



Jamie L. Evans

Jamie L. Evans is the founder of The Herb Somm, a cannabis blog and lifestyle brand that is focused on the gourmet side of the industry. She is an educator, host, and writer specializing in the cannabis, CBD, food, recipes, wine, and the canna-culinary world.

As a well-known CBD and cannabis personality, Jamie has been contributing to Popsugar, MARY Magazine, Oov Lifestyle, and The Clever Root magazine specializing in cannabis and CBD lifestyle features for the modern consumer. In addition, Jamie is the co-editor of GoldLeaf's acclaimed Cooking Journal and is working on a book to be published by Fair Winds Press of Quarto Publishing Group, scheduled to release this fall.

As an industry leader, Jamie was also recently named as one of Wine Enthusiast Magazine's Top 40 Under 40 Tastemakers in 2018 and as a 2018 Innovator by SevenFifty Daily, both recognizing her efforts in the cannabis industry.

Alongside her work in the cannabis space, Jamie has over eleven years of wine industry experience. Having represented a wide array of organizations and wineries including Jackson Family Wines, Folio Fine Wine Partners, Napa Valley Grapegrowers, and more, she is best known for literary work as well as producing high-end events, and developing top-notch public relations, marketing, and hospitality programs.

Born and raised in Truckee, CA, Jamie's roots extend back to South Dakota farm families. She developed a love for wine and agriculture while earning her degree in Wine and Viticulture, with a concentration in Wine Business at Cal Poly, San Luis Obispo. As an avid traveler, Jamie followed her passion to various international viticulture regions to further educate herself on the global wine market. During her time abroad, she studied at The University of Adelaide, Australia and studied at The Engineering School of Viticulture & Enology at Changins, Switzerland where she learned about Swiss, French, and Italian winemaking practices.

Continuing her education, Jamie has also received a certificate of Wine Business Management from Sonoma State University. In addition, Jamie also received the Young Leaders Summit Scholarship in 2016 by SommCon USA that recognizes young leaders in the wine industry. Today she continues her wine education at the San Francisco Wine School where she is studying for the Certified Specialist of Wine certification.

The Herb Somm was created in March 2017 with the goal of educating consumers and the public about cannabis, and healthy ways to incorporate herbal products into everyday life. While there is an emphasis on cannabis pairings and recipes, wellness and CBD education are also a focus for the brand.

In March of 2018, The Herb Somm blog was brought to life with Thursday Infused, a gourmet event series that highlights different chefs and cannabis/CBD producers across the US. These educational sessions are focused on promoting healthy and safe ways to use edibles, cannabis, and CBD products. As part of our mission, The Herb Somm donates a portion of event revenues to local 501(c)(3) nonprofits that provide healthy food to the Bay Area community by creating organic, sustainable, and high-yield urban farms and backyard gardens. Learn more at ThursdayInfused.com