's formulated with a thoughtful ratio of 5mg THC to 25mg of CBD, plus two stressreducing plant medicines known for their relaxing properties.

Its key ingredients include magnolia, which has been used for centuries in traditional Chinese medicine for a calming effect, and L-theanine, an amino acid derived from green tea, which stimulates the brain's alpha waves to promote serenity.

A substantial dose of CBD helps calm muscles, diminish inflammation and reduce tension. Just one dose of Chill lets you feel the day's stress dissipate and settle into super-restorative downtime. Great after an intense workout, unwinding tense and stiff bodies, soothing anxiety, erasing rough workdays, replacing the evening cocktail and tossing out the Xanax. Like all 1906 products Chill has 5mg THC, so you can still continue to be productive while effectively shedding the ick of the day.



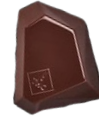
# MIDNIGHT FORMULA

Midnight is an all-natural sleep aid. It is 1906's best-selling product, and there is good reason: it really works. It's become legendary among cannabis-industry professionals as the best sleep aid on the market, both in dispensaries and mainstream pharmacies. Midnight is a highly targeted blend of sleep-inducing plant medicines and relaxing cannabis that promotes deeper and more restful sleep.

The best part is that it's non-habit forming and does not have the drowsy hangover effects of oth-

er sleep aids. 1906 has put exhaustive research and refinement into this formulation, because sleep issues are one of the most prevalent health problems Americans face, and frankly, they felt that the options widely available were just not good enough.

Midnight's key ingredient, corydalis, has been used for millennia and works in several crucial ways. It helps you fall asleep because of its sedative properties and it helps



you stay asleep because it targets body pain and tension, including acute, inflammatory and neuropathic pain. If you suffer from insomnia, please have faith and let Midnight gently carry you into dreamland.

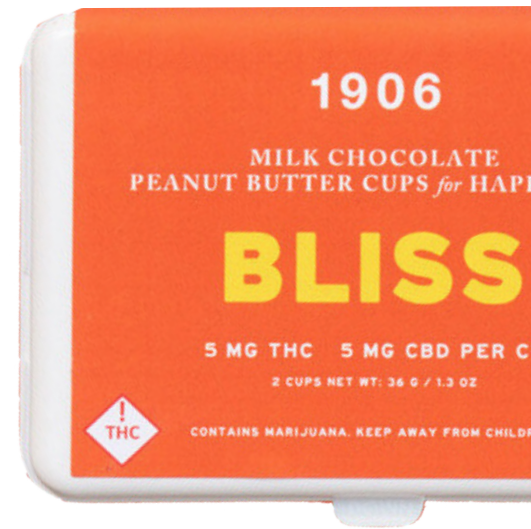
# BLISS FORMULA

Bliss is a euphoric blend of plant medicines and cannabis that promote a bubbly sense of happiness and well-being. 1906 has carefully designed this optimal blend of plants to create a calm, positive mood plus a nice energy lift that makes you want to share your amazing mood with the whole world.

For thousands of years, cultures all over the globe have used natural mood enhancers, and for the last two decades, modern science has endeavored to improve mood through problematic pharmaceu-

tics. But Bliss is all natural with no side effects and no prescription necessary. You can take it when you need it and leave it when you don't. Bliss is formulated from one of the greatest happy drugs known to man: kanna, also known as Sceletium. Kanna works great alone, but it also enhances the effects of cannabis, and 1906 has added three other herbs for energy and positive outlook.

Bliss is perfect for those who want to redecorate their heads. It's a great antidote for social anxiety, lack of motivation or depressive



funks. It's a fun addition to a sunny day where the sky is the limit and is a great way to spark a spontaneous party, even if that party is in your own closet.



# GENIUS

## 1906'S NEWEST FORMULA

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1906 Genius Drops are the first cannabis edible developed specifically to enhance focus. The product of several years of research and development, this formula uses a special single -strain of cannabis sativa known to aid in mental sharpness, plus six additional plant medicines for cognitive focus, memory enhancement, and calm concentration.

