

St. Louis Locals Celebrate Local Dispensary Named Best Startup of the Year

March 26, 2026

ST. LOUIS, MO - March 26, 2026 -
Current Cannabis, a locally owned and operated dispensary serving South County St. Louis, has been named ?Best Startup of the Year? in the 2026 Reader?s Choice Awards presented by Missouri Greenway.

The annual awards program, determined by votes from readers and community members across the state, recognizes standout businesses that are shaping Missouri?s rapidly evolving cannabis industry. With this win, Current Cannabis joins a group of leading operators recognized for innovation, customer experience, and meaningful community impact.

?We are thrilled,? said Dallas Henderson, Marketing Manager at Current Cannabis. ?We are so excited and grateful for this recognition of our team?s hard work in opening this store. To be acknowledged alongside so many respected operators in Missouri is an honor in itself. Winning a Reader?s Choice award takes that to another level.?

Since opening its doors in Oakville, Missouri, Current Cannabis has quickly established itself as a trusted neighborhood dispensary, known for its welcoming environment, knowledgeable staff, and emphasis on delivering a personalized customer experience. The company?s leadership points to a strong internal culture as the foundation for its early success.

From the outset, Current Cannabis made a deliberate effort to build a team that reflects its values of kindness, compassion, and approachability. That philosophy has translated into a retail experience that feels less transactional and more relationship-driven, setting the business apart in an increasingly competitive marketplace.

?It was very important to find the right team for Current,? Henderson added. ?We?re incredibly proud of the people who have put their heart into this from day one. They show up every day with the same level of care and friendliness you would expect from a neighbor, and that?s exactly what we want this business to feel like.?

That approach has resonated strongly with customers. According to the company, one of the most common pieces of feedback they receive is simple but impactful: ?the people there are so friendly.? For the team at Current Cannabis, that sentiment represents a key measure of success.

As a locally owned business rooted in South County, Current Cannabis has also leaned into its identity as a community-first dispensary. In contrast to larger, corporate cannabis retailers, the company emphasizes its local ownership and commitment to building long-term relationships with the people it serves.

?Our customers know we?re part of this community,? Henderson said. ?We?re not a corporate entity. We?re their neighbors down the street. That makes the experience more personal, and we believe that matters now more than ever.?

The company credits much of its rapid growth and early recognition to the strong support it has received from the South County St. Louis community. That support, combined with a clear focus on service and experience, has positioned Current Cannabis as a standout newcomer in Missouri?s cannabis retail landscape.

Current Cannabis also extended congratulations to fellow industry leaders recognized in this year?s awards, including Teal Cannabis Company. Special recognition was given to Nicole Kuritz, who was named Best Wholesale Team Member, as well as Teal Labs, which earned Best Sugar Concentrate for its Angry Apples x Flex Fuel product.

The Missouri Greenway Best of the Industry Awards celebrate excellence across Missouri?s cannabis sector, highlighting businesses that are helping define the future of the industry through innovation, operational

excellence, and community engagement.

As the cannabis market continues to mature, recognition programs like these provide insight into the companies that are resonating most with consumers. For Current Cannabis, the award signals not only early success but also growing momentum as the company continues to expand its presence in the region.

Looking ahead, Current Cannabis remains focused on delivering a high-quality, customer-first dispensary experience while staying true to its local roots. The company plans to continue investing in its team, enhancing its in-store experience, and finding new ways to engage with and support the community it serves.

?We?re just getting started,? Henderson said. ?This recognition motivates us to keep raising the bar and continuing to show up for our customers every single day.?

Learn more about the award by visiting CurrentCanna.com.

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For more information about Current Cannabis Dispensary, contact the company here:Current CannabisAdolphus Busch V(314) 710-2555info@currentcanna.com4455 Telegraph Rd Suite 230, St. Louis, MO 63129

Current Cannabis Dispensary

Current Cannabis is a Missouri-born cannabis brand committed to quality, education, and community. Inspired by the Current River, we create an authentic, welcoming retail experience where every customer feels valued. Follow the flow to elevated living.

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