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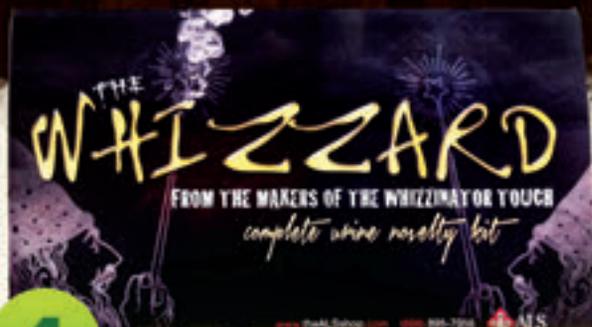
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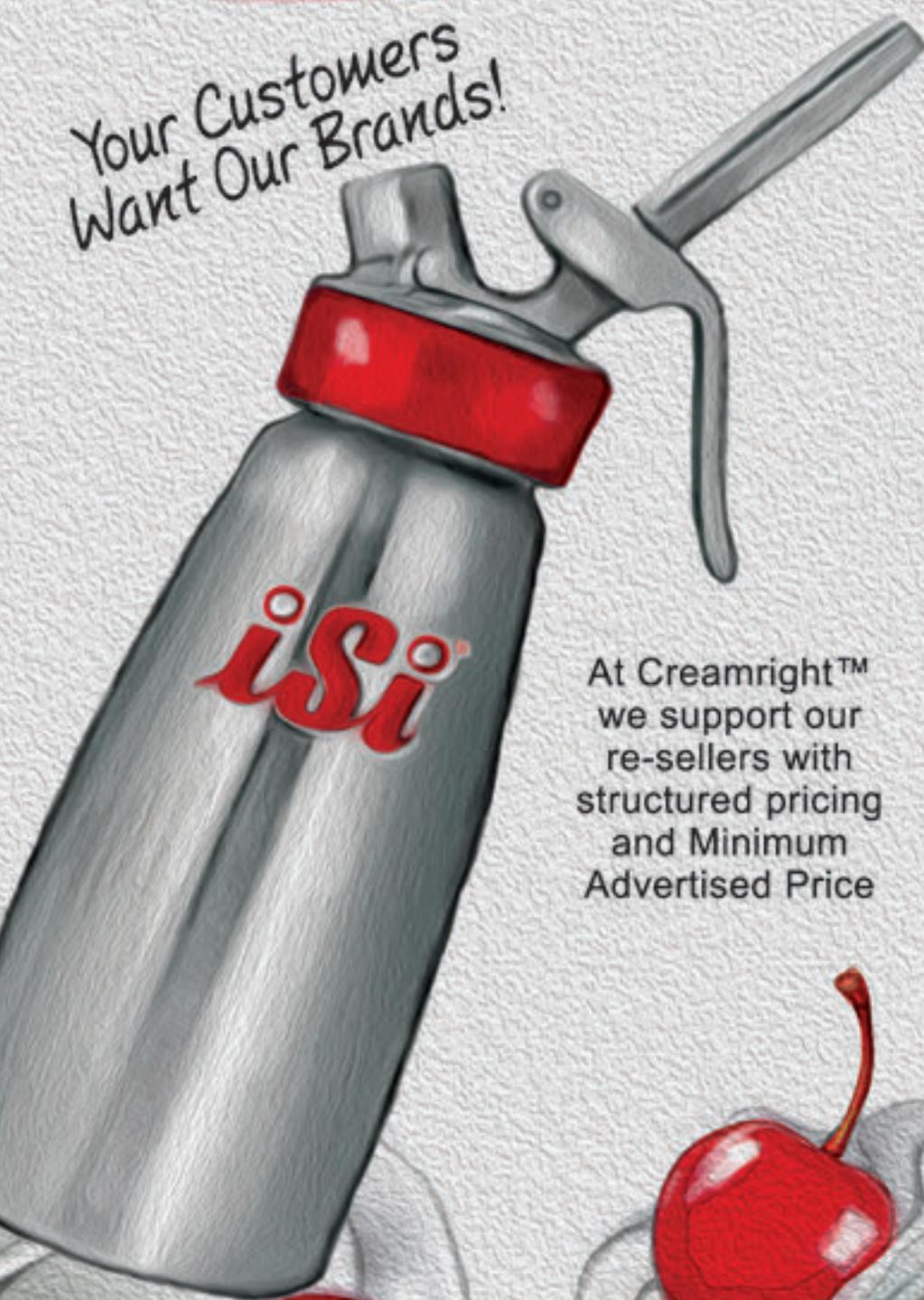
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# AROMATIC AND SENSUAL SMELLS

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Now, the answer to all of your questions regarding CBD...Is CBD legal? The answer is unequivocally, yes. But also, no. But yes. Really, it depends on whom you ask. Join us for part III as we give you all of the answers you have been looking for.

Lastly, HQ would like to apologize to Greenlane, Banana Bros, and Otto™ for an image swap in the July issue of HQ Magazine. Please check out the corrected version on page 96 and say hello to two products that should absolutely occupy some shelf space in your shops immediately.

See you all in September!

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August 2018 Issue #219

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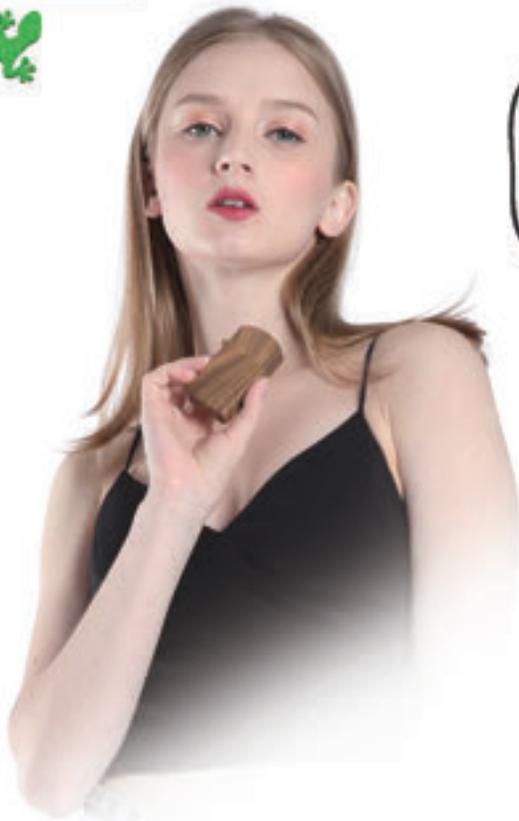
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# Behind the Scenes

BY  
DARIN BURT



# WILD BERRY

"AMERICA'S BEST INCENSE"

**T**here's probably no other product more connected to counterculture and the cannabis industry than incense. Close your eyes and think back to your first visit to a smoke shop — the aroma of Nag Champa, a heavenly blend of florals and Sandalwood, greets you as you walk through the door.

