

Recreational marijuana business thriving in Incline



Adrian Angulo helps a customer at NuLeaf in Incline Village. Photo Copyright 2018 Carolyn E. Wright

By Kathryn Reed

INCLINE VILLAGE – Even though recreational pot could be sold in California as of this year, only one place in the Lake Tahoe Basin is doing so – and that’s in Nevada.

NuLeaf has been selling medicinal marijuana since July 1, 2016, and recreationally since Aug. 5, 2017.

“We’ve gotten a lot of business from California customers coming over on the weekends,” Andrew Zaninovich, a manager at NuLeaf, told *Lake Tahoe News* on a tour of the facility. The

Incline Village shop is building a regular local clientele as well.



Two cases are full of various marijuana products. Photo Copyright 2018 Carolyn E. Wright

It is up to the individual jurisdictions to decide if they will allow pot to be sold. South Lake Tahoe is on a path to regulate it starting in the summer. Other locales are taking a hands-off approach for now.

Walking into NuLeaf it's almost like a medical office in that it's a bit sterile. The receptionist takes people's IDs to make sure they are valid and the customer is of age. The information is also logged into their system. Signing in and out, and stating the purpose of the visit are also required. No one younger than 21 (except for medicinal patients) are allowed into the retail area.



Andrew Zaninovich of NuLeaf talks about the various products that are for sale. Photo Copyright 2018 Carolyn E. Wright

Behind the locked door it looks like a boutique candy shop – and for some, that is exactly what this is. The edibles in that glass case, though, will produce more than a sugar high.

Two glass cases containing the exact same product allow for efficiency. The natural wood and low light give the place a sense of refinement.

Customers are smelling the flowers. To the uninitiated, that's the pot you'd smoke. Besides THC (tetrahydrocannabinol) and CBD (cannabidiol) levels, the flavor profile is important to some people.

It's possible to buy it raw or already rolled. The least expensive joint before taxes is \$13.



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Purchases come in a discrete, child-proof bag. Photo Copyright 2018 Carolyn E. Wright

Indica, sativa and hybrid varieties are available, with the latter two being more popular. Sativa tends to be more energizing.

Edibles come in flavors, too. NuLeaf purchases its edibles from a third party that the state of Nevada has approved. They can be eaten or products mixed into drinks.

Blueberry, lemon meringue, mint chocolate chip and key lime are just some of the flavors – which could be for flowers, edibles or concentrates.



Sam Fuller talks to a customer about what his shop has to offer. Photo Copyright 2018 Carolyn E. Wright

Cartridges are another way to partake in pot. It's similar to a vaping pen. Zaninovich explains this is a more discrete, easier way to use the drug.

