CONFIDENTIAL MARKET BRIEF

Retailer Target Report: Northern Lights Botanicals

MARKET	STORE	GENERATED
~50 mile market	Northern Lights Botanicals (brand account)	Jun 9, 2026

Report Scope

STORE / ACCOUNT	MARKET RADIUS
Northern Lights Botanicals (brand account)	~50 mile market
COMPETITOR COUNT	**DATA WINDOW**
16	Last 30 days for price moves; latest menu check for shelf presence and product coverage.

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Executive Summary

- Northern Lights Botanicals appears in 12 of 28 stores in the selected market, a 43% shelf presence read.
- The strongest observed product is Northern Lights OG 1/8 oz, carried in 18 stores with a median market price of $38.
- High Plains Extracts is the most visible comparable brand in this category set, showing in 19 market stores.
- Sapphire City Cannabis is the strongest retailer target because it carries 14 comparable products but does not currently show Northern Lights Botanicals.
- 10 recent price movements were observed for Northern Lights Botanicals; review these before account outreach or pricing guidance.
- Use this report as an account prioritization list, then validate buyer fit, menu freshness, and relationship context.

Decision Brief

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DECISION QUESTION

Which retailers are the strongest account targets for outreach?

COMMERCIAL READ

Sapphire City Cannabis is the strongest target account: 14 comparable products, no observed Northern Lights Botanicals shelf presence.

RECOMMENDATION

Treat target retailers as an outreach queue, then validate buyer relationship, category fit, and menu freshness before presenting the account.

CONFIDENCE

High - broad market set with multiple independent signals.

Exhibits

Exhibit 1 - Shelf depth by account

Stores currently showing the brand, ranked by observed product count.



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Exhibit 2 - Product footprint

Top observed products by store count across the current data set.

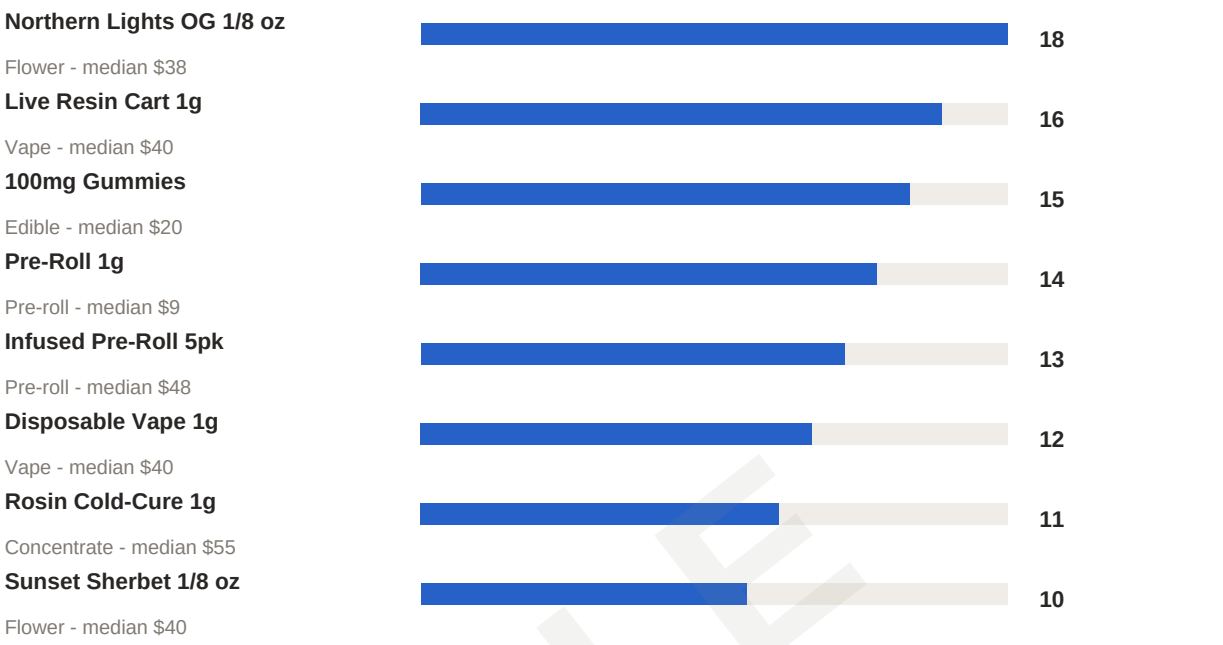

Exhibit 3 - Comparable brand pressure

Brands competing in the same category set, ranked by visible market reach.

