

CONFIDENTIAL MARKET BRIEF

Retailer Target Report: Northern Lights Botanicals

MARKET

~50 mile market

STORE

Northern Lights Botanicals (brand account)

GENERATED

Jun 9, 2026

Report Scope

STORE / ACCOUNT

Northern Lights Botanicals (brand account)

MARKET RADIUS

~50 mile market

COMPETITOR COUNT

16

DATA WINDOW

Last 30 days for movement data; current menu snapshot for shelf presence and product coverage.

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

ILLUSTRATIVE DATA - NOT A REAL STORE

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

PRODUCTS

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

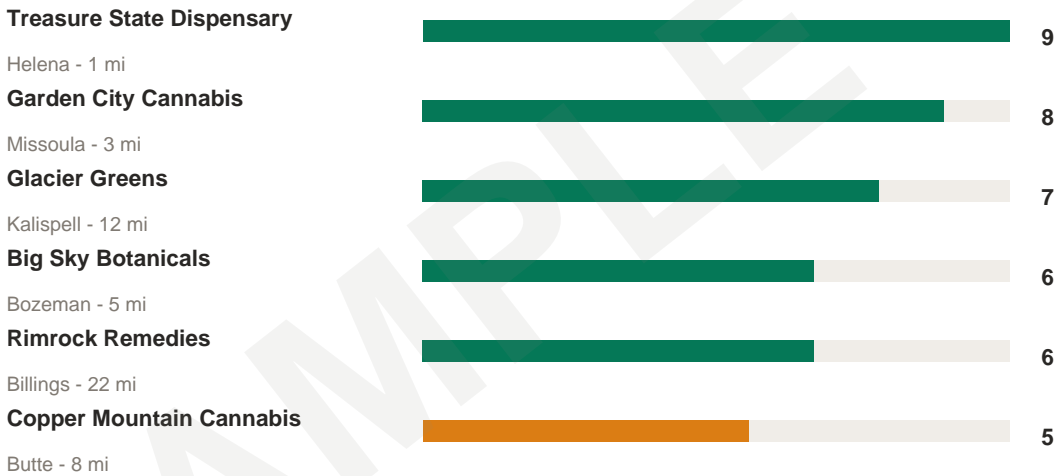


Exhibit 2 - Product footprint

STORES

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

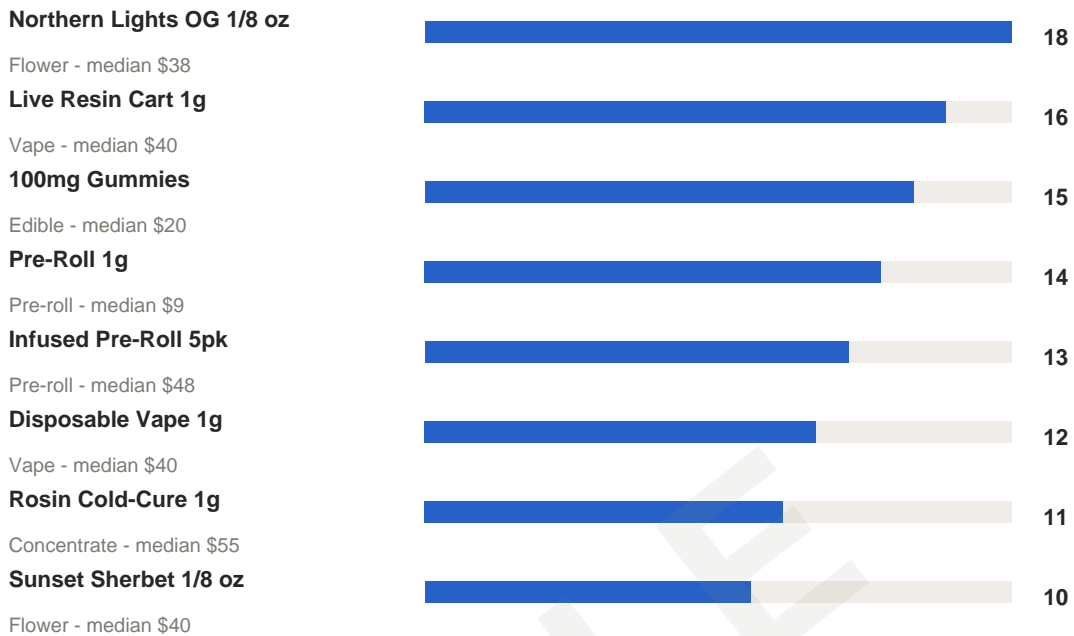


Exhibit 3 - Comparable brand pressure

STORES

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

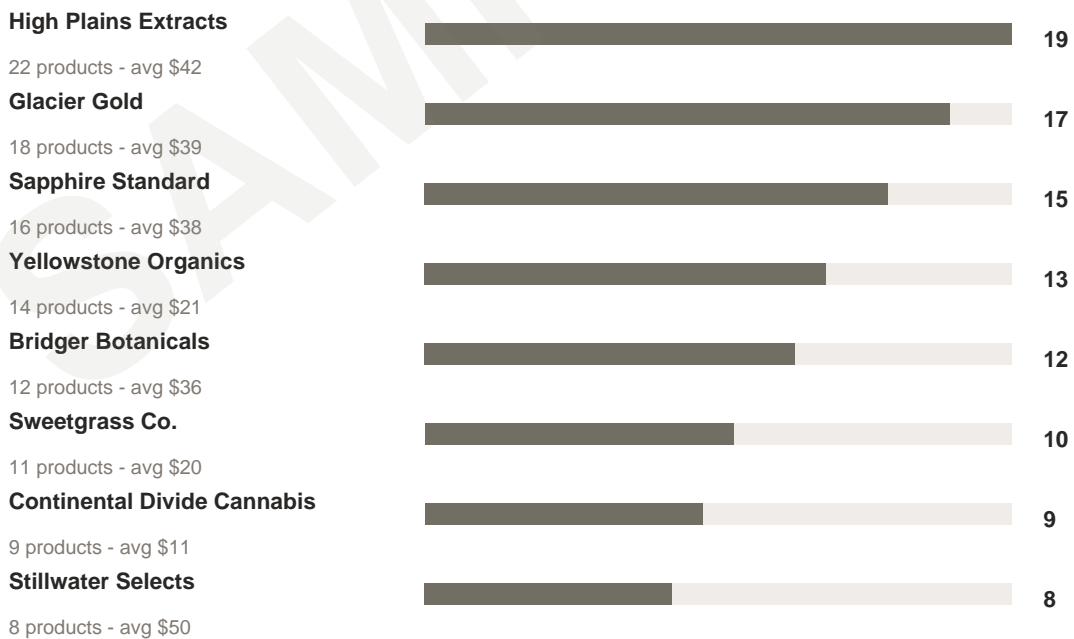


Exhibit 4 - Highest-fit retailer targets

COMPARABLE SKUS

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

| | | |
|---------------------------------|--|----|
| Sapphire City Cannabis | | 14 |
| Hamilton - 16 mi | | |
| Headframe Holistics | | 12 |
| Butte - 9 mi | | |
| Gallatin Valley Greens | | 11 |
| Bozeman - 6 mi | | |
| Clark Fork Cannabis | | 10 |
| Missoula - 4 mi | | |
| Electric Peak Provisions | | 9 |
| Livingston - 24 mi | | |
| Flathead Fields | | 8 |
| Kalispell - 13 mi | | |
| Beartooth Botanicals | | 7 |
| Red Lodge - 28 mi | | |
| Helena Valley Cannabis | | 7 |
| Helena - 2 mi | | |

Recommended Action Plan

P1

Target account: Sapphire City Cannabis

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

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.

P2

Target account: Headframe Holistics

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

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.

P3

Target account: Gallatin Valley Greens

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

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.

ILLUSTRATIVE DATA - NOT A REAL STORE

P4

Target account: Clark Fork Cannabis

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

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.

P5

Target account: Electric Peak Provisions

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

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.

P6

Target account: Flathead Fields

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

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.

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 catalog.
- Verify menu freshness before treating a store as a true white-space account.

Key Metrics

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 |

ILLUSTRATIVE DATA - NOT A REAL STORE

| | | |
|-------------------------------|---------------------|------------|
| 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 |

ILLUSTRATIVE DATA - NOT A REAL STORE

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 |

ILLUSTRATIVE DATA - NOT A REAL STORE

| | | |
|-------------------------------------|------------------------|-----------------------|
| 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 current store-brand rollup from observed menus.
- 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.
- PDF output is generated from the stored report snapshot so the report remains reproducible.