The popularity of incense today is a carryover from its first mainstream usage in the sixties and seventies when it was used to disguise the pungent aroma of a certain herb -- lets be honest — it was burned to hide the fact that you were smoking marijuana . . . and college students and adults living in their parent's basement still use it for that purpose. Lighting incense is also something that baby boomers continue to do — for them, lighting a stick of patchouli incense is a subtle reminder of their free-spirited past.

continued on page 58

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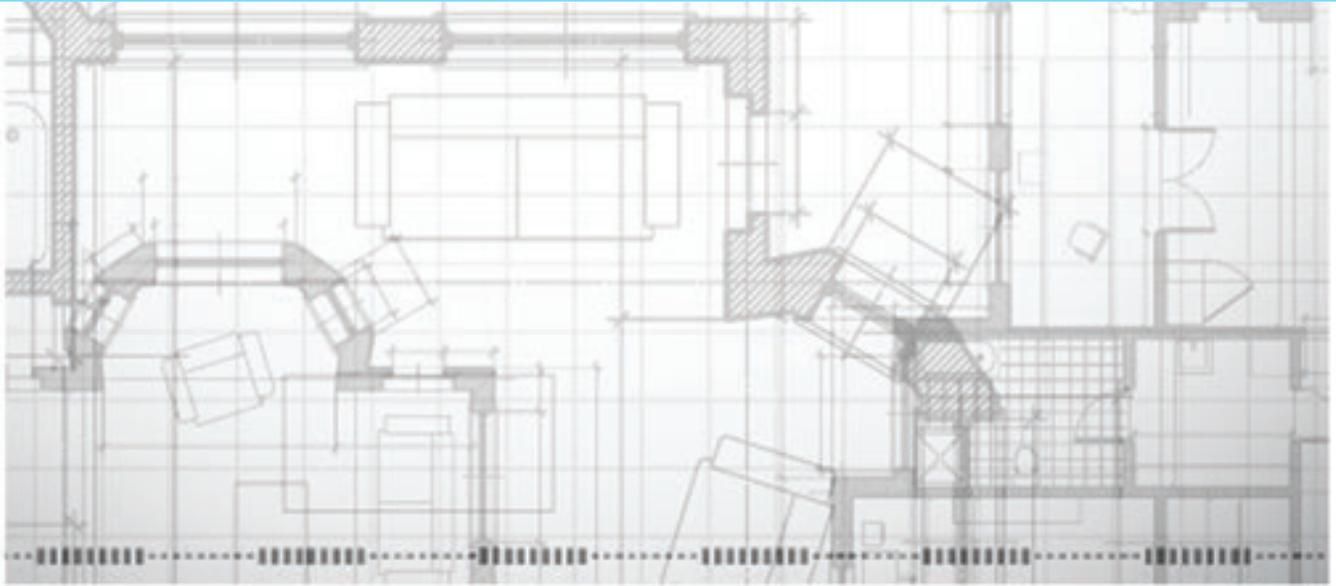
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# How To Deal With **ZONING REGULATIONS**

Planning and preparation can help persuade lawmakers that your business is a good fit for the community

Being in the zone is good thing if you're playing hoops. If you're in a business looking to settle in a neighborhood with restrictions, not so much.

Plainly put, commercial zoning regulations control the type of activities a business can conduct in a specific location. Such restrictions may deal not only with business classification, but also with parking allocation, building occupancy, signage, even health and safety. Many of these ordinances have evolved over a great deal of time, and are often very complex in nature.

It's common to hear about alternative businesses, like smoke shops, that have been restricted from opening up in one part of town, or even on a specific street. Often these rules are intended to make the area safer for all. Sometimes though, stigma, fear and misunderstanding prompt officials to be overly cautious in their planning efforts.

In Phoenix, Arizona, for instance, a councilman remarked that, "There are many places where it is frankly easier to buy drug paraphernalia than it is to buy a fresh apple." The city recently amended the zoning ordinance to reduce the percentage of floor space devoted to tobacco-oriented products in stores from 15 percent to 5 percent, and to increase the spacing separation requirement from 500 feet to 1320 feet between tobacco-oriented retailers and places like schools, parks, churches and daycare facilities.

In Fremont, California, businesses can be classified as a "head shop" if their merchandise includes items that "could be construed . . . as being intended for the purpose of ingesting illegal narcotics." Despite the ambiguous definition, such classification requires a special operating permit that the planning commission can solely accept or reject.

So, what are you supposed to do if you've been told no-go whether it relates to the specific type of business, remodeling an existing space, signage, etc? Before you throw in the towel, you might want to take it up with city hall.

If a business wants to do something that is not in conformity with the zoning code, it can apply for a variance, and for that you'll need to present your case to the zoning board of appeals. As a business owner, you will have the opportunity to argue your side and members of the public can voice their opinions as well. In the end, what counts is who has the most articulate, reasonable, competent evidence, and whose presentation is most persuasive.

## **Dispel the Myths**

Help decision makers understand the reality of your business and eliminate any out-dated impressions. Present licenses you've attained and awards that you've earned to show your commitment to being a legitimate part of the community. If your customers include local law enforcement, health care workers, and other adult professionals, get them on your side to help sway opinions.

## **Get Support**

If others can advocate the potential benefit to the community, it may be easier to generate backing for your business. Seek support from trade associations, the chamber of commerce, and a business development office in the community. This is a good opportunity to have community members and other nearby businesses offer support through a written petition. It is also effective to ward off any criticism before the hearing by reaching an agreement with those who may object to your business moving in.

