



**Patrick Hoffmann**  
Founder, Cantourage GmbH

Patrick founded Cantourage GmbH, now a leading European cannabis company, together with industry experts, Dr Florian Holzapfel and Norman Ruchholtz, in September 2019.

Since its founding, Cantourage has actively established itself as a key player in all relevant medical cannabis segments and the price leader in the German Dronabinol market. The company is also revolutionizing the European medical cannabis market by operating a platform that helps non-EU producers to tackle the complexity of adhering to EU-GMP guidelines, significantly easing of market access and offering a completely new and enhanced way for them to distribute their products.

Before founding Cantourage, Patrick established Pedanios GmbH, Europe's first wholesaler focusing on medicine for cannabinoid therapy, which he also started with Dr Holzapfel. Patrick was managing director for more than three years before selling the company to Aurora Cannabis Inc. of Canada in 2017, where he went on to become managing director for Germany. During his career in medical cannabis, Patrick has GMP-certified four cannabis facilities.

Prior to this, he spent a number of years working in account management for multinational telecommunications company Telefónica and at BEKO Käuferportal, Germany's largest brokerage platform for capital goods and services. He also led SME sales for Vodafone in Germany between 2008 and 2011.

Patrick has an MA in political science from the Ludwig Maximilian University of Munich (Ludwig-Maximilians Universität München).

**Press contacts**

Kekst CNC  
cantourage@kekstcnc.com  
Roland Leithaeuser  
+49 162 2074 592