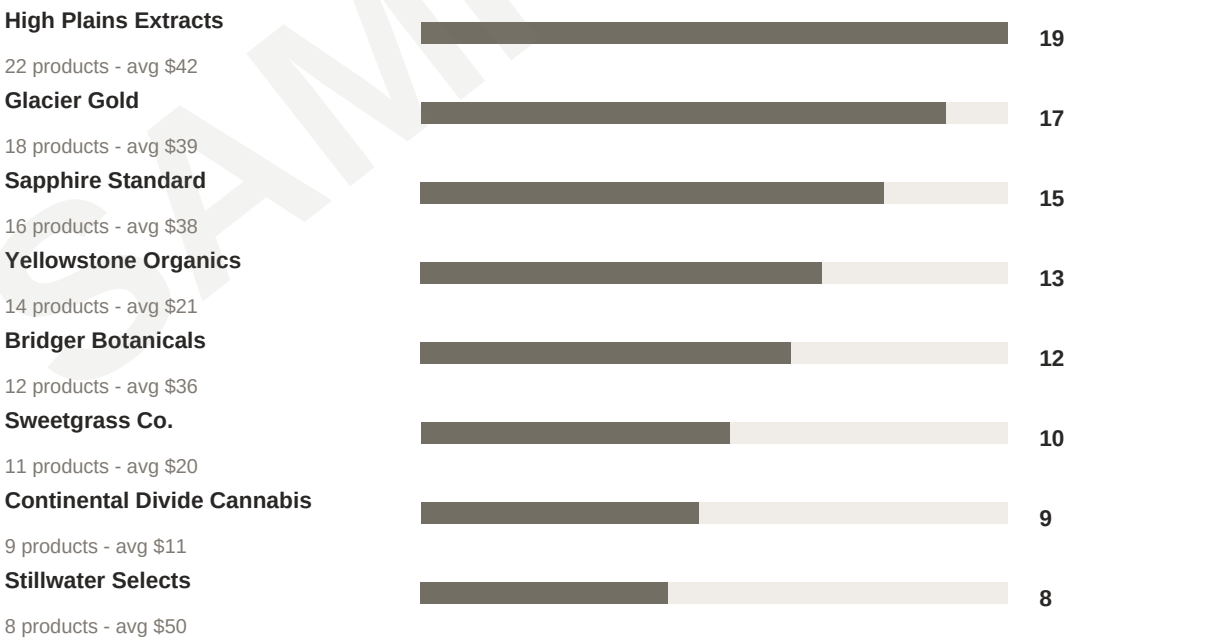

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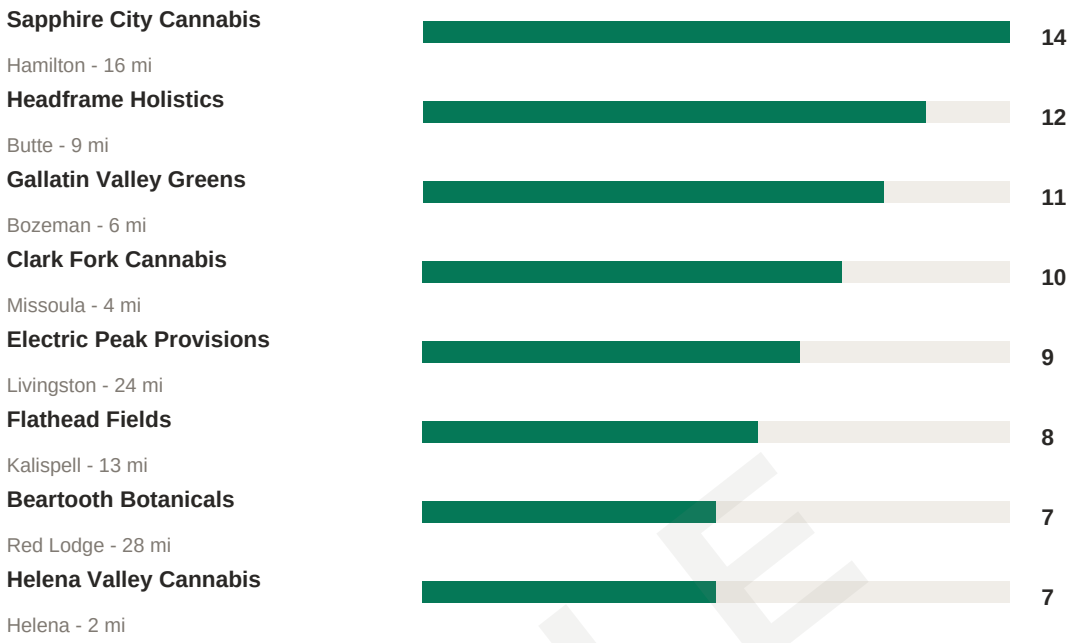
Exhibit 4 - Highest-fit retailer targets

COMPARABLE SKUS

Retailers carrying comparable products but not the brand. Market store count: 28.



