

ABOVE BOARD

Mystery Shopping & Retail Audits

STATE OF CELEBRITY CANNABIS BRANDS

2026 Edition

For informational and educational purposes. All brand classifications based on publicly available information.

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This report is produced by Above Board for informational and educational purposes. All brand classifications are based on publicly available information and represent the authors' assessment at time of publication. Brand statuses in cannabis change rapidly -- readers should verify current information before making business decisions.

The Celebrity in Cannabis Story

State of Celebrity Cannabis Brands

A Field Guide to Who Made It, Who Didn't, and Why It Was Always Obvious Which Would Be Which

Between 2015 and 2025, more than eighty celebrities launched cannabis brands in North America. Rappers, athletes, actors, reality TV stars and everyone in between saw green. The range of people who decided that cannabis was their next business is so wide it tells you something important about the moment: this was a gold rush, and gold rushes attract everyone.

In cannabis there is no national framework, especially in these early years. There was no unified playbook to follow and no established rules about what a cannabis company was supposed to look like. The industry needed legitimacy. Celebrities offered visibility. It seemed like a natural fit. And for a few years, the announcements came fast -- press releases, partnerships, brand launches, strain drops, celebrity-backed dispensaries, CBD lines tied to wellness narratives, and a seemingly endless supply of people who had thought deeply about what their cannabis brand would be called and much less deeply about how they would actually grow, distribute, and sell cannabis in a regulated market.

This report is the reckoning.

The Wild West

The first wave of celebrity cannabis, roughly 2015 to 2019, happened in a market that was still figuring out what it was. State licensing regimes were new. Banking was difficult. Supply chains were improvised. The consumer base was expanding but unsophisticated. In that environment, a celebrity name was genuinely valuable. It signaled legitimacy at a moment when the industry was desperate for it. It drove foot traffic to dispensaries that were still trying to convince people it was okay to walk in the front door.

Snoop Dogg launched Leafs by Snoop in 2015. Willie Nelson launched Willie's Reserve the same year. These were bets on a real emerging industry made by people with genuine cultural authority in cannabis. The market rewarded the bet, at least initially. The stores filled up. The press ate it up. The products moved (at least at first).

What the press did not cover with equal enthusiasm was what happened next. Leafs by Snoop is gone. The supply chain reality of cannabis -- that it is a regulated agricultural product that cannot cross state lines, that every new state is essentially a new business, that the operator executing your brand matters as much as the brand itself -- caught up with the first wave faster than anyone publicly acknowledged. The celebrity cannabis boom of 2015 produced almost no brands that are still meaningfully operating today.

The second wave -- 2019 to 2022 -- arrived with more sophistication on paper and the same fundamental problem underneath. Dan Bilzerian took Ignite public on the Canadian Securities Exchange. The stock peaked. The lifestyle marketing was extraordinary. The cannabis operation was not even ordinary. Bilzerian reportedly drew approximately four million dollars in annual salary while the company burned through capital at a rate that had nothing to do with building a sustainable cannabis business. The stock went from dollars to effectively zero. Bilzerian now sells vodka and tequila.

Jay-Z launched Monogram in 2020 with luxury positioning, beautiful packaging, a compelling mission narrative, and an Op-Ed in the New York Times. The product was a \$50 pre-rolled joint. One reviewer noted the \$50 joint would not stay lit. There is no Monogram website. There are no Monogram products findable on dispensary menus. The press release outlasted the product by several years.

These are not isolated cases. They are the pattern.

The Reckoning

Cannabis got harder. The CBD boom of 2018 to 2021 -- which brought in a second category of celebrity brand, the wellness-adjacent hemp play -- collapsed when supply overwhelmed demand, the FDA declined to establish a clear regulatory pathway, and the premium that had justified celebrity pricing evaporated. Kristen Bell's Happy Dance had real placement at CVS and Ulta. Its tagline was "It won't get you high." Turns out that was the problem. Cronos Group shut it down in January 2023.

The THC market had its own version of the same reckoning. State-by-state compliance is not a branding problem -- it is an operational one. Section 280E of the federal tax code, which prevents cannabis companies from deducting normal business expenses because the IRS classifies them as drug traffickers, does not care how famous your brand ambassador is. Banking restrictions do not loosen because a celebrity is involved. And the consumer who was once wowed by seeing a famous name on a cannabis package became, over time, a consumer who had tried enough celebrity cannabis to know that the name on the label told them nothing about what was inside.