It might be hard to win a fight against city hall, but with preparedness, professionalism and persistence, you'll have a good chance of getting them to bend the rules in your favor. ❖

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# Smoking News

from across the country

## President Trump Gives Terminally Ill "Right To Try" Medical Marijuana

President Trump's Right To Try Bill makes it okay for terminally ill patients to try experimental treatments that have not yet received final approval by the FDA -- and that includes medical marijuana.

"To access cannabis, they would need to be in 'a stage of a disease or condition in which there is reasonable likelihood that death will occur within a matter of months, or a disease or condition that would result in significant irreversible morbidity that is likely to lead to severely premature death,'" Forbes reported.

The article also clarifies eligible patients would have "exhausted approved treatment options" and they would not be eligible "to otherwise participate in ongoing clinical trials on the drug because they don't meet inclusion criteria or live within geographic proximity of where the study is taking place."

## Go to College on a Vaping Scholarship

According to the Associated Press, a growing number of e-cigarette and vaporizer sellers have started offering college scholarships, ranging from \$250 to \$5,000, as a way to get their brands listed on university websites and to get students to write essays about the potential benefits of vaping. A quick Google search revealed scholarships offered by more than a dozen brands, including High Class Vape, Vape Craft and MigVapor,

Opponents say the scholarships could test federal rules prohibiting tobacco and e-cigarette companies from marketing to minors. Some of the scholarships are limited to students 18 and older while others are open without an age limit.

The American Vaping Association trade group defended the practice, saying it allows companies to boost their brand while offering college students a helping hand.

The head of the association, Gregory Conley, compared it with scholarship programs that have long been offered by alcohol makers like Anheuser-Busch, which distributes tens of thousands of dollars each year for minority students.

## Smoking Marijuana On the Way Out

It seems that smoking marijuana is a dying trend, now that more health-conscious cannabis consumers are searching for alternatives to inhaling their buzz.

Some of the latest data from Arcview Market Research shows that California cannabis consumers alone dropped \$180 million on THC-infused food and beverages in 2017. The situation is even more impressive now that the state has officially launched its recreational market. Edible marijuana sales are up by nearly 20 percent.

The Specialty Food Association ranked edibles as one of the top food trends of 2018.

"As more states legalize recreational marijuana, the varieties of pot-enhanced food and beverages will increase. Look out for continued interest and acceptance in a host of snacks, treats, and beverages with a little something extra, says SFA panelist Kara Nielsen, vice president, trends and marketing, CCD Innovation.

## Hemp Oil Helps MMA Fighters Recover From Head Injuries

An interesting article in Mixed Martial Arts News notes that one of the benefits of taking hemp oil for MMA fighters is that it can give them a clearer head.

"The issue of Traumatic Brain Injury is something that many fighters struggle with and that can lead to bleeding and long-term brain injuries, and brain damage. This is something that athletic commissions and referees take seriously and try to prevent." The nutrients in hemp oil help the body to repair itself, and while they are not going to prevent concussions, they give the body a fighting chance of recovering from the day to day knocks that combatants face."

Prior to 2018, CBD and its related products were considered prohibited substances by the Ultimate Fighting Championship (UFC), however this not the case after an announcement by the World Anti-Doping Agency (WADA) on January 1, 2018. According to the supporting documents released by WADA, CBD is no longer placed under its prohibited list, and so, will also be permitted under the UFC Anti-Doping Program.

## Smoking Marijuana Slightly More Acceptable than Death Penalty

Where does the United States stand on marijuana consumption, you ask? According to pollster organization Gallup, which questioned more than 1,000 adults from across the country about whether they believed "smoking marijuana" was "morally acceptable" or "morally wrong," most think you won't burn in hell for smoking weed. According to the results, 65% of those surveyed believe that smoking marijuana is morally acceptable compared to 31% who don't believe so. For added context, smoking marijuana was viewed as being more morally acceptable than the death penalty (62% morally acceptable), doctor-assisted suicide (54% morally acceptable), and abortion (43% morally acceptable), to name a few of the many topics that landed below smoking marijuana in the morality column. ❖

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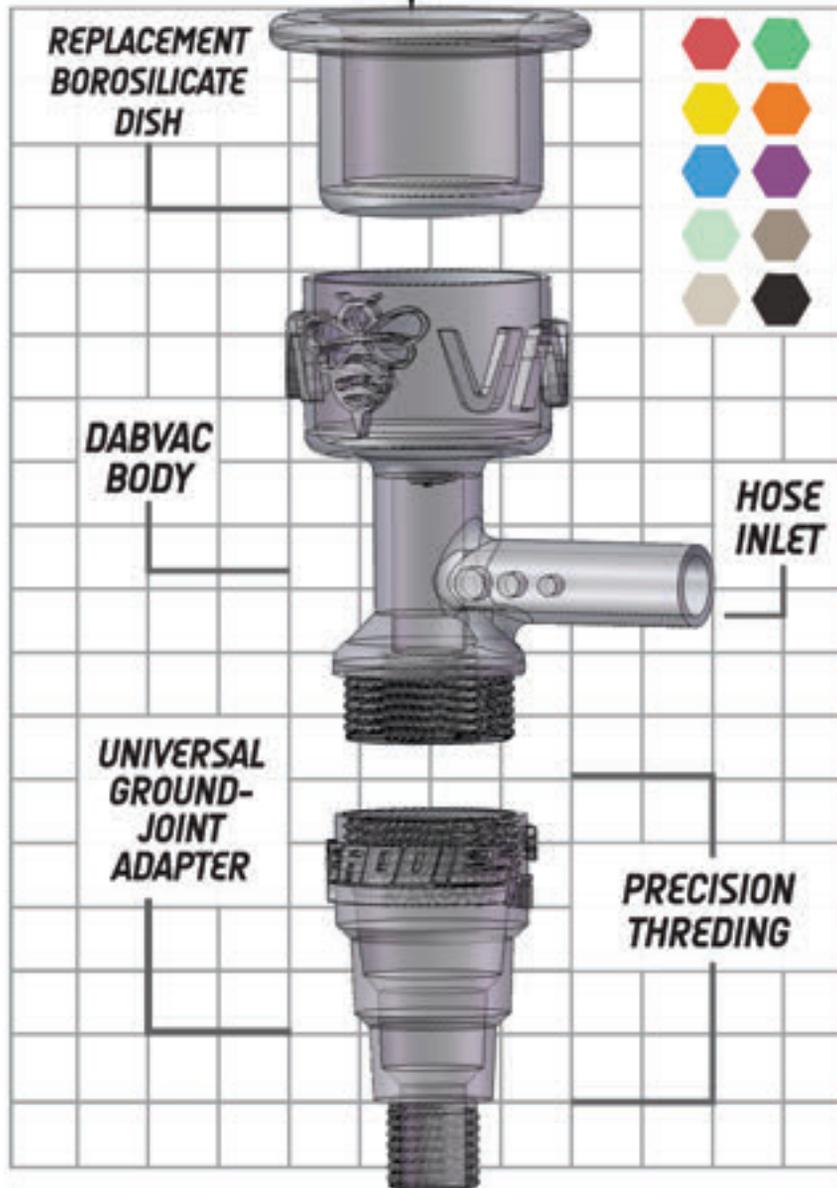
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“Part of it is that everybody's got some kind of stink to cover up — the other thing is that people just love a beautiful fragrance. Early on, people would try to cover up the smell of reefer, and so smoke shops made incense an important part of their product mix. But there's a whole world out there that people don't associate with pot,” says Marc Biales, president and founder of Wild Berry Incense, the leading quality incense made in the United States, and arguably the most recognized brand on the planet.

