



Forget Aurora Cannabis Inc (TSX:ACB): This New Listing Could Be the Next Big Pot Stock

Description

Aurora Cannabis Inc ([TSX:ACB](#))(NYSE:ACB) has likely seen its best days behind it. Year to date, the stock has lost a quarter of its value and there's not a lot of excitement around the stock anymore.

Although it had recently released a [quarter](#) that showed terrific sales growth, its bottom line continues to struggle and investors have demonstrated that they aren't impressed with sales growth alone anymore. A company that's continuing to finish in the red and burn cash should be a big concern for any investor.

Even the company's rumoured talks with **The Coca-Cola Co** [failed](#) to develop into anything significant, and Aurora is still without a big partner like some of its peers in the industry have already secured.

Aurora's stock is still not at its 52-week low, and it could have more room to decline even further. The stock is a risky investment on a good day, and things have been downright bearish for the industry lately.

However, on the **Canadian Securities Exchange** (CSE), we've recently seen a new and exciting stock start to trade that could give investors a great option.

Cresco Labs Inc ([CNSX:CL](#)) began trading on the CSE earlier this week. It's a pot stock that's unlike many of its peers.

Cresco operates in several U.S. states; it's involved throughout the process, from seed to sale. It ensures the quality of its product is maintained throughout the process to give customers confidence that the product that they are getting meets their expectations.

With the company owning many dispensaries, it has the ability to not only ensure that consumers get a high-quality product, but also that the in-store experience is also reflective of the company.

A company like Aurora doesn't have the luxury of being able to do that, and one of the big advantages of the U.S. market, especially once it is legalized, is that it offers more flexibility in that respect.

However, that's just one aspect of Cresco that makes the stock an interesting investment option.

The company is run by professionals with backgrounds in business and medicine to help guide Cresco in running more like a grown-up corporation rather than a typical pot stock that might just be focused on growth at all costs.

While we're seeing cannabis companies continue to turn out significant losses quarter after quarter, it would be a welcome change to see a company focus on the big picture.

Cresco is also looking to appeal to all types of cannabis consumers, and this is where the company could achieve a lot of growth. In many cases, there isn't a lot of education about cannabis for novice users to make informed decisions.

The company's website has a wealth of resources to help those unfamiliar with cannabis educate themselves and learn more about marijuana and the products that the company sells.

This is a stock that could have a lot of upside and investors should definitely keep a close eye on it.

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