

USA: Yesway takes on CBD procurement partner

BettermentRS will provide the growing convenience store chain with procurement, distribution and training in the CBD space.



Growing convenience store chain Yesway is partnering with BettermentRS for the procurement and vetting of cannabidiol (CBD) products to help it navigate the quickly evolving category, the company announced.

BettermentRS currently supplies 17 CBD products across six brands into Yesway c-stores, including CBD Living, Eco Sciences, Apis Mercantile, Cannadips, Vance Global and King Karl.

“Yesway being new to the CBD category, BettermentRS has been an invaluable partner in helping guide me and our merchandising team in identifying the highest-quality products in the industry,” said Alan Adato, procurement manager for Yesway. “In addition, Dorsey Sparks works closely with our store associates to provide training, education and merchandising support.”

Iowa-based BettermentRS is a supply-chain provider for the health and wellness industry. Founded in

2018, the company connects emerging hemp brands with retailers. The company uses its market knowledge and vetting process to identify products and to provides infrastructure solutions for both CBD manufacturers and retailers.