Incense has been around for thousands of years, with ancient civilizations in Egypt and the Orient using it for medicinal, spiritual and recreational purposes. Wild Berry Incense came along in 1971 when Biales dipped some sticks into a pot of fragrance and sold them in his alternative gift shop, The Wild Berry, in uptown Oxford. Over time he developed a very special way of making incense using more intense, higher quality fragrances.

“Back in the day, people typically used methyl alcohol to thin the fragrances. You can't just use a straight fragments — you have to mix it with something to make it work on the stick,” Biales explains. The difference in Wild Berry's formula remains a trade secret, but uses up to 10 times the finest fragrance oils as other brands, along with a special proprietary ingredient to keep the incense fresher for far longer.

Wild Berry started with a dozen fragrances — the most popular being strawberry, patchouli, sandalwood and opium (type). Before long other retailers were pleading with the little Wild Berry store to sell incense to them. Responding to these demands, in 1992, Wild Berry developed a merchandising system for retailers, and now Wild Berry Incense can now be found in thousands of stores — in all 50 states, and all over the world.

“It has always been a great item — the key has been getting more people to appreciate it,” Biales says. “Once people try our incense they really get stuck on it.”

With nearly a hundred unique fragrances, Biales jokes that Wild Berry is the Baskin-Robbins of incense. Among the perennial favorites are Raspberry Rose, Cherry Vanilla, Dragon's Blood (an earthy fragrance with subtle notes of pine needle, sandalwood, musk and amber) and Egyptian Cotton. The top-18 fragrances are included in the Wild Berry Starter Kit, which gives retailers a selection of the proven sellers.

A half dozen or so new fragrances are introduced each year, and sometimes they catch on so quickly that they shoot right to the top. Recently, Champa Flower, King Cake (a delectable cinnamon sugar scent with notes of fresh churned butter, agave nectar, powdered sugar), Sweet Pea and Wizard (an enchanting citrus scent with notes of Sicilian bergamot, sheer yuzu, coriander spice, silver birch, atlas cedar and white musk) were added to the mix.

Wild Berry is so confident in the quality of products that their starter kit includes everything a retailer needs to drive sales — one of the most important elements, is the easily recognizable counter display with open Mason-style jars, one for each fragrance, so customers can buy sticks of their favorite or mix and match a variety of scents.

continued on page 74

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*continued on page 78*

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# Know the Facts: CBD PART 3

***“Is CBD legal? The answer is unequivocally, yes. But also, no. But yes. Really, it depends on whom you ask.”***

The more we’ve dug into the topic, the more clearly our initial answer has rung true. It’s an entire tacky Christmas sweater in a single thread, the gaudily festive patterns only revealing themselves when woven in perfect alignment. Once unraveled, it’s all but impossible to reconstruct with perfect accuracy. But we’re going to try.

Through Section 7606 of the Agricultural Act of 2014 (AKA, the Farm Bill), Congress upended the tenets of the Controlled Substances Act that delineated the difference between legal industrial hemp and the still-highly illegal marijuana. Using pre-emptive language to eliminate any question as to their intention, they changed the definition of legal industrial hemp to “the plant *Cannabis sativa* L. and any part of such plant, whether growing or not, with a delta-9 tetrahydrocannabinol concentration of not more than 0.3 percent on a dry weight basis.” This is important because up until this point, the definition of hemp was limited, via the CSA, to the non-resinous components of the cannabis plant, i.e., the stalks, seeds, etc. However, under this new legislation, that definition is extended to the entire plant, including the flower—the part where the medicine is made. The only delineation under the new paradigm is THC content. Though CBD is not specifically mentioned in the bill, hemp and medical cannabis proponents insist that its legality is implied.

The DEA seem to disagree, though they have continually talked from both sides of their mouth on the subject. In 2016, they wrote what is now being referred to as the “Final Rule,” in which they specifically listed CBD as a marijuana extract and therefore, a controlled substance.

“Everyone completely panicked,” Katarina Maloney of Hemp Hookazz recalls. “They started saying, ‘CBD is illegal!’ So, the DEA again made a statement that this is only for the extracts of marijuana; it’s more of a house-cleaning rule than anything.”

