



alpharoot

Dispensary

The storefront has been the traditional means of reaching consumers since recreational use was legalized. This is a critical component to the distribution channel as this is where consumers interface with brands for the first time. As we know the retail industry as a whole has taken a hit due to a shift in consumer behavior which gravitates towards e-commerce and on-demand purchasing. In order to combat the instant purchasing power, dispensaries are looking to create a customer experience that cannot be simulated online. Many retail locations are designating space for a smoke lounge, where users can consume the product they purchased with friends. Dispensaries have similar exposures as any retail location, however the main differentiator is property coverage. Most insurers require certain measures of security, safes, cameras and etc. to get coverage in place due to the amount of cash and product that most dispensaries have on hand.

How To Get Insured

Step 1

REACH OUT TO ALPHAROOT

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Step 2

COMPLETE THE APPLICATION

Step 3

GET COVERAGE

Client Services

- + MARKETING AND PLACING POLICIES
- + ON-GOING RISK CONSULTATION
- + EFFICIENT AGGREGATION OF ALL AVAILABLE INSURANCE MARKETS
- + CONTRACT REVIEW (INSURANCE SECTION ANALYSIS)
- + CLAIMS HANDLING

Key Insurance Policies

Premises General Liability

Premises General Liability is a third party liability coverage that is intended to protect a company for incidents that occur on their property. For a dispensary this would include coverage for customers coming in and out of the premises. One important thing to note is if you allow smoking on your premises (i.e. have an attached smoke lounge) make sure there is no exclusion for consumption on premises which is a standard exclusion.

Property

Property coverage is a first party insurance policy that is intended to make a company whole again should they experience a covered loss. For a dispensary this policy would look to cover your displays and business personal property at the location. Additionally, this can be extended to your inventory.

Crime

Crime insurance is designed to protect the company from loss caused by certain illegal activities. Unlike many other commercial insurance policies, it has little to do with defending against lawsuits from third parties. This policy instead reimburses the company itself for losses of money, securities or other tangible property that it directly experiences.

Cyber

Cyber Liability is both a 1st and 3rd party liability cover as it responds when there is a breach of data to notify individuals that their data may have been compromised and cover liability associated with such a breach. However, there can also be a 1st party cover in that it will respond to cover Business Interruption and/or Extra Expense associated with a data breach.

Products Liability

Product liability, like general liability, is a third party liability coverage. The difference stems from the covered incidents. Product liability coverage is specifically created to provide coverage for bodily injury due to the use of your product. For a dispensary, even though you are technically not part of the production process, you would likely be tied into a lawsuit should someone get hurt or sick and you would want this coverage in place as the point of purchase.