Recommended Action Plan

P1

Target account: Sapphire City Cannabis

Why: 14 comparable products across 3 relevant categories, with no observed Northern Lights Botanicals placement.

Action: Validate menu freshness, identify buyer/category owner, and tailor outreach around the comparable categories already on shelf.

Watchout: This is an account-fit signal, not confirmation the buyer wants the brand. Confirm relationship context before pitching.

P2

Target account: Headframe Holistics

Why: 12 comparable products across 2 relevant categories, with no observed Northern Lights Botanicals placement.

Action: Validate menu freshness, identify buyer/category owner, and tailor outreach around the comparable categories already on shelf.

Watchout: This is an account-fit signal, not confirmation the buyer wants the brand. Confirm relationship context before pitching.

P3

Target account: Gallatin Valley Greens

Why: 11 comparable products across 2 relevant categories, with no observed Northern Lights Botanicals placement.

Action: Validate menu freshness, identify buyer/category owner, and tailor outreach around the comparable categories already on shelf.

Watchout: This is an account-fit signal, not confirmation the buyer wants the brand. Confirm relationship context before pitching.

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P4	**Target account: Clark Fork Cannabis** Why: 10 comparable products across 3 relevant categories, with no observed Northern Lights Botanicals placement. Action: Validate menu freshness, identify buyer/category owner, and tailor outreach around the comparable categories already on shelf.	Watchout: This is an account-fit signal, not confirmation the buyer wants the brand. Confirm relationship context before pitching.
P5	**Target account: Electric Peak Provisions** Why: 9 comparable products across 2 relevant categories, with no observed Northern Lights Botanicals placement. Action: Validate menu freshness, identify buyer/category owner, and tailor outreach around the comparable categories already on shelf.	Watchout: This is an account-fit signal, not confirmation the buyer wants the brand. Confirm relationship context before pitching.
P6	**Target account: Flathead Fields** Why: 8 comparable products across 2 relevant categories, with no observed Northern Lights Botanicals placement. Action: Validate menu freshness, identify buyer/category owner, and tailor outreach around the comparable categories already on shelf.	Watchout: This is an account-fit signal, not confirmation the buyer wants the brand. Confirm relationship context before pitching.

Analyst Notes

Targeting thesis

Northern Lights Botanicals's target list is ranked by comparable menu activity inside ~50 mile market. The highest-priority accounts already show category demand signals but do not currently show the brand.

- Sapphire City Cannabis: 14 comparable products; categories include Concentrate, Flower, Vape.
- Headframe Holistics: 12 comparable products; categories include Edible, Vape.
- Gallatin Valley Greens: 11 comparable products; categories include Flower, Concentrate.
- Clark Fork Cannabis: 10 comparable products; categories include Vape, Edible, Pre-roll.
- Electric Peak Provisions: 9 comparable products; categories include Flower, Edible.
- Flathead Fields: 8 comparable products; categories include Concentrate, Vape.

Outreach packaging

The sales motion should translate the data into buyer-specific category logic rather than a generic brand pitch.

- Lead with category fit and current menu comparables.
- Bring a tight product ladder, not the full product line.
- Verify menu freshness before treating a store as a true white-space account.

Key Metrics

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MARKET SHELF PRESENCE

12/28

43% of stores in the selected market currently show Northern Lights Botanicals.

STATEWIDE CARRIERS

31

Stores carrying the brand across the current data set.

OBSERVED PRODUCTS

24

Primary categories: Flower, Vape, Concentrate

MEDIAN PRODUCT PRICE

$38

Representative read from Northern Lights OG 1/8 oz.

RECENT PRICE MOVES

10

Observed price movement for this brand in the selected market.

TARGET RETAILERS

12

Stores carrying comparable categories but not this brand.