She is correct to a point. The DEA did, in fact, claim that the Final Rule only applies to marijuana as defined in the CSA, but in doing so, seemed to ignore the fact that the CSA’s definition of marijuana has now been pre-empted by that of the Farm Bill. This is illustrated in further clarifications of the rule wherein they argue that CBD cannot be

extracted in a significant amount from any part of the plant aside from the flower, which they still insist is marijuana. Erai Beckmann, Brazil’s medical cannabis crusader, as well as management consultant for the California-based cannabis company, Humanity, is no fan of the DEA’s stance on the issue, but insists he understands their reasoning in this particular case.

“They’re like, ‘Hey, man, you’re growing fucking marijuana,’” he suggests, speculatively. “Like, ‘What are you trying to do?’ The reason the DEA doesn’t want that is because they can’t control it—they’re not going out into a hundred acres of ‘CBD marijuana’ fields to sort out what is what . . . Who knows? These guys could be producing hundreds of pounds of marijuana unbeknownst to them, doing whatever the hell they want with it.”

Based on this logic, Mr. Beckmann would argue that CBD, at least in regard to interstate commerce, really isn’t legal yet. But the argument he is making is one of practicality, not constitutionality. He’s simply acknowledging that under today’s system, the DEA’s interpretation of the law is the law, at least until it’s refuted in court.

Congress however, insists that the DEA’s actions against CBD directly contradict the law of the land as set out by the Farm Bill. When the Hemp Industry Association challenged the DEA’s Final Rule in court, several members of the legislative body who wrote and supported Section 7606 submitted an amicus brief backing the plaintiffs. They made their views on the subject, along with their intentions in passing that portion of the Farm Bill, crystal clear.

“Through Section 7606,” the brief reads, “Congress explicitly defined ‘industrial hemp’ as the *Cannabis* plant with a THC content of ‘not more than 0.3%.’ In defense of its action, the DEA has asserted that all cannabinoids are controlled substances by virtue of the fact that they are concentrated in the flower of *Cannabis* plants. This argument may have had merit prior to the Farm Bill, but it is blatantly contrary to the text of the Farm Bill, which explicitly exempts all parts of industrial hemp, including its flower, from the definition of marijuana.”

In case there was any ambiguity left about the specific plight of CBD, they later stated, “Congress recognized and acknowledged the need for research and development to investigate hemp-derived products, including CBD, and gave states broad discretion to create pilot programs to accomplish this research.”

It’s difficult to argue over a law’s interpretation when the authors of that law slap you in the face with it. Yet, notwithstanding the clear language of the amicus brief, the 9th Circuit Court ruled in favor of the DEA.

It wasn’t a victory by any stretch, but there were some bright, silver linings around the clouds of defeat. First, as the court stipulated, their ruling did not set a national precedent, meaning that the DEA couldn’t cite it in future cases. The primary reason listed by the court for their decision was a simple technicality:

After the rule was announced by the DEA, there was the requisite question/comment period wherein affected parties could pose challenges or ask for further clarification. During this time, the HIA remained silent. According to the rule handed down, this voided their right to contest the Final Rule in court.

Moreover, as Beckmann points out, another “positive thing that came out of that case is that in that process, they acknowledged the Farm Bill. That’s never happened for the industry before.” He makes a good point. The mere acknowledgement is a victory for the movement, as well as the rule of law. The court’s conclusion, however, seems jarringly inconsistent. “The Agricultural Act contemplates potential conflict between the Controlled Substances Act and preempts it,” the court asserted. “The Final Rule therefore does not violate the Agricultural Act.”

Wait, what? The statement is contradictory at worst; confusing at best, even to the legal experts with whom we consulted for the article. But as already mentioned, the ruling holds little weight—and it’s being appealed anyway. The debate is far from over.

So, then, is CBD legal or not? Yes. Frustrating, right? Try writing the article.

In summary, through the amicus brief submitted by members of Congress, their intention to legalize CBD is clear. All previous ambiguity is gone; there is nothing left for speculation. Yet, the DEA, in their continued battle for control over the cannabis plant have asserted themselves through the Final Rule, and according to Congress, are doing so in direct contradiction to the Farm Bill. Thus far, the courts have only added to the confusion. At the risk of melodrama, it’s a mini-constitutional crisis. ❖



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You might say siblings Julieta and Jose Vega are in the preservation business. As the new owners of a twenty-year old Albuquerque, New Mexico smoke shop, their goal is keeping alive the culture and spirit of where the industry began, while at the same time, bringing it along into the future.

When the former owner of ABQ's Wild Side passed away a few years ago, it looked like the community would lose one of its last old school head shops. Julieta and Jose, already owners of two local Pyros smoke shops, recognized the need to keep the business going.

"There's still market for the old school stuff," Julieta says. "When people in their 40s and 50s walk in to the store, and they know that there's new ownership, they'll tell you this is where they got their first water pipe."

A lot of the younger customers find it very interesting — almost like a museum, because the renamed Wild Side of Pyros still has merchandise that you don't often see anymore. When Julieta and Jose first dove into their new business, they discovered vintage treasures, like old-fashioned rollers and metal caps that people were first using with concentrates, that had never been put on the shelves.

continued on page 80



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## Like a **CHAMPS** An Ode to the Industry's Premiere Trade Show

Close your eyes. Now imagine **CHAMPS**  
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**O**k, if that annoying John Lennon song started playing in your head, hit the pause button. That's not what we're going for here. This imaginary world shouldn't seem hopeful. Besides, it's not easy, even if you try. You have to imagine Jeff Hirschfield still roaming a car lot, watching 'upper middlins' lose 10% of their investment as they drive away, while Peter Gage looks on from the background, forcing a smile that's ringed with subtle remorse at its edges. Somehow, he knows; there was something else he was supposed to do. He still has his pony tail, though. It's what keeps him connected.

You probably still can't fully conjure the image, and really, you don't want to. Your business has grown up around CHAMPS. Maybe you're one of the remaining industry pioneers who have weathered decade upon decade of doing business on fringe and remember what it was like before 1999, before the daring duo struck out on their own and gave our industry a home. You remember what it used to be, how scattered it was, how disconnected; a bunch of fledgling business owners hiding in the shadows, depending on traveling vendors roaming the land in patchouli-soaked vans held together with duct tape and happy thoughts.

