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## The Future of HD & Co: Gummies, Gummies, and more Gummies!

We sat down with the team and asked what's next for Hugh Douglas & Co, and they did not disappoint. Right now, they have flower & pre-rolls on the market in their retail partner stores, but in 2026, they're working on expanding their strain lineup & adding gummies to their offering! "The goal is to build out an entire product ecosystem and expand across NJ even further" and we hope they do!

The Smoke Signal is offering reader-exclusive discounts on Hugh Douglas & Company product across South Jersey, so you can get a taste for yourself!

Use this QR code to the left to find the full list of participating dispensaries & coupon codes!

FREE!

FREE!

FREE!

# THE SMOKE SIGNAL

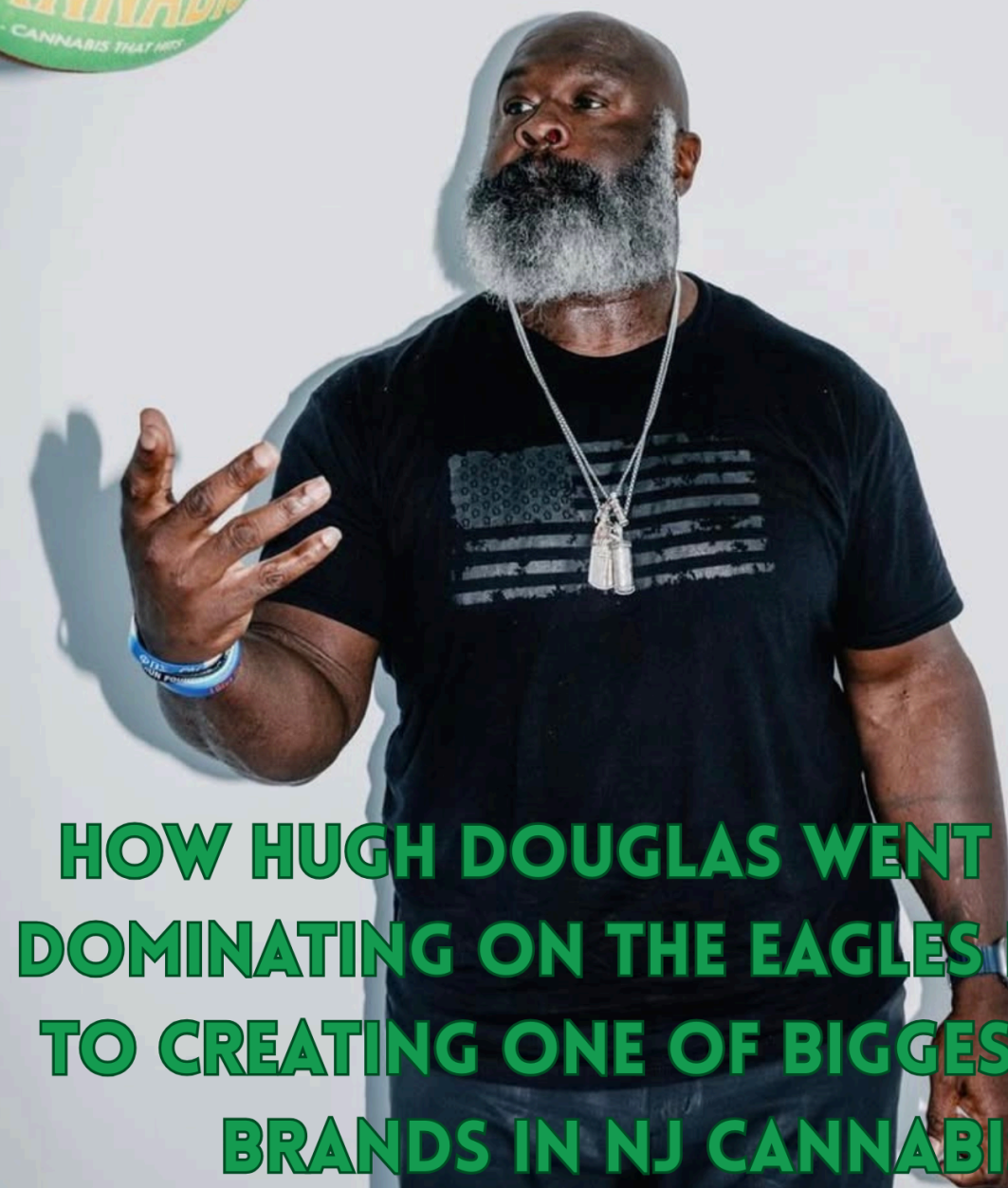
Volume 2, Issue 4

SOUTH JERSEY FOREVER

April 2026

SHOWCASING CANNABIS-POSITIVE RESTAURANTS AND BUSINESSES IN YOUR AREA

## MORE THAN A GAME



HOW HUGH DOUGLAS WENT FROM  
DOMINATING ON THE EAGLES D-LINE  
TO CREATING ONE OF BIGGEST NEW  
BRANDS IN NJ CANNABIS

# WELCOME TO THE SMOKE SIGNAL

This is an independently-owned & produced magazine, highlighting the best of South Jersey cannabis culture!

We celebrate weed, local arts & culture, and the small businesses that make South Jersey special!

You can show your support for The Smoke Signal directly by supporting & buying from the small businesses, dispensaries, and cannabis brands you see in our pages! **Every purchase, mention and repost counts!**

Vote With Your Dollar!

Visit our website for more information, discounts, and deals!





**REGRETS?  
COMPLAINTS?  
PRAISES?  
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Founder/Editor **Dan Coyle**

Additional Writing **Seth Michael Martin**

Graphic Design **Krista Sand**

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## The 420 issue: What's inside?

**Hugh Douglas & Co** is lighting up South Jersey cannabis in 2026! Reader-exclusive discounts at dispensaries across South Jersey!

**The origin story of 420:** How Louis Pasteur played a pivotal role in the biggest day in cannabis!

**Seth Michael Martin**, a cannabis scientist, dives deep on how the cannabis testing process works!

**The Smoke Signal's 420 Food Guide** will help you keep your munchies local this holiday season!

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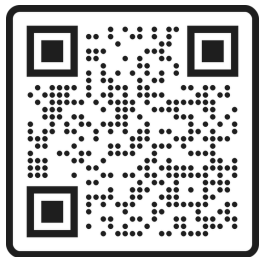
Donate \$4.20 to show your support for this local effort!



## 420 Food Guide

Keep your Munchies Local this holiday! All coupon codes active until 4/31/26!