The announcement cycle continued even as the operational reality hardened. Drake announced the More Life Growth Company. A facility in Scarborough, Ontario was identified. A partnership with Canopy Growth was formalized. Press coverage ran in every major outlet. Canopy Growth terminated the partnership in March 2021. The Scarborough facility became a research and development lab. No More Life cannabis product ever reached a shelf.

Bethenny Frankel announced Skinnygirl Marijuana in 2015 while doing, by her own account, market research in Aspen dispensaries. No Skinnygirl Marijuana product ever reached a shelf either. The announcement was reported as news. It was not news. It was a press release.

The barrier to announcing a celebrity cannabis brand is essentially zero. The barrier to actually operating one is enormous. The gap between those two facts is where most of the brands in this report are buried.

What's Left

37 brands in this dataset are still operating. That number is both smaller and larger than it looks -- smaller because it represents less than half of everything tracked, larger because some of the survivors are genuinely serious businesses that have built real operational infrastructure over years of difficult market conditions.

What do they have in common? Almost without exception: the celebrity is actually running the business.

Berner didn't license his name to Cookies. He built it. The genetics, the retail flywheel, the brand consistency are the product of someone who treated cannabis as a career, not a side project. Wiz Khalifa's Khalifa Kush strain exists because Khalifa spent years developing it before it became a commercial brand. The Garcia family's Garcia Hand Picked exists because the Garcia family has a genuine relationship with cannabis culture that predates any business calculation. Cheech & Chong's Cannabis Co. exists because Tommy Chong and Cheech Marin have been publicly associated with cannabis for fifty years and the brand reflects a real point of view rather than a licensing arrangement.

The athletes who built real businesses -- Al Harrington at Viola, Calvin Johnson at Primitiv, Carmelo Anthony at STAYME7O -- built them the way athletes build things: with structure, measurable goals, and genuine operational involvement. The athletes who failed -- and there are many in this report -- mostly failed because they attached their name to an operator and assumed the operator would handle it. The operator often did not handle it.

There is also a category of pioneer that this report is obligated to acknowledge. Cliff Robinson was publicly advocating for cannabis legalization while still playing in the NBA. Eugene Monroe retired from the NFL rather than continue taking opioids prescribed for injuries he wanted to treat with cannabis. Neither of their brands survived. But the world in which Ricky Williams can build Highsman, in which Calvin Johnson can build Primitiv, in which Carmelo Anthony can tour dispensaries in New York to support his brand launch --

that world exists in part because Robinson and Monroe made the argument before it was safe to make it. The commercial value they created accrued to the people who came after them. That is worth noting.

A Note on New Jersey

Three celebrity cannabis ventures failed in New Jersey in roughly the same period. Raekwon's Hashstoria was evicted. Ice-T's The Medicine Woman opened and closed within twelve months. WhoopFam holds a state license and cannot open a store because the property they leased turned out not to be properly zoned -- information allegedly provided by a twice-convicted ex-mayor who is now being sued. This is not a coincidence. New Jersey's regulatory environment has been particularly hostile to independent operators, and celebrity names provide no protection from zoning boards, landlord disputes, and licensing delays. The lesson is not about celebrity cannabis specifically. It is about local regulations that can hurt businesses, celebrity or not.

The Four Questions That Predict Almost Everything

Across 83 brands and multiple years of market data, four questions predict celebrity cannabis brand outcomes with high accuracy. They are not complicated. They are, however, consistently underweighted at the moment they matter most -- before the launch. If you are evaluating a celebrity cannabis partnership, read these before you read anything else.

01 Is the celebrity an operator or a licensor?

The single most predictive factor. Active brands are almost uniformly operator-led -- the celebrity has genuine involvement in product decisions, cultivation, or retail. Defunct brands are almost uniformly licensor-led. This distinction is not always visible from the outside at launch. It becomes very visible eighteen months later.

02 Can the product stand alone?

Remove the celebrity name from the label. Evaluate the product blind. Would it be considered good? Would it justify the price point? The brands that survive the novelty phase are the ones where the answer is yes. In a maturing market with increasingly sophisticated consumers, this question matters more every year.

03 Is the operating partner structurally sound?

This is the question consumers can't evaluate and celebrities often don't ask -- because licensing deals don't always give them visibility into the operating partner's financial health, compliance record, or distribution relationships. Several defunct brands in this report failed not because of anything celebrity-related but because the operator underneath them was carrying problems the famous name couldn't solve. Due diligence on the operator is not optional.