But that's a distant memory, one that half the players in this industry never had to live—again, thanks to the existence of CHAMPS. It's hard to imagine all of this now in the digital age when so much technology is taken for granted. But think back to 1999 and consider the fledgling state of the internet. Also, consider the nascent state of the industry and the paranoia of putting anything out in plain view of the authorities. E-commerce was still more or less a dream. The relative permissiveness of today's society, a twinkle in the eye of the visionary.

For retailers, CHAMPS meant no longer combing through old copies of High Times, trying to find suppliers who'd yet to go under. It meant no longer begging stores in other regions for that precious guarded rolodex of reliable artisans. Instead, it meant a flight to Vegas, hand-

shakes, backslaps, new friends and a sudden wealth of new products to blow the minds of their customers back home. It also meant the professionalizing of the industry. With an open, tangible market, the reality of competition set in for the vendors and pushed them away from lot blankets into warehouses. For this reason, even retailers who have never attended a show owe a debt of gratitude to our friends at CHAMPS. The market grew up, became dependable and subsequently became viable, thanks to the incubator they created.

Since its inception, CHAMPS has established itself as more than just a place for hippies to hawk their wares. It has become the heartbeat of an industry, an industry that, though imperfect and often as cutthroat as any other, still possesses a heart.

But now, we exist in the digital age. A trade show, though once the only way for retailers and vendors to connect, no longer holds that monopoly, not even CHAMPS. We have a thriving world of e-commerce, social media, mass emails, etc., and we have an emboldened industry, willing to crawl out of the shadows and enjoy the new cultural acceptance fostered by the cresting wave of legalization. Does a trade show like CHAMPS still serve a purpose? Sadly, many argue they don't. "Do the math," they say, "you're better investing elsewhere . . . go digital." Ironically, though, many of these naysayers pound out these arguments on their keyboards from their brick and mortar stores while waiting for the foot traffic on the verge of being swallowed by online businesses with a fraction of their overhead. While it may be hard to contest their argument on paper, they're forgetting about the intangibles, those same intangibles that continue to legitimize their own existence. Connections. Comradery. Cohesiveness. Community.

As long as we need the brick and mortar store, we will need a brick and mortar network. And we need it to have a heartbeat. We need CHAMPS.

OK. You can go ahead and cue that song, now. ❖

### Quick aside:

*More than professing love for Jeff and Peter, this piece is really dedicated to the importance of trade shows in this market. But let's face it, CHAMPS is the trade show of this market. Until they shirk their responsibilities to the industry and shed the essence of what made the show what it is, they should stay in that position. So, to the imitators looking to make a quick buck by dividing the industry, please stop. You know who you are. You're helping no one but yourself. SSE and AGE are the obvious exceptions because they aren't imitators, but rather deviators. They've created something of their own and found a niche that can rest comfortably within the market that CHAMPS helped bring to fruition.*

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# Behind the Scenes

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While traditional 11-inch sticks are Wild Berry’s most successful products, their fragrances are also available as incense cones and shorties, fragrance oils and wax melts.

You might wonder why, if Wild Berry has become so well known for their incense, they don’t transition from fragrances to flavors and maybe launch an e-juice line. If there’s one thing that Biales has learned, it’s that you don’t mess with the sweet smell of success.

“We’ve had tons of people wanting us to do other things and get out of our comfort zone, but it just doesn’t make sense. If you can stay laser focused on a product that does really well, then that’s the way to be successful,” Biales says. “We have brand recognition, but the brand is because of the product, not the other way around. We will never let the quality suffer — that’s the key.” ❖



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**Glassblowing** continued



Jason has been at the torch since 1996. He started out in Eugene, Oregon learning trial by fire when people were still awed by silver and gold fuming and most shapes were sherlocks, corncobs and sidecar bubblers. These days, Jason plays by the motto, "Your only limitation is your imagination," and from his studio comes everything from the artistic pipes to toasting glasses made special for his niece's wedding.

"It can be anything your heart desires as long as you have an imagination and the hands to produce it," Jason says.

You might recognize Jason's work, if you follow the CHAMPS Glass Games. He recently earned seventh place in the Masters competition, but more rewarding than a giant-size check was the respect he received winning the People's Choice award.

"The big reward is the smiles on people's faces — that's what carries me along and pushes me to keep creating," Jason says. "As long as you have a true inner fire, people really embrace and support you in any art, in any culture." ♦

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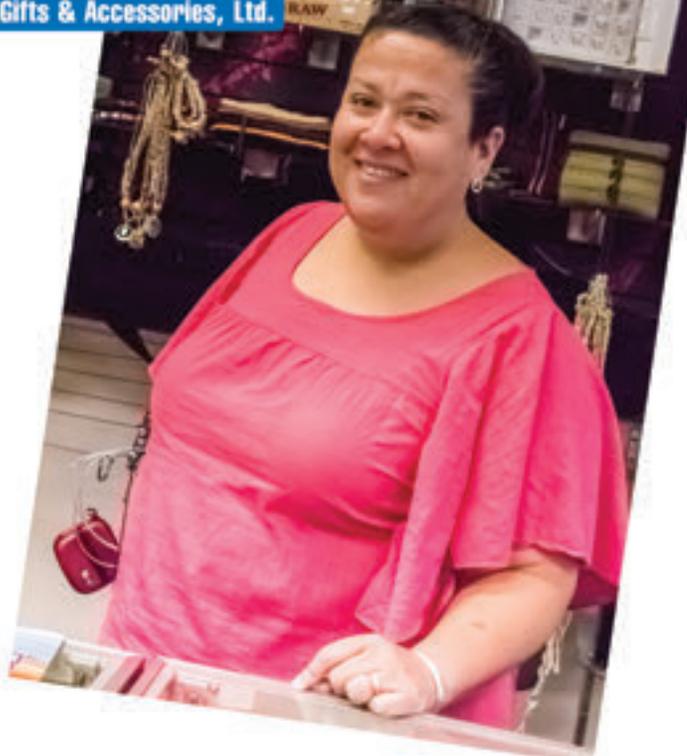
"I've had to educate myself on how some of this stuff works because it's so old that I have no clue," Julieta says.