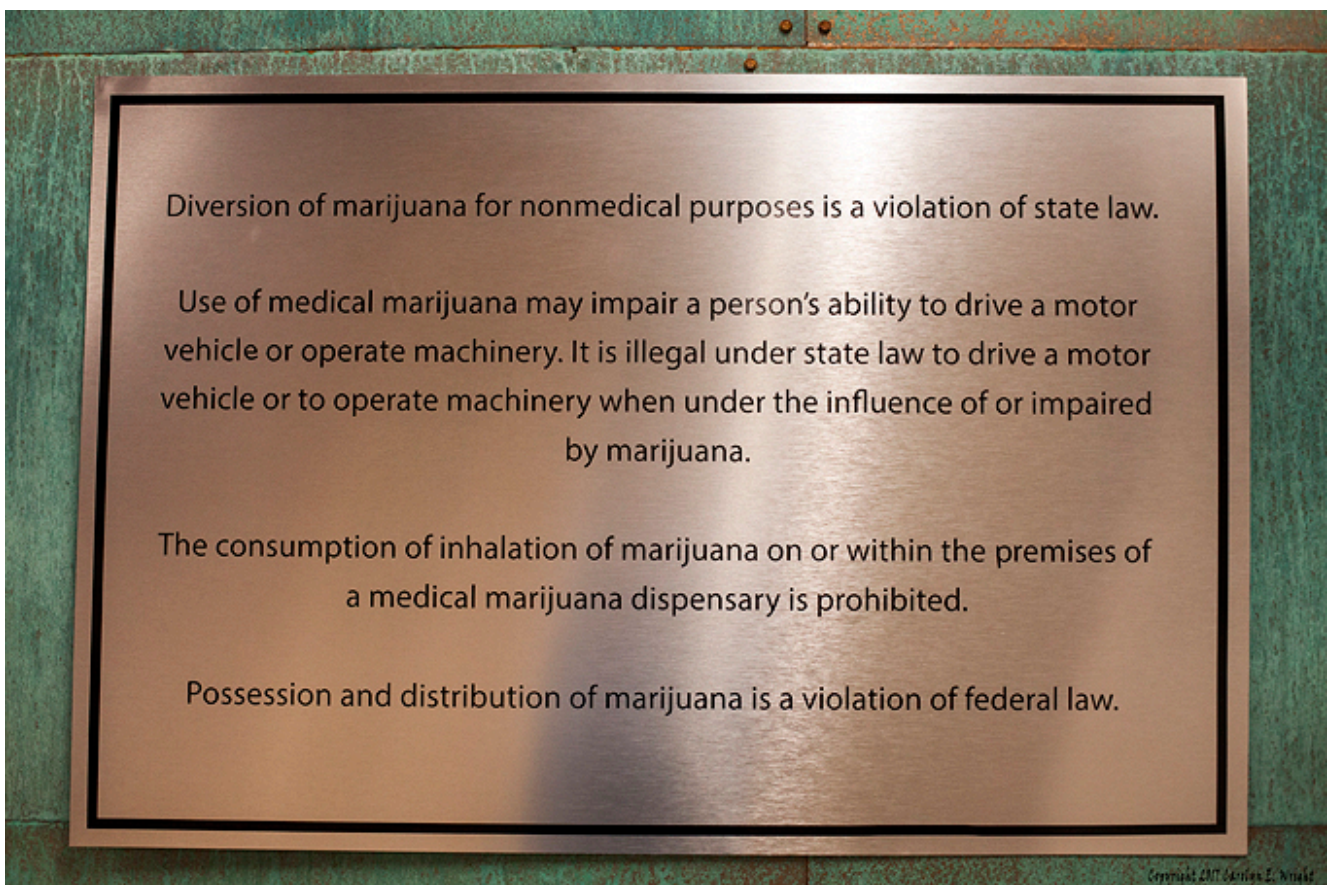
For cancer patients, the most popular item is Rick Simpson oil.

"It's shown a lot of promise for people dealing with cancer," Zaninovich said.

The budtenders – that's what the salespeople are called – are well versed in the products. They can speak to what someone

might feel by eating or smoking or vaping a product, they know where it came from, and are patient with those who aren't accustomed to buying pot legally.

There is a limit to how much one can buy – 1 ounce, or 3½ grams of concentrate. This is to abide by state law as to how much one person is allowed to have on them at a time. No one can use the goods on the premise. It's also not legal in Nevada to smoke in public.



Rules about the use of marijuana are clearly posted. Photo Copyright 2018 Carolyn E. Wright

Each purchase comes in a sealed, child proof package.

An ATM is in the lobby. Cash is the way business is transacted because marijuana is still illegal on the federal level. An ATM machine exists inside the shop, which is essentially taking cash from the lobby ATM. It gets around some banking rules.

Against the left wall are accessories as well as ointments, lotions, salts, patches and other products such as coffee with CBD. Items with CBD for pets are also available. Apparel is for sale, too.

NuLeaf is on the main street through Incline. On this particular day people of all ages – most appeared older than 30 – men and women, were making purchases. The store is open seven days a week.