04 Did the brand exist before the press release?

The brands with genuine longevity almost all had real product before they had a publicist. Cookies, Garcia Hand Picked, Cheech & Chong, Khalifa Kush -- built on real cultivation relationships and real consumer feedback before anyone called a journalist. The brands that launched with a press release and then figured out the product are almost uniformly in Defunct. In cannabis, the announcement is not the starting line. It should be the finish line of the first phase. Brands that treat it as the starting line rarely make it to the second.

The classification tiers used throughout this report:

■ ACTIVE	Real distribution. Real shelf presence. Repeat buyers. The celebrity is genuinely involved in product decisions, not just brand decisions.
■ ZOMBIE	Technically alive. Culturally dead. No real momentum. Some form of presence remains but no meaningful shelf activity. Only 2 brands qualify.
■ DEFUNCT	No verifiable operational presence. Includes confirmed closures, abandoned domains, terminated partnerships, and brands where no evidence of activity could be found.
■ LIMITED / DROP	Real product released via periodic drops or limited collaborations. Not a sustained retail operation.
■ NEVER LAUNCHED	Announced publicly but no product ever reached a shelf. The press release existed; the commercial operation did not.

Note on sizing: brands with the most interesting stories get the most space. Brands that are simply a data point are treated like one.

ACTIVE BRANDS

37 brands with real distribution, confirmed shelf presence, and evidence of ongoing operations.

Cookies

Berner | Est. 2010 | US multi-state + intl licensing

The blueprint. Berner didn't license his name to Cookies -- he built it. The genetics, the retail flywheel, the brand consistency are the product of someone who treated cannabis as a career, not a collaboration. Also a repeat defendant in cannabis business disputes, which is itself a sign of real scale. Footprint has contracted from peak but this is consolidation, not collapse.

Khalifa Kush

Wiz Khalifa | Est. 2015 | US multi-state via licensing

Rare strain-to-brand pipeline that survived the first hype cycle because it started as a real product. Khalifa spent years developing the genetics before it became a commercial brand. The IP stays coherent while licensing partners handle execution -- the right division of labor.

Cheech & Chong's Cannabis Co.

Cheech Marin & Tommy Chong | Est. 2020 | MA, NM (Dispensoria retail; more planned)

Fifty years of cannabis credibility turned into a reverse licensing model -- independent dispensaries maintain ownership while operating under the Cheech & Chong brand. Active in two states with a credible expansion plan. One of the few celebrity cannabis ventures that has genuinely figured out how to scale brand without owning a supply chain. Separate and distinct from the defunct Cheech's Private Stash also in this report.

Tyson 2.0

Mike Tyson | Est. 2021 | US 20+ states

Distribution-first celebrity platform operating in 20+ states. Persists because it behaves like licensable IP with aggressive operator rollout rather than a founder-operated brand. The model works even without deep celebrity involvement when the operator infrastructure is real.

B Noble

Fab 5 Freddy | Est. 2021 | AZ, CO, FL, IL, MA, MD, MI, NJ, NY (via Curaleaf)

Nine states via Curaleaf with 10% of proceeds to social equity organizations. One of the most operationally grounded celebrity cannabis brands in the dataset and a blueprint for how cause-based celebrity cannabis can work.

STAYME7O

Carmelo Anthony | Est. 2024 | OR; NY (April 2025 rollout)

Athlete-founder with genuine operator infrastructure built under Grand National agency alongside LOWD's Jesse Horton. Launched Oregon in 2024, expanded to New York in April 2025 with Anthony personally touring dispensaries. Social equity mission baked in from the start.

Viola

Al Harrington | Est. 2011 | US multi-state; Canada via partner

Athlete-founder with genuine social equity mission. Market-by-market operator deals rather than one national SKU set. One of the earliest and most durable athlete cannabis brands in the dataset.

Belushi's Farm

Jim Belushi | Est. 2015 | US multi-state (verify locally)

Content-to-commerce done well. Farm story plus TV visibility supports a real operator-backed brand. Claimed footprint is broad -- 18 states listed -- but in-market availability doesn't always match the website.

Primitiv

Calvin Johnson Jr. & Rob Sims | Est. 2021 | MI; MA (Boston)

Operates like a real company -- stores, product, and narrative aligned. Athlete wellness framing fits the pain-management reality of the category.

Highsman

Ricky Williams | Est. 2021 | US East Coast + IL, NM (CA/OR/CO exited)

Clever Pregame/Halftime/Postgame framing creates a positioning moat. Exited the West Coast and pivoted East. Jeeter collab active. A real pivot story.

Death Row Cannabis

Snoop Dogg | Est. 2022 | US: CA, MI, OH, NM

Nostalgia-asset strategy that has expanded beyond CA into MI, OH, and NM -- more operational than the launch suggested.

