VERC Enterprises opens CBD Wellness Store at Commerce Way, Plymouth on May 4; partners with VT-based Ceres Natural Remedies

PLYMOUTH, MA, Issued May 4, 2020...VERC Enterprises (http://vercenterprises.com), a leading convenience store and Mobil/Gulf/Irving/Shell gasoline operator with locations throughout Massachusetts and New Hampshire, will open its first CBD Wellness Store, located within their Plymouth store at 131 Commerce Way, on May 4.

The CBD Wellness Store is the first store of its kind located within a convenience store anywhere in the region. Partnering with Ceres Natural Remedies of Vermont, VERC will offer a full Ceres Natural Remedies retail store that will sell CBD, as well as offer extensive educational opportunities on the health benefits of CBD. This plant-based product is lab tested, consistent, and hand-crafted in Vermont.

In addition to product, the store will provide education to the public, including Demo Days every Saturday.

Leo Vercollone, CEO of VERC Enterprises, said that his company has been partnering with the Burlington, VT based Ceres Natural Remedies (https://ceresremedies.com) with a goal of bringing CBD products to its 30+ locations throughout Massachusetts and New Hampshire. The opening of the CBD Wellness Store in Plymouth represents the first such store.
“Our commitment is to bring the best quality product to our stores,” said Vercollone, adding, “and we have partnered with a company that has demonstrated operational excellence over several years, that invests in training and in education for both staff and the general public, and one with an investment in and commitment to our region.”

He said, “We are proud to be opening the regions first CBD Wellness Center in partnership with Ceres Natural Remedies of Vermont. Our new CBD Wellness Center is focused on providing the community with lab tested CBD options for everyone’s budget. By learning more about CBD for yourself, loved ones, and family pets, our goal is to make plant based health and wellness convenient and affordable.”

CBD, or cannabidiol, is a plant derived compound known as a phytocannabinoid, primarily found in the flowers of the hemp/cannabis plant. Studies point to CBD as potentially providing a range of therapeutic benefits, including alleviation of pain, anxiety, seizures and inflammation. CBD is non-intoxicating, meaning that it does not cause the “high” associated with THC in cannabis products.

**About Ceres Natural Remedies**
Ceres Natural Remedies is Vermont’s premier source for hemp-derived CBD products and education. Founded in 2014 in Burlington, VT, it now operates 2 additional locations in Middlebury and Brattleboro. The Brattleboro location includes the first CBD Drive Thru on the east coast. Ceres distributes it line of CBD products, including trētap CBD Sparkling Beverages, throughout New England. For more information, visit ceresremedies.com.

**About VERC Enterprises**
VERC Enterprises is a leading, independent chain of convenience stores and gasoline stations, with locations throughout Massachusetts and New Hampshire. The company began 50 years ago with a single car wash in Marshfield, MA. The original business was founded by Eugene Vercollone. Today, the business remains under family ownership, with Mr. Vercollone’s sons Leo and Paul serving as CEO and Senior Vice President, respectively. Longtime VERC team member Jim Fitzgerald serves as the company’s President. With nearly 400 employees, VERC is a leader in hiring individuals with Intellectual and Developmental Disabilities and has more than 20 % of its workforces comprised of IDD (Intellectually/Developmentally Disabled) citizens. VERC maintains ongoing partnerships with organizations including Best Buddies, ARC of Greater Plymouth and others to provide employment opportunities for IDD individuals. VERC is also working with the state’s Re-Entry program to provide employment opportunities for former inmates who have been rehabilitated. VERC Enterprises has been recognized by the Boston Business Journal as a Best Place to Work in Massachusetts and as a Leader in Diversity; the company has also been repeatedly honored by the Boston Globe as a Best Place to Work in Massachusetts. In 2017, VERC was named Employer of the Year by both the Massachusetts Commission for the Blind and The ARC of Greater Plymouth, and Employer of the Year for Hopeful Journeys in 2017. For additional information, please visit the website, www.vercenterprises.com, or call 781-934-7300. To learn more about VERC, please view: [https://www.youtube.com/embed/videoseries?list=PLesS4W9hjtufdf6GhvnfUKMk2I2Q-r-MM](https://www.youtube.com/embed/videoseries?list=PLesS4W9hjtufdf6GhvnfUKMk2I2Q-r-MM)

**Verc Enterprises Awards and Recognitions**
- 2019 May Institute President’s Award
- Boston Business Journal Book of Lists, Area’s Largest Family Owned Businesses, multiple years
- Exemplary Employer, Massachusetts Down Syndrome Congress (2017)
• Employer of the Year, ARC (2017)
• Operator of the Year (single location), New England Convenience Store and Energy Marketers Association (2017)
• Leo Vercollone, keynote speaker (2016), Diversity in Workforce, Family Business Association
• Franciscan Leadership Award, Cardinal Cushing Centers (2015)
• Employer of the Year, MAPSE (Massachusetts Association of People Supporting Employment First), 2013
• Central Middlesex Area Department of Developmental Services recognition for work with IDD (2013)
• MetroWest Work Opportunities Coalition, Accommodation Award (2013)
• Grand Spirit Award, Convenience Store Decisions Magazine, for social media
• Grand Spirit Award, Convenience Store News,
• Distinguished Citizen Award, ARC (2010)