**Jonuzi's Southside Pizza (Atlantic City)** - use code "Smoke10" for 10% off your order, pickup or delivery. (\$25 order minimum)



**The Bank Bar (Gloucester City)** - use code "Smoke10" on DoorDash for 10% off your order, pickup or delivery. (\$25 order minimum)



**Buckets Cookie House (Vineland)**- use code "SmokeSignal10" for 10% off your order! Pickup in Vineland or local delivery.



**Cafe Crema (Gloucester City)** - Mention The Smoke Signal for 10% off your order! In person only!



**For the full list of local 420 food options, visit our website here:**





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At The Smoke Signal, we are against any effort to construct an AI data center in South Jersey. We have been inspired by South Jerseyans from the left and the right fighting against these centers, and we support those people! AI data centers provide zero full time employment, and damage the quality of life we all enjoy!

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## What is 420? The Legend of the Waldos

The cannabis "High Holiday" of 420 came about in 1971, when a group of California high school students met at 4:20pm every day, at the statue of Louis Pasteur that was on their high school's campus. These young people called themselves the "Waldos" and they wanted community, adventure, and vegetative elevation. They were looking for a "lost crop" of that sticky icky, armed with a treasure map made by the grower. The story of the Waldos was later popularized by High Times Magazine in 1991. 420 is an enduring story in American cannabis, so whether you smoke once a year on 4/20, you smoke every day at 4:20, or you smoke without worry of the time or date, we thank you for being a part of the culture! **420 was not created by capitalists to sell you greeting cards or Coca-Cola, but by regular people who sought community & connection through cannabis! Go make a weed friend!**

## Community Calendar

**April 9<sup>th</sup> to 18<sup>th</sup> - Rutgers Camden Theatre Presents: Little Women, The Musical (Walter K Gordon Theatre)** - Based on the 1868 novel by Louisa May Alcott, this production, directed by Shamus, takes the story in a new direction for 2026! General Admission is \$15, discounts available for alumni, camden residents, and RU staff!

**April 11<sup>th</sup> & 12<sup>th</sup> - Smithville Renaissance Faire (Smithville Village in Galloway)** - For a weekend, Historic Smithville transforms into The Shire of Smithville with family fun, jesters, swordfighting, dancing & music! Free event!