Dr. Greenthumb's

B-Real | Est. 2018 | CA + NV (retail); seeds online

Five dispensary locations across two states, products in three, seeds available online. Operator-celebrity overlap done right.

WhoopFam

Whoopi Goldberg | Est. 2023 | US (state license held; NJ store in litigation)

Whoopi's third cannabis venture following Whoopi & Maya (defunct) and Emma & Clyde (defunct). State license in hand but the NJ dispensary is stalled in litigation -- WhoopFam is suing a twice-convicted ex-mayor who allegedly misrepresented zoning approval. New products including an infused lube announced but not yet on shelves. Remarkable persistence in a category that has defeated her twice.

Houseplant

Seth Rogen & Evan Goldberg | Est. 2019 | US DTC + select retail; CA cannabis nominal

A cannabis brand that successfully exited cannabis. THC shelf presence in CA is now minimal; the brand has pivoted to beverages, papers, and housewares via DTC and select retail. The accessories layer outlasted the cannabis layer.

Willie's Reserve

Willie Nelson | Est. 2015 | US multi-state (scaled back; MO, MA, OH, SD confirmed)

White-label / partner-supplied model that has outlasted almost everything from the first wave. Brand love is real; footprint has scaled back from peak.

22Red

Shavo Odadjian | Est. 2018 | US: AZ

Music-to-cannabis crossover behaving like a lifestyle company. Now AZ only but brand continuity stronger than most peers.

Garcia Hand Picked

Trixie Garcia / Garcia family | Est. 2020 | US multi-state (CA exited again)

Counterculture heritage brand built on a real relationship with cannabis culture. Shows how state economics force even beloved brands to retreat and re-enter.

93 Boyz

Vic Mensa | Est. 2022 | IL only

Chicago's pioneering Black-owned cannabis brand. Built on city identity and community messaging.

TICAL Official

Method Man | Est. 2020 | US multi-state

Authentic and operationally real. Steady state-by-state rollouts suggest a functioning partner network.

Fryday Kush

Ice Cube | Est. 2021 | US multi-state (limited/unverified) *

Website non-functional -- a bad sign -- but product still findable on menus in a few states. Teetering between Active and Zombie.

The Woods

Woody Harrelson et al. | Est. 2022 | West Hollywood, CA

Celebrity retail is rare and hard to scale. Moat is experience plus location. Still operational.

Shawn Kemp's Cannabis

Shawn Kemp | Est. 2020 | Seattle, WA (2 locations)

Early reporting questioned ownership claims. The retail brand persists locally with two locations.

Martha Stewart CBD

Martha Stewart | Est. 2020 | US national retail + DTC

Model celebrity CPG build. Canopy Growth partnership made this less fragile than most CBD peers.

Barker Wellness

Travis Barker | Est. 2021 | DTC + Sprouts *

Available DTC and in Sprouts. Social activity dark since November 2025. Active but flagged.

Cann Social Tonics

Gwyneth Paltrow et al. (investors) | Est. 2021 | US legal-state footprint via partners

Successfully transitioned from hype to operations. Distribution and repeat purchase are the game now.

WHAM! / The Holding Company

Lil Baby | Est. 2025 | National (DTC/hemp; 50-state)

Album-launch 50-state DTC play via hemp/THCA model. The \$30M revenue claim was widely disputed as mathematically implausible.

Blues Brothers Cannabis

Dan Aykroyd | Est. 2020 | MA, MD, WA (via Belushi's Farm)

Operates under the Belushi's Farm umbrella. Three states verified via Headset.

John Daly Collection

John Daly | Est. 2023 | PA, MI, AR

Active in three states. The only major golf champion with his own cannabis line. Also sells kratom online, which is its own story.

Brett Hull #16

Brett Hull | Est. 2022 | MO

Single-state strain via Sundro. Co-owns a Missouri dispensary with fellow ex-St. Louis Blues players. The most hockey thing in this report.

Game Up Nutrition

Nate & Nick Diaz | Est. 2018 | US DTC *

CBD and hemp products available DTC. Social activity dark. The Diaz brothers put cannabis on the UFC map; the brand momentum has not kept up.

MediBean Trilogy

Mohamed Sanu | Est. 2024 | US DTC

Hemp CBD shots available online. Small footprint but operational.

Ross's Gold

Ross Rebagliati | Est. 2013 | Canada

The 1998 Nagano Olympic snowboard gold medalist who nearly lost his medal over a THC positive test turned his notoriety into a cannabis brand. One of the better origin stories in the dataset.

