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Frank Robinson Speaks to BNN Bloomberg on Franchise's Potential Role in Ontario Retail for Cannabis

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Frank Robinson was interviewed on November 22 on BNN Bloomberg's *Bloomberg Markets* for a segment titled "Why franchising could be the answer to cannabis retail in Ontario."

Frank discusses the current state of regulations and provides his perspective on the legal – and business – case for companies looking to meet legislative requirements while benefiting from a proven retail model in franchising.

Frank explained: "LPs are now looking at franchising as being the most accessible and perhaps the quickest way to scale their retail footprint into the province. If you're an LP, you're looking at franchise with wide eyes."

View the full segment [here](#).