**Every day in April - Pick Your Own Flowers! (Dalton Farms in Swedesboro)** - Walk the beautiful 99 acre family farm and pick your own tulips & daffodils!

**April 8<sup>th</sup> @ 10:30am - Knit Wits (Riverton Free Library)** - All crocheters and knitters welcome! Tips & suggestions given! FREE

**April 18<sup>th</sup> @ 11am to 3pm - 2026 Spring Fest (White Horse Winery in Hammonton)** - A FREE, Family-friendly event with food trucks, local vendors, and wine available for purchase! Rain date is the 19<sup>th</sup>.

**April 24<sup>th</sup> @ 8pm - A Night of Jazz (Clemans Theater in Cape May)** - Orrin Evans & Joanna Pascale performing as a part of the Exit Zero Jazz Festival, tickets available online


**April 18<sup>th</sup> @ 7:30pm - Hummel Productions presents: Tell All Your Friends! (Double Nickel Brewing in Pennsauken)** - South Jersey & Philly's best Alt & Emo band hits Double Nickel for one night! \$10 at the door, 21+.

Shop Small!  
Help Your Neighbor,  
not a billionaire!

## High Thoughts

The word “queue” is just “Q” followed by four silent letters waiting their turn.




Did you ever think about how water now is the same water as it was thousands of years ago, so that means you’ve shared a drink with Gilda Radner, Frederick Douglass, Genghis Khan, AND a neanderthal?



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## In Case You Missed It....

A local Girl Scout troop made national news a few weeks ago when they partnered with a local dispensary, **Daylite Cannabis in Mt Laurel**, to sell Girl Scout Cookies outside of the store. This idea was a huge success for the troop, but the national Girl Scouts organization was not happy and banned them from doing so in the future.

At The Smoke Signal, we thought this was such a silly, pearl-clutching reaction, and we love supporting local small businesses, so we teamed up with a local baker, **Buckets Cookie House in Vineland** and they’re offering 10% off all reader’s online orders with the code “SmokeSignal10”!

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The NJ cannabis industry made ONE BILLION in sales in 2024 and 2025, so let’s prove the buying power of this industry by supporting a TASTY local small business!

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Warning: This product contains cannabis. For use only by adults 21 years of age or older. Keep out of the reach of children. There may be health risks associated with the consumption of this product, including for women who are pregnant, breastfeeding, or planning on becoming pregnant. Do not drive a motor vehicle or operate heavy machinery while using this product.

## 420 Retail Events Across South Jersey!

**420 Sunday Wake & Bake Brunch (Township Green in Riverside) April 19th 11:30am - 2pm** - Enjoy Brunch in a 420 friendly environment (Top of the Green) and 20% off in the dispensary! Chef Louisa Rodriguez-Diaz is in the kitchen for this one!

**420 Pre-Game Kickoff (SunnyTien Lounge in AC) April 12th 6pm to 8pm** - @HighHeauxx has curated a vibe with this one! Complete with a Baddie Dab Bar, product giveaways & goodie bags, & professional photography of the event! Come and get high, ho!

**All Day 420 Party (One Green Leaf in Gibbsboro) - April 18th 1pm to 6pm** - Enjoy a 30% storewide discount, music from DJ CHOCLIT, a meet & greet with Hugh Douglas and an appearance from MISTER SOFTEE!

Full list of 420 events is available on our website!

# Eagles Legend Hugh Douglas flies high into dispensaries across South Jersey!

In 1998, a young & optimistic defensive end came to Philadelphia after 3 years on the New York Jets, ready for a new start. That year, Hugh Douglas was Philly's sack leader with 12.5! Douglas retired from the Eagles in 2004, having played a legendary 10 seasons in the NFL, getting to 6th on the Eagles all-time sack list, and securing his place in the Philadelphia Eagles Hall of Fame! During his career, Hugh had endeared himself to the Eagles fanbase, which led to his current gig on the midday show on Sportsradio 94.1 WIP. On and off of that show, Hugh has been a huge proponent of the benefits of cannabis.




About a year ago, Bill Watts was listening to WIP and heard Hugh talk about his love for gummies. Bill was a Jersey guy, but had been a legacy grower out west, on and off, since he was a teenager. He was happy to see someone with such a large, local platform talk unapologetically about cannabis. This sparked a meeting between the two. They met and discussed working together. Bill had sworn to himself that he would not enter the legal market because of its tendency to cut corners and harvest too early, all in the name of the almighty dollar.