Inspire by Montel

Montel Williams | Est. 2016 | US DTC; MA dispensaries

One of the earliest celebrity cannabis advocates. Has MS and has used cannabis daily for years. Predates the boom and has outlasted most of it.

Shayo

Stacey Rusch (RHOP) | Est. 2025 | US multi-state (via Jushi/Beyond Hello)

Operator partnership with Jushi secured before the press release. One of the better-structured launches in the dataset.

Vena Wellness

Tamra & Eddie Judge (RHOC) | Est. 2019 | US DTC

Evolved from CBD-only to include THC products. One of the more quietly durable Bravo cannabis plays.

Flower by Edie Parker

Brett Heyman | Est. 2019 | US multi-state

The only luxury fashion crossover in the dataset. Still operational and multi-state.

Happy Eddie

Eddie & Wendy Osefo (RHOP) | Est. 2023 | MD, NJ, MO (via Curio Wellness) *

Reality TV pipeline that worked. Three states. Both founders arrested October 2025 on fraud charges. Active but under significant legal cloud.

** Flagged: Active classification maintained but brand health indicators warrant monitoring.*

ZOMBIE BRANDS

2 brands. Technically alive. Culturally dead. No real momentum.

Some form of operational trace exists, even if the commercial reality is grim. A number of active brands have been flagged for almost being in the zombie category.

Ric Flair Drip

Ric Flair | Est. 2022 | US multi-state (limited/unverified)

Website DNS dead. Flair's Instagram now promotes Flair Vodka almost exclusively. A zombie in a sequined robe.

RVD Cannabis

Rob Van Dam | Est. 2022 | CA (unverified current)

Headset data last updated January 2024, under \$50k in tracked sales. A genuine cannabis pioneer but the brand never built meaningful retail momentum.

DEFUNCT BRANDS

38 brands. No real distribution. Exited cannabis. Folded entirely.

The 38 brands below have exited cannabis entirely, been shut down by their parent companies, had their operating ventures terminated, or have no verifiable operational presence. The brands with the richest stories get the most space.

Ignite

Dan Bilzerian | Est. 2018 | US/Canada (closed)

Went public on the Canadian Securities Exchange. Bilzerian reportedly drew approximately \$4M in annual salary while the company burned through capital at a rate that had nothing to do with building a sustainable cannabis business. Multiple rounds of layoffs. Stock went from dollars to effectively zero. Bilzerian has since pivoted to spirits -- vodka and tequila. The MedMen of lifestyle cannabis.

Monogram

Jay-Z | Est. 2020 | None

Launched with luxury positioning, beautiful packaging, a compelling mission narrative, and an Op-Ed in the New York Times. The \$50 pre-rolled joint was reviewed and found not to stay lit. There is no Monogram website. There are no Monogram products findable on dispensary menus. The press release outlasted the product by several years.

Whoopi & Maya

Whoopi Goldberg & Maya Elisabeth | Est. 2016 | CA (medical-era; closed 2020)

Confirmed closed 2020. Partner conflict plus California medical-era market friction. Whoopi has since launched two more cannabis ventures. The persistence is admirable even if the outcomes have been consistent.

Leafs by Snoop

Snoop Dogg | Est. 2015 | CO launch; Canada; ended

No website, no Instagram, no products findable. First-wave celebrity cannabis that ran into the reality that cannabis is a regulated supply chain, not just branding. Snoop's Death Row Cannabis, launched separately in 2022, is still active.

Emma & Clyde

Whoopi Goldberg | Est. 2021 | None

Whoopi's second cannabis venture. No website, Headset data last updated January 2024. She has since moved on to a third venture. A pattern is emerging.

Happy Dance

Kristen Bell | Est. 2020 | US DTC (closed Jan 2023)

Shut down when Cronos Group exited wholesale beauty. Had real placement at CVS and Ulta. Tagline: 'It won't get you high!' Turns out that was the problem.

Hashstoria

Raekwon | Est. 2024 | NJ (closed)

Newark dispensary evicted July 2025 over rent dispute. Co-owned with Charlamagne Tha God and attorney Bakari Sellers. New Jersey is doing a lot of work in the Defunct section of this report.

The Medicine Woman

Ice-T | Est. 2025 | NJ (closed)

Opened and closed within 12 months in Jersey City. Co-partnered with Treach from Naughty by Nature. One of the fastest celebrity cannabis failures in the dataset. See also: the New Jersey pattern.

Cheech's Private Stash

Cheech Marin | Est. 2017 | None

Website expired, Instagram last active October 2022. Note: The active Cheech & Chong Cannabis Co. is a separate, distinct entity also in this report.

