



## Forget Canopy Growth (TSX:WEED): This Weed Upstart Has Insanely High Growth Potential

### Description

The king of the cannabis industry is none other than **Canopy Growth** ([TSX:WEED](#))(NYSE:CGC), but [smaller players](#) like **Supreme Cannabis** (TSXV:FIRE) might have insanely higher growth potential. Investors are advised to take note.

I know that investors are disenchanted with the way things are developing in the cannabis sector. There's growing impatience with weed stocks, particularly Canopy Growth. I realized the situation became untenable for the industry leader when its major investor expressed displeasure.

The weed sector was rocked by the news that Canopy Growth's primary founder and co-CEO Bruce Linton was removed from his post. The sudden turn of events only confirmed the messy state of the cannabis industry in general.

The expectations of **Constellation Brands** were probably exceedingly high. However, if there is \$4 billion at stake, the investor will demand results. Linton's grand dreams for Canopy Growth were all dashed.

Things might be more unsettling when a new CEO is hired to run the show. The board said a permanent head is needed. But if the next one fails to deliver, it's going to be a revolving door with more candidates. Thus, there might be no permanency at the helm.

### The “hotter” weed stock

If you're uncertain about the cannabis industry but want exposure in the promising business, Supreme Cannabis, or FIRE, is a good introduction. The stock is cheap at \$1.53 per share, or 34.4 times cheaper than WEED.

Let's look at the [possible gains](#) based on analysts' price forecasts. Your \$100 could buy you only 1.9 shares of WEED or 65.53 FIRE shares. WEED is predicted to increase to \$100 or 90%, while FIRE could rise by 194.11% to \$4.50.

Should the projections happen in the next 12 months, your \$100 could be worth \$190 if invested in WEED and \$294.88 if invested in FIRE. The latter can deliver superior gains.

## Grow better

Don't take the analysis at face value. You still need to look at what Supreme Cannabis can offer to investors. Expectations are not as high when the company is under the shadows and not in the limelight like Canopy Growth.

The \$439.3 million cannabis company is using capital to develop a diversified portfolio of cannabis products. FIRE carries five brands with 7ACRES High-End Cannabis as the major brand.

Supreme Cannabis is also one of four licensed producers chosen to partner with Pax Labs — the market leader when it comes to devices or vaporizers. FIRE will create the oil pods for the new PAX Era and will as act as the brand partner and supplier in Canada.

The promise to investors is to be the world's fastest-growing, premium-plant lifestyle company. The focus is disciplined growth and delivery of high-quality products. Keep in mind that everything in the sector is speculative. But with the controversy at Canopy Growth, this weed upstart could be a surefire investment.

### CATEGORY

1. Cannabis Stocks
2. Investing

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### Date

2025/08/21

### Date Created

2019/07/12

### Author

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