

THE truffles GROUP

CREATING GENUINE, ELEVATED GUEST AND TEAM EXPERIENCES

City of Victoria
Legislative Services Department
1 Centennial Square
Victoria, BC V8W 1P6

Re: Flight Cannabis Co.
182 Wilson Street
Victoria, BC V9A 7N6

For over 25 years The Truffles Group has been driven by an unwavering commitment to excellence, innovation, community engagement and sustainability. With two and a half decades in operation, we've built a diverse and strong line of trusted brands that are interwoven within the social fabric of Vancouver Island.

As responsible operators and idea makers, we have a depth of experience in providing an elevated retail experience for controlled substances. Since 2007, we have proudly operated Cascadia Liquor stores and grown to twelve locations with a highly professional track record.

Quality service and product offerings are ingrained in our core values. We invest in education for our staff and guests. We believe in quality over quantity. As such, all our businesses operate as a premium hospitality experience in which our guests receive a high level of engaged service. This contributes to both improved guest/staff retention and a safe environment for customers and the community at large. We are deeply connected to the communities where we operate, such as our head office in the heart of Victoria West located at 376 Harbour Road. Locally owned and operated, we understand the importance of working in collaboration with our community and its stakeholders. We have been recognized for our leadership in operations, sustainability and community through recent awards such as, Winner – BC Liquor Retailer of the Year (Able BC), Community Leadership (EcoStar) and Business Leadership (finalist, Victoria Chamber of Commerce).



The Truffles Group is a group of businesses built on innovation, operational excellence, genuine hospitality and guided by responsible business ethics. We look forward to the opportunity to provide a safe, responsible cannabis retail experience that contributes positively to your neighbourhood.



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Professional Integrity

As responsible operators, we have successfully undergone a suitability assessment, which involved a series of checks to determine our eligibility. These checks encompassed a scrutiny of criminal records, verified through a criminal record check. Additionally, a police information check was conducted, and our information was examined in intelligence databases maintained by law enforcement agencies. Furthermore, the assessment included a thorough review of our records within the justice information system of the BC Ministry of the Attorney General, as well as an examination of our records within the corrections information system of the BC Ministry of Public Safety and Solicitor General. These steps collectively ensure that the Truffles Group meet the necessary criteria and are deemed suitable to operate a cannabis retail store.



Controlled Sales Experience

As operators of Flight Cannabis and Cascadia Liquor, our team is well-versed in the nuances of age restricted and controlled substance sales. Our company's standard practices ensure that our staff are trained in federal, provincial and municipal bylaws and regulatory processes to ensure the responsible sale of such items. We have policies and procedures in place including Forced ID and Excessive Sales policies including tracking, staff criminal record checks, education and licensing. Store security and monitoring are done through professionally installed and monitored alarm and security systems.

Enforcement Actions

We operate 14 Provincially controlled substance licenses with an exemplary record over the last 25 years. No criminal enforcement actions of any kind have been brought by municipal, provincial or federal agencies in the 25 years of business. We are determined to carry on this exemplary track record in our new retail cannabis operations at 182 Wilson Street as we acknowledge our group reputation is at stake.

A Proven Track Record

Flight Cannabis stores are designed to be a premium experience: bright, vibrant, inviting and comfortable. This attracts a clientele that appreciate an elevated shopping experience. The storefronts are safe, clean and bright. We maintain close relationships with our property managers and neighbours to ensure this ongoing standard.

Cannabis Security Actions

- Design plans include discreet storefronts and open retail spaces
- Utilization of top tier camera surveillance systems
- Secured storage areas with electronic access controls
- Provincially accredited training in the control of cannabis sales and consumption
- Active collaboration and engagement with LCRB inspectors,



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municipal law enforcement and bylaw officers

- Minors not allowed in stores
- Team members trained in site supervision and oversight as it pertains to minors and/or other potential concerns in the vicinity of the store
- Prohibition of cannabis consumption in or around store
- Refusal of service and safe removal of intoxicated individuals
- Prohibiting violence and unlawful activities in or around store
- Failure to enforce policies would lead to license revocation and closure



We are a team of talented and passionate individuals who are changing the way people think about hospitality, tourism and retail. We excel in our industries because we deliver exceptional value by providing the best quality products and services.

We are uniquely positioned to provide the community with a partnership they can trust based on a proven track record in controlled substance retail sales, and successful operations of our existing Flight Cannabis stores.

Our team understands the social sensitivity around the retail sale of cannabis and related products and the extra measures required to effectively operate these locations. We are committed to ensuring the safety, education and well-being of our customers, staff and members of the community in which we serve.

Thank you,

Flight Cannabis Co.
The Truffles Group

