Cannabis Brand Launch Checklist

A Step-by-Step Guide to Launching Your Cannabis Brand With Confidence

Launching a cannabis brand requires careful planning, strict compliance, and a clear operational roadmap.

This checklist is designed to help you stay organized during the final stages of launch. Whether you're preparing your first product line or entering a new market, use this as a quick-reference guide to ensure nothing falls through the cracks.

Pre-Launch Compliance & Licensing

Licenses & Permits

- [ ] All required state and local licenses approved
- [ ] Facility inspections completed and documented
- [ ] SOPs finalized for production, packaging, and distribution
- [ ] Seed-to-sale reporting system registered and active

Insurance & Legal

- [ ] General liability insurance in place
- [ ] Product liability insurance secured
- [ ] Contracts finalized with vendors, co-packers, or manufacturers

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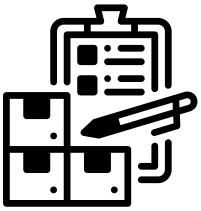
Operations & Production Readiness

SYSTEMS & TECHNOLOGY



- [ ] POS and inventory system fully configured
- [ ] Seed-to-sale tracking integrated into workflow
- [ ] Security systems installed, tested, and compliant
- [ ] Backup procedures and data retention policies created

Product Readiness

- [ ] Product formulas finalized
- [ ] Batch testing completed and passed
- [ ] Certificates of Analysis organized for easy access
- [ ] Packaging printed, inspected, and compliant with state rules

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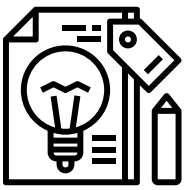
Marketing, Branding & Sales

Brand Assets



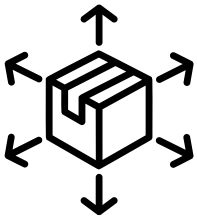
- [ ] Final product photos and digital assets prepared
- [ ] Website updated with compliant product descriptions
- [ ] Social media profiles branded and optimized
- [ ] Educational materials approved (FAQs, product guides, etc.)

Marketing Campaigns

- [ ] Launch email sequence scheduled
- [ ] Social media content calendar created
- [ ] Press release drafted or distributed
- [ ] Influencer/affiliate partnerships finalized (where legal)

Distribution & Launch Execution

Inventory & Logistics



- [ ] Initial inventory counted and logged
- [ ] Storage and environmental conditions verified
- [ ] Wholesale/distributor orders confirmed
- [ ] Delivery and transportation procedures compliant

Sales Preparation

- [ ] Retail partners briefed and onboarded
- [ ] Staff trained on product knowledge and compliance
- [ ] Sell sheets and wholesale menus finalized
- [ ] Demo/sampling plans prepared (if allowed in your market)

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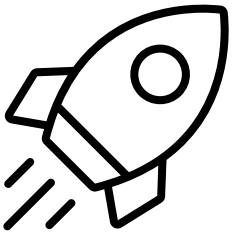
Final Launch Green Light

Before you launch, confirm the following:

- [ ] All products are tested, labeled, and retail-ready
- [ ] Internal team aligned on launch date and responsibilities
- [ ] Customer support channels prepared (email, chat, phone)
- [ ] Compliance officer or consultant has signed off on all materials
- [ ] Post-launch review meeting scheduled



Launching a cannabis brand is a major milestone. With licensing, compliance, packaging, testing, and marketing aligned, you're ready to introduce your products to the market with confidence. Refer back to this checklist anytime you expand your product lines or enter new markets. Strong operational habits form the foundation of successful cannabis brands.

If you need guidance on brand design, custom cannabis packaging, or state-compliant labeling, Custom 420 Supply can help you move from concept to shelf-ready products with clarity and confidence. Our team specializes in helping emerging brands create packaging that stands out while staying fully compliant. Reach out anytime for support as you prepare for launch.

Contact Us Today

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