Genius uses Rhodiola to optimize brain function, the Ayurvedic herb Bacopa to help improve memory and reduce stress, Galangal for sustained alertness, and a highly considered combination of L-theanine, Theobromine, and caffeine for sustained energy and lucid thinking. Unlike the common prescription drugs for attentional focus, Genius will not make you agitated, “speedy,” or jittery, and it has no unpleasant hangover effects.

Founder Peter Barsoom describes the genesis of Genius: *“As someone diagnosed with ADD at 21 and prescribed Ritalin and Adderall for over 20 years, I had a keen personal interest in finding plant-based alternatives to medications. The goal with 1906 Genius was to create a nonprescription plant-based nootropic for cognitive focus, without unpleasant side effects.”*

With a very rapid onset of 20 minutes or less, Genius helps you perform cognitive miracles and tackle everyday tasks. It's a great substitute for coffee or energy drinks if you need to be mentally on your toes, and it works incredibly well to help push you over the hump of procrastination, disorganized thinking, stress-induced mental paralysis, and brain fog.

Genius contains the lowest dose of THC of all 1906 products, at 2.5mg. Currently, this experience is only available in our new 1906 Drops format, a swallowable coated tablet that is highly portable, discreet, zero calories, gluten-free, and 100% vegan.





## PETER BARSOOM

*CEO and Co-Founder*



Prior to founding 1906, Barsoom had an extensive career in finance and business strategy, holding a variety of senior management positions at leading institutions including American Express, Merrill Lynch, Morgan Stanley, BlueMountain Capital and Intercontinental Exchange. In September of 2018, Barsoom was recognized by “Entrepreneur” magazine as one of the Top 100 Leaders in Cannabis. He serves on the board of numerous leading cannabis industry associations including the Marijuana Industry Group, Colorado Leads and the New Jersey Cannabis Industry.



## ERIN HOLZER

*Chief Operating Officer*

Holzer came to 1906 after nearly a dozen years perfecting his chocolate-making expertise, including stints as Chief Chocolate Maker and Head Engineer at Theo Chocolate where he built Theo’s bean-to-bar chocolate factory, now capable of producing four million pounds of product annually. Since 2015, he has been responsible for manufacturing and operations for 1906’s low-dose cannabis products. Accomplished in chocolate, confectionery, and medicinal marijuana manufacturing, Holzer has been involved in product development, formulation and design, site selection, ground-up factory design, construction management, process design and engineering, and sourcing equipment.



## POSITION OVERVIEW

# VICE PRESIDENT OF OPERATIONS

1906

*The Vice President of Operations organizes, manages all day-to-day operational production activities. The VP of Operations will ensure that all jobs are performed following company, safety, and quality policies while maintaining high productivity and clear communication. He/She is also responsible for providing leadership, coaching, corrective action, and reviewing employee's performance fairly and consistently.*

*Candidates should have deep knowledge of manufacturing procedures, good manufacturing systems and familiarity with regulatory and Standard Operating Procedures. Considerable experience in tabletting, granulation, milling, compression, and encapsulation in a nutraceutical environment is essential. The VP of Operations should be knowledgeable and apply GMP standards and SOP requirements, in order to manage production records accurately. Demonstrated ability to read and interpret documents such as operating and maintenance instructions and procedure*

### KEY RESPONSIBILITIES

- Perform supervisory responsibilities in accordance with the Company's policies and applicable laws for all direct reports. Responsibilities include planning, assigning and directing work, coaching, appraising performance, training, addressing complaints, and resolving problems.
- Ensures a safe and clean work environment at all times.
- Monitor production teams batch production to ensure documentation is correct; product meets batch requirements, BOM is correct; tablets meet target weights, and completes documentation and mathematical calculations without error.
- Complete and maintain all required paperwork and documents, including standard operating procedures (SOP's), and other regulatory documentation.
- Strong commitment and established track record of processes improvement
- Proven track record of improved results in the areas of quality, safety, service and cost

### QUALITY

- Inspect equipment and products to verify that

all products are produced within specifications using the predetermined quality parameters.