He and Hugh agreed to enter into a partnership, only if things were done the right way: giving the plant enough time to grow and develop its full terpene profile, which would create the best possible product for customers. With this plan in place, they created **Hugh Douglas & Company!**

If his name was on the product, Hugh wanted to make sure that it was properly curated, tested, & verified along the way. Many brands led by a celebrity or sports star try to coast on the name alone, and hope for the best. HD & Co is doing something different: Hugh & Bill are frequently visiting the dispensaries they supply in-person, answering questions and meeting their customer base, which gives the brand a personal touch that many neglect. In anticipation of 420, their next store appearances will be on April 18th at **Happy Leaf (Somerdale) & One Green Leaf (Gibbsboro)**. Hugh Douglas & Company quickly became a rising star in NJ cannabis, and in 2025, their strain "Blue Zushi" was the strain of the year at **Indigo Dispensary (Brooklawn)**, one of the largest retailers in the state!

(Reader-Exclusive Discounts & article continued on the back page)

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## Smoke Signal Distance Record

The Smoke Signal will feature a dedicated spot on our website for the reader who sends in a photo with their copy of the magazine, from the furthest place away from South Jersey! Work Trip to Jersey City? Vacation to Tunisia? Let's see how far the Signal travels. Who will claim the crown? Email: [smokesignalnj@gmail.com](mailto:smokesignalnj@gmail.com)



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# Plant Science: How Testing Works in Cannabis

By Seth Michael Martin

As 420 is approaching, 'tis the season to practice our legal right here in the beautiful state of New Jersey! An important part of understanding your product is how it is tested. Cannabis products in New Jersey must be tested for potency, microbials (bacteria and fungi (yeast and mold)), heavy metals, pesticides, water activity, and terpene potency. These tests are incredibly important to product integrity and consumer safety. In this column, I will break down how these important quality control tests are conducted. This month's focus is **Potency**.

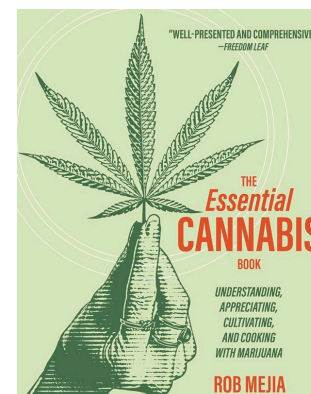
Sample preparation for potency varies based on product. For flower samples, the plant material is ground up, mixed with a certain volume of an organic solvent (usually methanol), centrifuged, filtered, and then diluted 200X with an organic solvent. Concentrates (shatters, badders, diamonds, waxes, cart oils and RSO) have the same preparation but require half of the sample size (due to being double or triple the potency of flower). Edible samples require a bit different of a process which uses an organic solvent selective to cannabinoids (ACN acetonitrile), requires more filtering, and the final dilution is usually 5X due to the significantly lower potency. To provide prospective, let's say a gummy weighs 3 grams (3000mg) and contains 10mg of THC, which is a serving size in the New Jersey market, that means that the potency is only 0.333% or 3.33 mg/g. Where flower is up to 60 to 75 times more potent (20-25% or 200-250mg/g).

The samples are sent through an instrument called a HPLC (High-Performance Liquid Chromatography). This instrument has a column which separates cannabinoids based on chemical properties (as shown in the figure below). The HPLC is calibrated based on standards with known concentrations of cannabinoids of interest such as THC, CBD, and CBN. This calibration consists of programming the instrument to shine a beam according to the times in which the cannabinoids of interest elute from the column. When the instrument shines the beam, a detector measures the amount of light absorbed by the sample and is able to calculate the potency in parts per million (ppm) using Beer's Law (a calculation which uses absorbance to calculate concentration). After this potency is calculated based on sample weight, dilution, and the parts per million calculated. I hope this provides a bit of insight on how your product is tested and make sure to check your potencies on your products this 420.

**Seth Michael Martin is a cannabis scientist with years of lab & operations experience, both in and out of cannabis. He is based out of Haverford, PA.**

# SPACE AVAILABLE

## Book Club - "The Essential Cannabis Book"



We received an advance copy of Stockton University professor Rob Mejia's new book "The Essential Cannabis Book", and we LOVED it!

It's the perfect way to introduce someone to all aspects of cannabis! It's full of the history, science, and culture of the plant, and Rob even included a few tasty cannabis recipes! Available now at Agate Publishing!

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