In the past, Wild Side was where you could find metal and acrylic pipes, dugouts, tapestries, incense, pendants, roach clips and body oils. Those are still staples, but as part of giving new life to the shop, the new owners are updating the merchandise, bringing in a selection of modern e-cigs and juices, and quartz bangers to add new functionality to the soft glass water pipes. There's also a new focus of smoking apparatus' crafted by local glass artists.

"We work with at least 18 local artists right now," Julieta says. "I really believe in boosting my own economy, plus a lot of American glass is higher quality than what's coming in from overseas."

Julieta, who holds a Masters degree in business, has been part of the smoke shop industry for 10 years and has seen the competition among shops increase dramatically over that time. With legalization sweeping the nation, she's also seen many new customers.

"People are more open to what's going on. New Mexico is a medical state, and we see a lot of older crowds in their 70s and 80s coming into the shop," Julieta says. "They may have been prescribed XYZ by their doctor, and we're able to show them different apparatuses, and explain how they function, so they can find what works best for them."



"I've never seen competition as a bad thing," she adds. "It's great because it keeps the industry going and also keeps us on our toes and looking at the future. I think that (smoke shops) are becoming more serious businesses and are being taken more seriously than they ever were in the past."

"We're always bringing in new products at every one our stores — you have to move with the times," Julieta says. "We have wish lists at all the shops — the customers are our eyes, and we'll research the things that they suggest — those are the people who keep our stores going." ❖

## Wild Side of Pyros

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# Q4B Quest for the Best



## TWO-4-ONE: THE SOLO II AND ARGO BY ARIZER

It's been previously suggested within the pages of this magazine that Pax is the Bentley of Vaporizers. If that's the case, then Arizer is without a doubt, the Tesla. Now eleven years in existence, Arizer has consistently been at the forefront of combustion-free innovation for that entire stretch and has quietly enjoyed the bragging rights of being the first to bring a battery powered, portable vaporizer to market. Unlike their competition, however, the folks at Arizer have relied largely on word-of-mouth marketing, keeping the budget wide open for further research and development to ensure the continued supremacy of their offerings.

Did the strategy work? You'll have to ask them about the numbers, but the resulting quality of their products is clear. Whether it's a question of functionality, usability, durability or any other 'ity' associated with a proper product assessment, Arizer scores high, boasting cutting-edge luxury at every turn.

Today, we're looking specifically at their two latest offerings: The Solo II and the ArGo. Both dry herb vaporizers feature an unprecedented level of customizability. To save on battery life,

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there's an auto-shutoff feature that, depending on your preferences, can kick in anywhere between 5 and 15 minutes. To avoid an uncomfortable 'pocket turn-on,' there's also a power delay that requires the user to hold two buttons for two to eight seconds, again, depending on individual preference. The LED screen has three brightness levels, as does the volume of the 'beep' that indicates when the unit is turned on, ready to use, or shutting down, and the temperature can be dialed in to the degree, Fahrenheit or Celsius. No detail is overlooked on any aspect of either unit, going all the way down to the chargers, the cables of which measure over 5' each.

Functionally, both units bat nearly 1000 as the hybrid convection/conduction technology pulls pure, sweet vapor with every drag at any temperature (122° to 428° F / 50° to 220° C), avoiding combustion with the unique and easy-to-clean all glass chamber/mouthpiece. The only major differences are twofold: The ArGo is a short, square design with a micro USB-charged 1850 removable battery, while the Solo II is tall and slender with the more traditional DC charging port. Either way, though, these offerings are fierce contenders in the dry herb vape market, priced to compete with the heavy hitters and tiered with a generous margin for the retailer.

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# PRODUCT Spotlight

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Don't let the snide tone of the first paragraph get you down. It's OK to embrace your inner-sloth. Your laziness is what drives technology. Without that consumer psychographic baked into the market, Banana Bros. would never have thought to come up with the OTTO™, the new gadget they bill as "the world's first automatic smart rolling machine." It's an odor-proof, all-in-one tool, that uses patented "smart grinding" technology to perfectly grind your favorite herbs and automatically fill up to 30 cones on one charge. It's sleek, ergonomic, and so simple to use, it's virtually idiot-proof. So kick back, enjoy the new gizmo, and never let the haters get you down for being lazy. Without you, we wouldn't have the OTTO™, or for that matter self-driving cars—or even those automatic flushing urinals.

Well done, dear public, and well done, Banana Bros. ❖

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## THE HYDROLOGY9 BY CLOUDIUS9

If three is a magic number, then nine is triple the magic, which could explain the meaning behind the name, Cloudius9. And if their new Hydrology9 lives up to the hype, that's officially nine squared, which means 27 times the magic. That's just straight math.

Put simply, the Hydrology9 is a beautifully orchestrated marriage of the herbal enthusiast's two favorite things: vapor and water filtration. Sure, the two have been flirting for years, and have even hooked up a few times for a hot roll in the sheets, but the magic was never quite strong enough for a lifetime commitment. But with 27 times the magic (remember that math?), it's safe to say that deal is now sealed.

It would be hard to imagine getting much more than this out of a dry herb vape. Its high-precision performance with five temperature settings means you get the flavor you want. Its six water chambers mean you get the filtration you want. The pass-through charging means you get to keep the party alive even when the battery's dead, and the rotational device at the base means you get to refresh your sesh with minimal effort. So, raise a glass to the bride and groom. Their union is now official, and their offspring, your pleasure. ❖

