

Blue Moon Hemp Selects International Retail Management and Consulting Group to Launch First Retail Pop-Ups in North America



LAS VEGAS ? **November 19, 2018** /[Canna Newswire](#)/ ?]International Retail Management and Consulting Group (IRG), a global leader in retail solutions, and Blue Moon Hemp, Inc., the premier CBD brand in the marketplace with distribution in over 3,000 vape shops ? will launch the first retail pop-ups in North America on Monday, November 12th with the grand opening of the Scottsdale Fashion Square location in Scottsdale, AZ.

A second pop-up in Scottsdale opens at Kierland Mall on Black Friday and will operate every weekend through December; openings are also scheduled for Pembroke Lakes Mall in Pembroke Pines, FL, and Boynton Beach, FL opening November 19th and 20th respectively, with more locations across the country to be announced soon. The pop-ups will also carry products from Blue Moon's sister line Swiss Relief.

Blue Moon Hemp Founder and Chairman Emeritus Christopher Cowart selected IRG to manage the leasing, staffing, daily operations and sales management for the Blue Moon Hemp and Swiss Relief retail pop-ups.

"We're so excited to be opening our first ever pop-up retail locations with IRG," said Cowart. "IRG's experience and position as an industry leader in specialty retail was key to ensuring a successful launch.

Blue Moon Hemp is dedicated to bringing CBD (Cannabidiol), a derivative of Industrial Hemp with proven health benefits, to the mass market."

Over the course of three years, BMH, Inc. has grown to be one of the premier companies in the CBD space. With the launch of the second brand, Swiss Relief, the ability to penetrate the broader wellness market ages 18-88 provide a sizeable opportunity for scaling. The company is dedicated to the vertical integration of manufacturing, sales and distribution.

"We are thrilled to be teaming up with a revolutionary brand like Blue Moon Hemp and Swiss Relief," said Linda Johansen-James, CEO of International Retail Group. "This truly innovative product line has been hugely successful and we are excited to play an integral role in the launch of the first retail locations."

The general prices for high quality CBD such as Blue Moon Hemp range from somewhat reasonable to outrageously expensive.

The company utilizes its strong buying power to achieve optimum pricing, without compromising the integrity and quality of the product line.

"Our mission is to educate the public on the many and varied nutritional and health benefits of CBD (Cannabidiol) Rich Hemp Oil, to help optimize purity in formulation, and to find new product delivery systems," said Cowart. "Blue Moon Hemp is here to help the market understand that with our High Grade CBD Rich Hemp Oil sometimes less is more, saving the consumer money and making our High Grade CBD Rich Hemp Oil more affordable and effective."

About International Retail Management and Consulting Group

International Retail Group is the trusted leader in direct-to-consumer retail operations for some of the world's top brands, perfecting the art of specialty retail marketing with direct experience in the operation of more than 1,000 carts, kiosks, pop-up stores and automated retail locations throughout North America, Australia and New Zealand.

Headquartered in Las Vegas, IRG evolved from the largest owner-operated specialty retailer in the world, American Kiosk Management (AKM) which proudly served over 50 million guests, amassing more than \$1.5 billion in sales for Proactiv®, the company's most prominent client. IRG's has been instrumental in bringing many leading brands to retail including Proactiv®, One Two Cosmetics®, ABC Mouse, Dubli, Vivint Solar, and Hess Toy Trucks. For more information, contact Linda Johansen-James at 702-425-7255.

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