

[Advertise](#)[Donate](#)**CityPULSE****DONATE TODAY!****Lansing's Homegrown  
News Source Fundraiser****LANSTERDAM IN REVIEW:**

## A tale of two pot shops

Two dispensaries open near MSU — just in time for the fall semester



Pincanna's East Lansing storefront at 1234 E. Grand River Road.  
KYLE KAMINSKI/CITY PULSE



Posted Wednesday, August 18, 2021 12:00 am

**LANSTERDAM IN REVIEW:**

Pincanna (Opens Aug. 19)

1234 E. Grand River Ave.

(855) 929-2266

pincanna.com

**KYLE KAMINSKI**

In less than two weeks, thousands of pot smoking (and fully vaccinated) students and staff are poised to return to Michigan State University for their first day of class on Sept. 1. And to help them get through the stress of the new semester, two marijuana retailers have set up shop on opposite ends of campus on some of the most coveted cannabis real estate in Greater Lansing.

Pincanna — which bills itself among the state's "leading cannabis brands" — is based in Farmington Hills and named in honor of its 135,000-square-foot growing operation in Pinconning. The company is largely focused on wholesale distribution but operates another shop in Kalamazoo and also plans to expand its retail footprint into Kalamazoo later this year.

Cofounder and MSU alumnus Rob Nusbaum gave me a tour of the former apartment building.

"This was truly the most sought after location in Michigan," Nusbaum said. "Arguably, this is still currently the top location in the state. East Lansing only allowed four licenses, and only one of them is within walking distance to campus. This could be the highest volume store in the state."

The first floor is dedicated to recreational products. The second floor is only for medical patients and includes a private consultation room for customers looking for advice on product selection. The third floor is the fulfillment center, where staff send down orders through a dumbwaiter.

Custom display cases, oversized graphics and vintage marijuana posters added to the colorful backdrop of the store. Dozens of screens were flashing with product images and other details. More than 60 employees have also been hired to staff the towering new location near campus.

A sculpture named "Vital Nature" was also recently installed out front, commissioned by Detroit artist Foster Willey to personify the company's themes of nature, health, wellness and vitality.

Shoppers can place pre-orders at pincanna.com, pick up curbside or shop in the store every day from 9 a.m. to 9 p.m. Nusbaum said delivery options are set to launch within the coming weeks.

*Kyle Kaminski is City Pulse's managing editor and a cannabis enthusiast who has been smoking marijuana just about every day for the last decade. Almost weekly, Kaminski samples some of the best cannabis products available in Greater Lansing, gets real high and writes about them.*

**Support City Pulse - Donate Today!**

**Comments**

NO COMMENTS ON THIS STORY | [PLEASE LOG IN TO COMMENT BY CLICKING HERE](#)

**SEARCH**[Advanced search](#)

### Subscribe to our newsletter for daily updates!

Get news from City Pulse in your inbox.

\* Email

By submitting this form, you are consenting to receive marketing emails from: City Pulse, 1905 E. Michigan Ave., Lansing, MI, 48912, US, <http://lansingcitypulse.com>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. Emails are serviced by Constant Contact.

Sign Up!

Constant Contact

**OUR LATEST STORIES**

### Q&A: Dan Navarro headlines Pumpstock 2021