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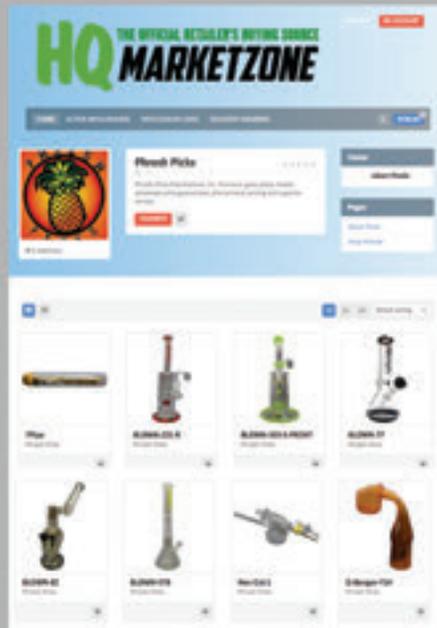
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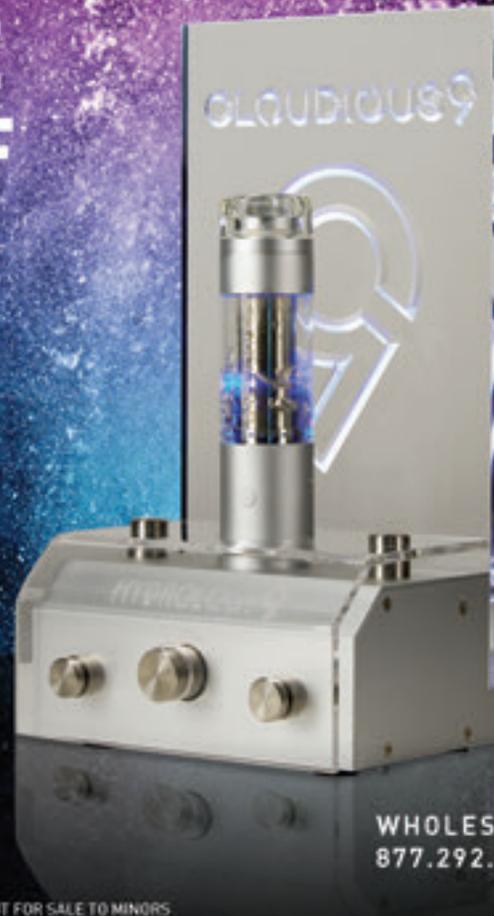
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# Listening Station

by Austin L. Ray



## WHAT'S THE DEAL WITH COOLSHIPS?

It doesn't look like much unlike the tall, gleaming fermenters you have likely seen on a brewery tour, the device consists of a simple metal pan, usually longer than it is wide and only a foot or two deep. No one knows exactly where the coolship originated (there is evidence of shallow, uncovered brewing vessels dating back to at least medieval times), but its practical application is clear to anyone who didn't sleep through physics in high school.

"I would imagine someone was boiling that liquid a millennium ago, adding spices or hops, and they said, 'Well, it's not going to ferment until it cools down,'" says Dan Carey, co-owner and brewmaster of Wisconsin's coolship-rocking New Glarus Brewing. "And then somebody had the bright idea, 'Let's increase the surface area by putting it in a pan.'"

As the years went by and technology advanced, coolships as old-fashioned heat exchangers were no longer necessary. Most modern breweries—adopting the cleanliness-is-next-to-godliness mantra you see in most commercial spaces today—eschewed these shallow pans in favor of more modern refrigeration techniques.

### But not everyone.

The Belgians realized that, in addition to speeding up the cooling process, these open vessels also exposed wort (the sugary liquid that ferments into beer) to naturally occurring yeasts and bacteria in the atmosphere. While these microorganisms can easily spoil a brew through contamination, they are also capable of producing stunningly complex flavors under the right circumstances. The catch is that you can only control the process so much; mostly, you just have to sit back and let nature take its course.

Cantillon wasn't first brewery to make spontaneously fermented sour ales, but it may be the best. It's hard to pinpoint which brewery first started making spontaneously fermented sour ales, but Cantillon in Brussels is the most commonly cited reference point—both because it's been around for a while (since 1900), and also because it feels like every U.S. craft brewer interested in wild ales worships at the feet of its tippling, chair-tipping label mascot. Cantillon wasn't first, but it may be the best.

Jean-Pierre van Roy, Cantillon's fourth-generation brewer, has owned the Brussels institution since 2011. He says very little has changed in Cantillon's 114 year history aside from the bottling line, and that time and patience are simply part of the process when it comes to making these carefully crafted sour brews. "We don't control our fermentation, so some beers could take less than one year to be ready for a blend, and some even two years," van Roy says. "Patience [is important for brewers considering a coolship] because a brewery has to build its own natural environment, and it takes a lot of time. Love and passion are very important for me, as [they are for] a lot of craft brewers."

Inspired by forefathers like Cantillon, U.S. breweries have caught coolship fever in recent years. Allagash Brewing Company in Portland, ME is widely cited as the first to set one up for spontaneously fermented sour beers, back in 2008. (Anchor Brewing, it should be noted, has used one for a while, but not to make sours.) Others, like Russian River, Anchorage, New Glarus, and Bluejacket have followed suit in the years since. Their motives vary, from lambic admiration, to a thirst for innovation, to a desire to make beer with a sense of terroir.

Oftentimes, it's a mix of these and other factors. Denver's Crooked Stave Artisan Ales was born from a dissertation that owner/brewer Chad Yakobson wrote on a wild yeast called *Brettanomyces*. (Crooked Stave has a coolship, but hasn't put it to use yet.) Jester King in Austin, TX incorporates local yeasts from the surrounding Texas Hill Country into its coolship batches. Allagash is experimenting with different blends and aging with cherries and raspberries—a traditional technique used to balance out sourness with natural sweetness from fruit.

These beers, collected under the nebulous umbrella of "American wild ales" by the microbrewing community, are still very much a small niche in an exploding craft scene that for years has been dominated by the arms race to make bigger, hoppier IPAs. But breweries like Boulevard, Surly, The Lost Abbey, and Wicked Weed are taking home Great American Beer Festival medals in various sour-leaning/wild beer categories, and there are more and more events cropping up to celebrate this funky corner of the brew world, like Chicago's annual Festival of Wood and Barrel Aged Beer and the roving, collaborative bottle-sharing meet-up, Where the Wild Beers Are. All signs point to a continued rise in the production of complex, tart beers in years to come.

In the meantime, the proliferation of coolships around the country is a testament to the mouth-puckering, refreshing appeal of lambics; the maturing craft-beer market, which is looking for a break from hop bombs and imperial stouts; and the enduring influence of old-world breweries like Cantillon. Asked if it's fulfilling to see this movement happening in the states, van Roy seems pleased, if modest. "Yes, for sure, but I don't consider it a success for Cantillon itself," he says. "More as a success for traditional lambic." ❖

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