

# The most relaxing delivery? Anthony Joshua-backed CBD brand Love Hemp launches London tie-up with Deliveroo

Love Hemp, the CBD brand backed by Anthony Joshua, has partnered with Deliveroo to launch a trial tie-up in South London.

From today, people living within a six kilometer radius of the company's site in Croydon will be able to order any of Love Hemp's oils and other offerings on the delivery app.

If the trial proves successful, Love Hemp will be offered on Deliveroo nationwide next year, the brand said.

Londoners are already able to get relaxing cannabidiol products without leaving the house on the food delivery app, which has stocked Trip CBD-infused oils since spring 2020.

The company has labelled CBD an "exciting proposition".

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The acronym stands for cannabidiol, the non-psychoactive compound in cannabis plants. It is used medicinally to treat conditions including insomnia, and to provide pain relief.

Demand for products containing the compound is growing fast in the UK, and Bank of America Merrill Lynch has estimated CBD's global consumer market is set to reach a value of \$39 billion by 2032.

Love Hemp has reported seeing surging sales this year amid growing interest in the sector, and is preparing a move to London's main market.

Today CEO Tony Calamita said he hopes long-term to use Deliveroo "as a major distribution channel for Love Hemp".