Mirayo by Santana

Carlos Santana | Est. 2020 | None

Last Instagram November 2024. Not findable on Weedmaps. A well-dressed zombie that stopped dressing itself.

Forbidden Flowers

Bella Thorne | Est. 2020 | None

Glass House Farms partnership no longer visible. Last Instagram June 2023. 58.5K followers watching an empty stage.

Coffee & Kush

Problem (Jason Martin) | Est. 2021 | None

Lounge announced October 2022. No evidence it ever opened. A food truck ran briefly. More concept than company.

itsPurpl

Jaleel White | Est. 2021 | None

Pivoted to THCA/hemp with no verified retail presence. Last Instagram activity 2024.

Jam Master Jay's

Jam Master Jay's estate | Est. 2020 | None

No active website. Last social March 2025. The 4/20 moment risk flagged at launch has materialized.

CBDMEDIC

Rob Gronkowski | Est. 2019 | None

Absorbed into Charlotte's Web with no independent retail presence. Social stopped June 2021. Exists in name only.

Wilfred Cannabis

Jason Gann | Est. 2020 | None

Website domain parked. Instagram inactive over a year. A textbook quiet exit.

Evidence

Damian Marley | Est. 2021 | None

One of the most compelling concepts in celebrity cannabis -- growing weed in a former prison to fund cannabis prisoners' legal defense. No verifiable retail activity beyond 2022.

Plus Products CBD

John Legend (investor/partner) | Est. 2019 | None

CBD line last verified active 2022. Celebrity partnership energy long gone.

Mind Your Head

Mickey Hart | Est. 2019 | None

Website domain completely gone. Social accounts dark. No verifiable retail presence.

GKUA Ultra Premium

Lil Wayne | Est. 2019 | None

Store locator returns zero results. Last verified collab December 2022. The Wayne brand equity could not outlast the distribution gaps.

Asterisk*

Juicy J | Est. 2020 | None

No website, no menu presence, last social 2022. Rolling Stone named it best celebrity cannabis brand at launch. The award outlasted the brand.

FlowerShop*

G-Eazy | Est. 2021 | None

Pivoted away from cannabis into lifestyle goods and merch. The packaging was the product -- once the cannabis layer faded, the brand became a hoodie company.

Dodi Blunts

Marshawn Lynch | Est. 2021 | None

No website, no social, no menu presence, no Headset data. Nothing findable to buy.

Laughing Gas

Joey Diaz | Est. 2021 | None

Online store accepts crypto only -- a reliable signal that legitimate licensed operations have wound down. The mighty have fallen.

WuSah

GG Gharachedaghi (Shahs of Sunset) | Est. 2018 | None

No website, Instagram last active 2023. The personal story was compelling; the brand did not keep up.

Marley Natural

Bob Marley estate | Est. 2016 | None (accessories liquidating)

Website down for maintenance. Instagram last active March 2023. The global legacy brand thesis didn't survive contact with the actual market.

Trailer Park Buds

Trailer Park Boys IP | Est. 2020 | Canada (seeds only)

The licensed entertainment tie-in didn't survive Canadian market economics. Now sells seeds only.

Blesswell

DJ Khaled | Est. 2021 | None

Website DNS dead. Last Instagram August 2022. We The Best energy did not transfer to men's moisturizer.

Etheridge Botanicals

Melissa Etheridge | Est. 2020 | None

Not just dead -- litigated. A July 2024 Billboard report covered a lawsuit from partners claiming Etheridge abandoned the venture.

Mendi

Rachael Rapinoe | Est. 2019 | None

Closed January 2024. Rapinoe announced the closure via Instagram. A clean exit in a category that rarely gets one.

Rich Soil Organics

Lamar Odom | Est. 2018 | None

No website, no social, no press activity beyond 2019. The personal recovery story was more durable than the brand.

Uncle Cliffy

Cliff Robinson estate | Est. 2016 | None

Robinson was a genuine pioneer -- one of the first pro athletes to publicly advocate for legalization while still playing. Died August 2020. The brand died with him. The rest of this list owes him something.

DEFY

Eugene Monroe | Est. 2017 | None

First active NFL player to publicly advocate for cannabis, retiring in 2016 after adverse opioid experiences. DEFY did not survive but Monroe helped move the needle on NFL cannabis policy. A trailblazer entry.

Revenant

Jim McMahon, Kyle Turley & Eben Britton | Est. 2020 | None

Three ex-NFL players united by CTE and opioid experiences. Domain is for sale on GoDaddy. The mission was real; the business did not survive.

