



I've found that CBD supplements are a simple way to enhance my own health and wellness, especially when it comes to managing the stresses of daily life.

Martha Stewart
Entrepreneur



In China, CBD is a new and exciting ingredient that people want to explore. If you think of Chinese medicine, it's all about being natural and not taking over-the-counter tablets, so it is a natural fit.

Bruno Schiavi
CEO | Uncle Bud's

Martha Stewart

Entrepreneur, NY
marthastewart.com

Martha Stewart has been a low-key cannabis culture advocate since she paired with Snoop Dogg for the “Martha and Snoop’s Potluck Dinner Party” TV show on VH1. She leveled up her participation in 2019 when she linked up with Canadian LP Canopy Growth in an advisory role. All this momentum came to fruition in 2020 when Stewart announced the launch of her signature line of CBD wellness supplements. The mix of gummies, soft gels

and oil drops are modeled after the expert homemaker’s favorite recipes and offer gourmet flavors at reasonable price points. The brand hit the ground running with a coast-to-coast launch in Vitamin Shoppe locations in the US. While Stewart maintains that she doesn’t partake in the herb, her embrace of CBD represents a major stride forward in mainstream acceptance of cannabis.

Uncle Bud’s

CBD Brand, CA
unclebuds.com

This personal care hemp and CBD brand lit a fire under their already rapid growth trajectory when they entered the Asian market in a major way. First they landed an opportunity to do an “11.11 Singles’ Day” launch on Tmall Global, China’s largest online marketplace. With brand ambassador Earvin “Magic” Johnson personally participating in the live event, the launch

was a success, winning them a “Go Global 11.11 Pitch Fest” opportunity to follow up with a 12.12 launch on Alibaba. In under two years of operation, Uncle Bud’s has seized global market share by combining strategic market entry, media events pairing local influencers with celebrity endorsers, and high quality products that live up to the hype.