

# HIGH COUNTRY HEALING

## *A true family business*

In EagleVail, High Country Healing (HCH) has won Best Dispensary nine years in a row – a distinction that owners Kristin and Carrington Pinner attribute to their focus on exceeding their patrons' desires and expectations. "From our color-coded flower strains to our loyalty program – which offers discounts and redeemable points for future purchases – we aim to please while educating locals and tourists," Kristin explains. "We are continually training to stay up-to-date so we can offer the most current products for any issue or ailment. Our personal touch is our staff explaining how to safely enjoy our products for the fullest effect."

Kristin, who grew up in Eagle County, was working with her father, Jim, in their real estate development and restaurant operation office when he had the idea to apply for a marijuana license. "At first it was sort of a joke but then we



Some product is grown in-house.



### WINNER | BEST DISPENSARY

realized, with over 40 years of retail experience in the Vail Valley, it actually could be a great idea," she says. They joined forces with the owners of HCH in Silverthorne and, ten years later, are enjoying the store's success.

Although business is thriving, Carrington acknowledges that the most challenging aspect is keeping the customers' visits fresh. "We want to ensure that our employees continue to give everyone a memorable experience each time they come in," he says. Kristin adds that the most exciting aspect is "seeing the relief our customers get when they finally sleep well or hearing stories of relief from daily aches and pains."

In addition to customer satisfaction, HCH is committed to helping their clientele access the finest cannabis experience which includes the quality of the product and the knowledge of the budtenders. "We take pride in shopping our wholesalers for strains that we don't grow in our store and in the freshness of the new exotic and old-school heritage strains," Carrington explains. "Nine



High Country Healing has a strong commitment to customer service.

years later, our longtime patrons still adhere to the recommendations from our experienced budtenders. When we hear 'Give me what you like' that is as a huge compliment because it shows a strong trust in our staff."

While HCH has a dedicated local following, they also offer out-of-town and first-time visitors tips on how to navigate both their THC and CBD products. "THC is the driver for our store and all of our products have THC in them," Carrington explains. "We also offer many CBD products that have shown amazing positives combating sleep, aches and pains, and inflammation."

Though Kristin and Carrington and their family are extremely proud of the store, Kristin reiterates that their business begins and ends with the customers. "We want to thank all of our loyal customers for voting us Best of the Vail Valley for nine straight years. We take this award very seriously and gauge our success on the support of our locals. Without them, our store would just be a store, and we always want to be more than that for our patrons."

– Laura Lief