

BOUTIQUE HOTEL CURATES PRIVATE LABEL PRODUCT  
COLLABORATION FOR GUESTS

**THE GRAHAM & CO**



## Client Profile

The Graham & Co is a quaint 20-room hotel in the Catskill Mountain region in New York. A modern take on the classic getaway. In an effort to provide amenities to their guests for a calming and relaxing weekend, they looked to High Falls Hemp NY to curate private label tinctures for their guests to incorporate into their health and wellness regimen while visiting their hotel.

## Business Challenge

Martin and his internationally known boutique hotel found us in their search for a locally grown, “farm-to-table” supplier of CBD infused products to co-brand for sale to their guests, and as room amenities for purchase. They wanted a brand with impeccable product and service testimonials, who would be willing to work closely with them to design, develop and deliver products and information, from a highly regulated industry with which they were unfamiliar, quickly and easily.

## Results

We worked with Martin to design and produce “Graham & Co. Full Spectrum Tinctures Powered by High Falls Hemp NY ” with their own product landing page, QR code linked lab reports, and link to their property for information and reservations.

**High  
Falls  
Hemp**  
NEW YORK

“ I’ve been using High Falls Hemp CBD products for a long time and have always been impressed by how well they work. When we embarked on private label products for our hotel, The Graham & Co., we jumped at the chance to work with them. We are excited with this partnership and look forward to sharing these high quality CBD products with our guests.

- Martin Torres, Owner

Ready to Join our Wholesale Program? Contact us at [WHOLESALE@HIGHFALLSHEMPNY.COM](mailto:WHOLESALE@HIGHFALLSHEMPNY.COM)