

TYSON 2.0 and Carma HoldCo expand in South Africa

30 January 2025 | News

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Carma HoldCo Inc, the global house of brands harnessing the power of cultural icons, announced the launch of TYSON 2.0 - legendary boxer, entrepreneur, and cannabis advocate Mike Tyson's premium cannabis brand - in South Africa. This landmark expansion is made possible through a strategic partnership with Tyson SA LLC, bringing an array of TYSON 2.0 products to the region's consumers and further cementing the brand's global reach. The launch will be celebrated with a special event at Tyson Coffee Shop on Friday, January 31st, open to the public (18+), featuring 10 per cent off all shop items for new members, promotions, specials, giveaways such as pre-rolls and more, and food.

The launch will feature a curated selection of TYSON 2.0's most popular products, including flowers, the infamous Mike Bites, vapes, and pre-rolls. Consumers will have access to these premium offerings starting with the retail launch of the flagship location of Tyson Coffee Shop at 265 Long Street, Cape Town, followed by nationwide wholesale availability in the coming months.

"Expanding TYSON 2.0 to South Africa is a proud moment for me," said Mike Tyson, co-founder and chief brand officer of TYSON 2.0. "We're bringing high-quality cannabis products to a market that appreciates excellence, and I'm eager for consumers in South Africa to experience what TYSON 2.0 has to offer."