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A Smuggler and a Gentleman

Meet one of the most experienced cannabis sellers you'll ever find

BY WARREN BOBROW | PHOTO BY PAUL E. CHENEY, JR.

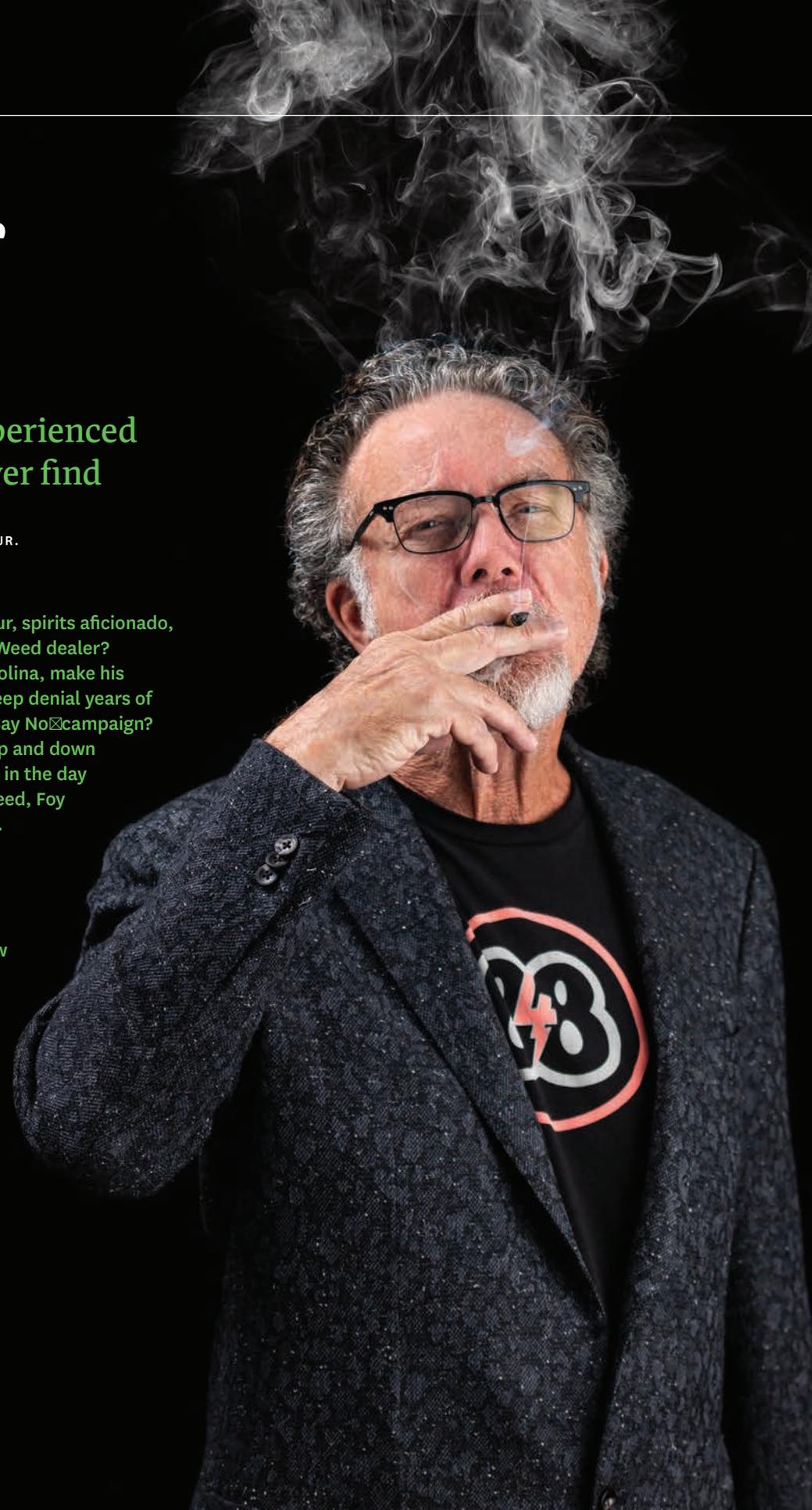
Barry Foy has been many things. Restaurateur, spirits aficionado, bon vivant, large-scale weed dealer. What? Weed dealer?

How did a guy from Charleston, South Carolina, make his way into the cannabis industry during the deep denial years of Ronald and Nancy Reagan's infamous "Just Say No" campaign? He sold tons of the finest-quality cannabis up and down the East Coast. Even in Massachusetts, back in the day before anyone smoked anything but brick weed, Foy was famous for always having the good stuff.

Fast forward to today.

Foy spent the prime years of his life in federal prison for dealing the then-illegal substance known as marijuana. With that life-altering experience firmly in his rearview mirror, and after many years of doing other things, he has come back to his roots in the cannabis industry. His new brand, Gentleman Smugglers, has now taken the legal route.

And where did he establish his new/old business? In Massachusetts of course, where he was once known for bringing the very best cannabis that money could buy to the often fog-shrouded and craggy coastline.



"I've always believed in the magic of the herb and its many benefits to consumers."

Why did Gentleman Smugglers choose Massachusetts? Gentleman Smugglers chose Massachusetts as our initial launch site because as an East Coast state, it's a fitting location to share our primarily East Coast story. In fact, we smuggled cannabis into Massachusetts on numerous occasions during the late '70s and early '80s. The market for cannabis is newly emerging in Massachusetts and so presents opportunities that established markets such as California and Colorado, oversaturated with brands, just can't. We also like that Massachusetts has a fair Social Equity Program that helps people impacted by the war on drugs and cannabis prohibition.

Why did you choose to work in the cannabis business again, especially after being incarcerated for selling what seems like vast amounts of the plant? Cannabis is a new market for most folks, but it's been part of my life since my early twenties. I illegally imported thousands of tons of cannabis to the East Coast over a 14-year span. As soon as the decriminalization of cannabis began, I took notice and it was the obvious path for me to take considering my history. I've always believed in the magic of the herb and its many benefits to consumers.

What is your passion? My passion is and has remained the same for 40-plus years: to bring premium cannabis products to the masses. From the Blue Mountains in Jamaica to the Sierra Nevada in Colombia, I've always taken the high road, and gone the extra mile, to find and procure the best cannabis. As we developed the Gentleman Smugglers brand, it was important to lean into the legacy of what we did so many years ago. To that end, our first sativa-leaning treat is called High Tide and our first indica-leaning delight is called Low Tide, so named because the tides were crucial to smuggling. On a personal level, it's critical to give back, and we recently partnered with the Last Prisoner Project to support ending needless incarceration for nonviolent marijuana crimes. Down the line, I want to develop specific Gentleman Smugglers cultivars, but for right now, I'm all about working with the best partners in the business to help our friends out there enjoy great flower. And you can always count on me to deliver.