Deuces 22

John Salley | Est. 2019 | None

Four-time NBA champion could not convert championship energy into cannabis shelf space.

Undrafted

Ben Wallace | Est. 2022 | None

Website domain abandoned on a Bluehost placeholder. No social, no menu presence.

Papi Cannabis

David Ortiz | Est. 2022 | None

Website down (403 error). No menu presence on Leafly or Weedmaps.

Players Only

Chris Webber | Est. 2022 | None

Pivoted to CBD-only at playersonlycbd.com. No Headset presence for the THC brand. Also promised \$175M in Detroit cannabis development. No progress found.

LIMITED / DROP BRANDS

2 brands. Real product. Periodic releases. Not a sustained operation.

The 2 brands below exist as licensed drops or limited collaborations rather than consistent retail operations. Real product reached real consumers -- but not consistently enough to classify as Active, and not dead enough to classify as Defunct.

Hall of Flame (Jeeter collab)

Dwyane Wade | Est. 2022 | CA, AZ, MI (periodic drops)

Two verified limited drops -- December 2022 and August 2023 tied to his Hall of Fame induction. Wade joined Jeeter's board in 2021. No sustained brand operation beyond the drops.

Jay and Silent Bob's Private Stash

Kevin Smith & Jason Mewes | Est. 2019 | US (periodic drops)

Occasional licensed drops -- Bluntman's Chronic collab with Jeeter, Snoogans strain. No consistent shelf presence or verified current availability. The IP is recognizable; the operation is not.

NEVER LAUNCHED

4 brands. The announcement was the product.

The 4 brands below were announced via press release or media coverage but never produced product that reached a shelf. They are included because the announcements generated genuine press cycles -- and because they illustrate the gap between celebrity cannabis as a PR moment and celebrity cannabis as a business.

More Life Growth Company

Drake | Est. 2019 | Never launched

A cannabis wellness brand announced with full press coverage and a real partnership with Canopy Growth. A facility in Scarborough, Ontario was identified. Canopy Growth terminated the partnership in March 2021. The facility became a research and development lab. No More Life cannabis product ever reached a shelf. Announcement > execution, start to finish.

Skinnygirl Marijuana

Bethenny Frankel (RHONY) | Est. 2015 | Never launched

Announced via TMZ while Frankel was doing market research in Aspen dispensaries. One of the earliest celebrity cannabis announcements and one of the clearest examples of the announcement functioning as the product. Nothing ever reached a shelf.

Sheenius

Charlie Sheen | Est. 2019 | Never launched

Press releases existed; product did not. Motivated by an unauthorized Charlie Sheen strain being sold without his involvement. The irony of someone else profiting from his name was not enough to get an actual product to market.

Truth

Paul Pierce | Est. 2021 | Never launched

Announced after ESPN fired him. Subsequently sued by his cannabis consultant over unpaid wages. The Truth brand never found retail.

METHODOLOGY & SOURCES

All brand classifications are based on direct verification -- not press releases, not announcements, not coverage from launch week. We checked the menus.

Brand identification: Brands were identified through cannabis trade publications (MJBizDaily, Cannabis Business Times, High Times, CelebStoner), general press coverage, and direct brand website research.

Status classification: Each brand was classified based on available evidence including retail database presence (Leafly, Weedmaps, Headset), brand website activity, social media recency and engagement, recent press coverage, and dispensary menu listings. A press release is not evidence of operations.

Limitations: This report covers brands with publicly available information. Private arrangements, unreported closures, and brands operating exclusively in limited local markets may not be fully represented. Total brands tracked: 83.

INDEX BY CELEBRITY CATEGORY

A quick-reference index for finding brands by celebrity type. For full notes and context see the main brand sections.