Shelf Presence

Treasure State Dispensary	Helena - 1 mi	9 products
Garden City Cannabis	Missoula - 3 mi	8 products
Glacier Greens	Kalispell - 12 mi	7 products
Big Sky Botanicals	Bozeman - 5 mi	6 products
Rimrock Remedies	Billings - 22 mi	6 products
Copper Mountain Cannabis	Butte - 8 mi	5 products
Last Best Leaf	Whitefish - 15 mi	5 products
Bitterroot Buds	Hamilton - 18 mi	4 products
Saddle Peak Selects	Belgrade - 7 mi	4 products

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Madison River Munchies	Ennis - 25 mi	3 products
Frontier Flower Co.	Great Falls - 30 mi	3 products
High Plains Provisions	Havre - 40 mi	2 products

Top Observed Products

Northern Lights OG 1/8 oz	Flower	18 stores - median $38 - $34-$44
Live Resin Cart 1g	Vape	16 stores - median $40 - $36-$46
100mg Gummies	Edible	15 stores - median $20 - $16-$24
Pre-Roll 1g	Pre-roll	14 stores - median $9 - $7-$12
Infused Pre-Roll 5pk	Pre-roll	13 stores - median $48 - $42-$55
Disposable Vape 1g	Vape	12 stores - median $40 - $35-$45
Rosin Cold-Cure 1g	Concentrate	11 stores - median $55 - $48-$62
Sunset Sherbet 1/8 oz	Flower	10 stores - median $40 - $36-$46
House Flower 1oz	Flower	9 stores - median $210 - $180-$240
Live Resin Badder 1g	Concentrate	8 stores - median $36 - $30-$42
Solventless Gummies 100mg	Edible	7 stores - median $28 - $24-$32
1:1 Tincture 30ml	Tincture	6 stores - median $40 - $34-$46

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Comparable Brands

High Plains Extracts	Concentrate	19 stores - 22 products - avg $42
Glacier Gold	Vape	17 stores - 18 products - avg $39
Sapphire Standard	Flower	15 stores - 16 products - avg $38
Yellowstone Organics	Edible	13 stores - 14 products - avg $21
Bridger Botanicals	Flower	12 stores - 12 products - avg $36
Sweetgrass Co.	Edible	10 stores - 11 products - avg $20
Continental Divide Cannabis	Pre-roll	9 stores - 9 products - avg $11
Stillwater Selects	Concentrate	8 stores - 8 products - avg $50
Garnet Valley Growers	Edible	7 stores - 7 products - avg $26
Cabinet Mountains Cannabis	Vape	6 stores - 6 products - avg $37

Retailer Targets

Sapphire City Cannabis	Hamilton - 16 mi	14 comparable products
Headframe Holistics	Butte - 9 mi	12 comparable products
Gallatin Valley Greens	Bozeman - 6 mi	11 comparable products
Clark Fork Cannabis	Missoula - 4 mi	10 comparable products

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Electric Peak Provisions	Livingston - 24 mi	9 comparable products
Flathead Fields	Kalispell - 13 mi	8 comparable products
Beartooth Botanicals	Red Lodge - 28 mi	7 comparable products
Helena Valley Cannabis	Helena - 2 mi	7 comparable products
Going-to-the-Sun Greens	Columbia Falls - 19 mi	6 comparable products
Yellowstone Gateway Cannabis	Gardiner - 35 mi	5 comparable products
Prickly Pear Cannabis	East Helena - 5 mi	4 comparable products
Bridger Bowl Botanicals	Bozeman - 7 mi	4 comparable products

Recent Competitor Movements

Live Resin Cart 1g	Glacier Greens - Vape - 2026-06-07	Raised 7%
100mg Gummies	Copper Mountain Cannabis - Edible - 2026-06-06	Cut 15%
Northern Lights OG 1/8 oz	Garden City Cannabis - Flower - 2026-06-05	Cut 8%
Rosin Cold-Cure 1g	Big Sky Botanicals - Concentrate - 2026-06-04	Cut 11%
Disposable Vape 1g	Rimrock Remedies - Vape - 2026-06-03	Cut 10%
Pre-Roll 1g	Last Best Leaf - Pre-roll - 2026-06-02	Cut 13%
Infused Pre-Roll 5pk	Treasure State Dispensary - Pre-roll - 2026-06-01	Raised 8%

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Sunset Sherbet 1/8 oz	Bitterroot Buds - Flower - 2026-05-31	Cut 9%
Live Resin Badder 1g	Saddle Peak Selects - Concentrate - 2026-05-30	Raised 6%
House Flower 1oz	Frontier Flower Co. - Flower - 2026-05-29	Cut 9%

Methodology

- Brand shelf presence uses the selected market radius and the brands found on each observed menu.
- Retailer targets are stores in the market that do not show the selected brand but do show comparable category activity.
- Comparable brand reads are directional category and shelf-share signals, not verified wholesale sales data.
- Recommendations are account planning prompts; confirm menu freshness and retail relationships before outreach.
- The PDF is generated from saved report results so it can be reviewed again later.

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