- Responsible for improving working conditions, throughput, morale, quality of the product, and production efficiencies by monitoring and reorganizing staffing based on production needs.
- Analyze and resolves problems, assisting production team in solving production-related issues.
- Oversee, maintain and exceed sanitation standards to meet all regulatory, company, and customer requirements.

### PRODUCTIVITY AND PLANNING

- Set daily workload schedules that will efficiently manage the department while working closely with all internal departments to ensure all product and equipment needs are met on time.
- Maintain and inventory all parts, supplies and equipment used in all aspects of the position's responsibility.
- Coordinate activities between shifts and ensure timely startups and shutdowns of the production processes.
- Assures adherence to daily production schedules.
- Assists with the acquisition of ingredients, inventory, costs and pricing in order to ensure effective operations.
- Responsible for material flow and material usage in the assigned area.
- Inform senior management about potential bottlenecks and underachievement.
- Monitor and improve overall equipment effectiveness
- Work with relevant departments to ensure ingredients and finished products are received and

shipped as scheduled.

- Complete daily/period end cycle counts and maintain an accurate inventory.
- Responsible for start-up, safe operation, change over, shut down and preventative maintenance of assigned production equipment.
- Report production activity and results daily/ weekly/monthly to Senior Management personnel
- Facilitates a positive and motivated work environment.
- Fosters and promotes a culture of teamwork.
- Interprets company policies and regulations to administer coaching, corrective action, and training through the certification process.
- Hire and train employees to operate and maintain all equipment ensuring safety, quality, and efficiency.
- Develop and evaluate production employees including technical abilities and operational effectiveness, provide annual performance evaluations for all employees.

**QUALIFICATIONS**

- Ability to stand for extended periods of time (approximately 6-8 hours)
- Ability to repeatedly bend, twist, and stoop throughout an 8-10 hour shift
- Ability to frequently lift up to 25 kg (55 lbs.)
- Ability to be exposed to considerable noise from machinery
- Ability to be exposed to nutraceutical raw materials and powders
- Ability to wear PPE as required
- Experience in food/pharmaceutical/nutraceutical processing operations, FDA regulated industry, or combination of experience, education, and training that provides the level of knowledge, skills, and experience needed to successfully perform the job.
- Able to read, write, and speak in English
- Excellent written and verbal communication skills
- Excellent math skills
- Ability to read and comprehend SOP's, Batch Records and training documents.
- Ability to multitask effectively
- Excellent interpersonal skills and ability to effectively interact with different functional groups

- Detail oriented
- Mechanically inclined candidates are preferred
- Manual Dexterity is required.
- Must be able to move about the facility
- Must be able to ascend/descend a ladder
- Must be able to travel, up to 50%
- Must have flexibility with work schedule including evenings and weekends when necessary
- BA/BS preferred and 5+ years of hands-on, management experience within a nutraceutical or pharmaceutical environment.

**REQUIREMENTS**

- BA/BS preferred and 5+ years of hands-on, management experience within a nutraceutical or pharmaceutical environment.
- Experience and working knowledge of production equipment, scheduling and inventory control.
- Willingness and ability to resolve problems and jump right in to help. Must demonstrate the ability to resolve issues in a timely, organized and cost-efficient manner
- A startup mentality is a must.
- Excellent problem solving, math and analytical skills.
- Strong organization and communication skills
- Attention to detail and accuracy
- Proactive, self-directed independent worker, with self-confidence
- Ability to multi-task and troubleshoot problems on a daily basis. Ability to manage time and prioritize work as needed
- Demonstrated ability to motivate people and develop employee skills
- Team player with the ability to work in a fast-paced and rapidly changing environment
- Knowledge of food sanitation processes, procedures, and standards such as ServSafe
- HACCP trained a plus
- Strong vendor relations experience is preferred
- Proven ability to effect change, identify opportunities, research solutions, request resources, sustain results, and share learnings