MUSICIANS & ENTERTAINERS		
Berner	Cookies	Active
Wiz Khalifa	Khalifa Kush	Active
Snoop Dogg	Death Row Cannabis	Active
Snoop Dogg	Leafs by Snoop	Defunct
B-Real	Dr. Greenthumb's	Active
Vic Mensa	93 Boyz	Active
Method Man	TICAL Official	Active
Ice Cube	Fryday Kush	Active *
Shavo Odadjian	22Red	Active
Willie Nelson	Willie's Reserve	Active
Seth Rogen & Evan Goldberg	Houseplant	Active
Trixie Garcia / Garcia family	Garcia Hand Picked	Active
Dan Aykroyd	Blues Brothers Cannabis	Active
Lil Baby	WHAM! / The Holding Company	Active
Fab 5 Freddy	B Noble	Active
Jay-Z	Monogram	Defunct
Carlos Santana	Mirayo by Santana	Defunct
Bella Thorne	Forbidden Flowers	Defunct
Cheech Marin & Tommy Chong	Cheech & Chong's Cannabis Co.	Active
Cheech Marin	Cheech's Private Stash	Defunct
Lil Wayne	GKUA Ultra Premium	Defunct
Juicy J	Asterisk*	Defunct
G-Eazy	FlowerShop*	Defunct
Marshawn Lynch	Dodi Blunts	Defunct
Joey Diaz	Laughing Gas	Defunct
Ric Flair	Ric Flair Drip	Zombie
DJ Khaled	Blesswell	Defunct
Melissa Etheridge	Etheridge Botanicals	Defunct
Mickey Hart	Mind Your Head	Defunct
Damian Marley	Evidence	Defunct
Bob Marley estate	Marley Natural	Defunct
Drake	More Life Growth Company	Never Launched
Problem (Jason Martin)	Coffee & Kush	Defunct
Kevin Smith & Jason Mewes	Jay and Silent Bob's Private Stash	Limited/Drop

ATHLETES

Al Harrington	Viola	Active
Ricky Williams	Highsman	Active
Calvin Johnson Jr. & Rob Sims	Primitiv	Active
Carmelo Anthony	STAYME70	Active
Shawn Kemp	Shawn Kemp's Cannabis	Active
Rob Gronkowski	CBDMEDIC	Defunct
Rachael Rapinoe	Mendi	Defunct
Cliff Robinson estate	Uncle Cliffy	Defunct
Eugene Monroe	DEFY	Defunct
Jim McMahon, Kyle Turley & Eben Britton	Revenant	Defunct
John Salley	Deuces 22	Defunct
Ben Wallace	Undrafted	Defunct
David Ortiz	Papi Cannabis	Defunct
Chris Webber	Players Only	Defunct
Lamar Odom	Rich Soil Organics	Defunct
Paul Pierce	Truth	Never Launched
Nate & Nick Diaz	Game Up Nutrition	Active *
Mohamed Sanu	MediBean Trilogy	Active
Ross Rebagliati	Ross's Gold	Active
John Daly	John Daly Collection	Active
Brett Hull	Brett Hull #16	Active
Rob Van Dam	RVD Cannabis	Zombie
Dwyane Wade	Hall of Flame (Jeeter collab)	Limited/Drop

ACTORS & COMEDIANS

Jim Belushi	Belushi's Farm	Active
Woody Harrelson et al.	The Woods	Active
Montel Williams	Inspire by Montel	Active
Joey Diaz	Laughing Gas	Defunct
Jason Gann	Wilfred Cannabis	Defunct
Charlie Sheen	Sheenius	Never Launched
Jaleel White	itsPurpl	Defunct
Jam Master Jay's estate	Jam Master Jay's	Defunct
Ice-T	The Medicine Woman	Defunct

REALITY TV

Eddie & Wendy Osefo (RHOP)	Happy Eddie	Active *
Stacey Rusch (RHOP)	Shayo	Active
Tamra & Eddie Judge (RHOC)	Vena Wellness	Active
GG Gharachedaghi (Shahs)	WuSah	Defunct
Bethenny Frankel (RHONY)	Skinnygirl Marijuana	Never Launched

OTHER (INFLUENCERS, BUSINESS FIGURES, ESTATES)

Gwyneth Paltrow et al. (investors)	Cann Social Tonics	Active
Martha Stewart	Martha Stewart CBD	Active
Travis Barker	Barker Wellness	Active *
Dan Bilzerian	Ignite	Defunct
Whoopi Goldberg	WhoopFam	Active
Whoopi Goldberg	Emma & Clyde	Defunct
Whoopi Goldberg & Maya Elisabeth	Whoopi & Maya	Defunct
Kristen Bell	Happy Dance	Defunct
Mike Tyson	Tyson 2.0	Active
Brett Heyman	Flower by Edie Parker	Active
Raekwon	Hashstoria	Defunct
Trailer Park Boys IP	Trailer Park Buds	Defunct
John Legend (investor)	Plus Products CBD	Defunct

ABOUT ABOVE BOARD

Above Board is a cannabis mystery shopping and retail audit firm. We conduct structured, objective evaluations of dispensaries and brands -- measuring what actually happens on the floor, at the shelf, and in the customer interaction, rather than what operators assume is happening.

If you're a dispensary operator or cannabis brand and you want to know what your store or retail presence actually looks like from the other side of the counter -- that's exactly what we do.
stayaboveboard.com

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