



# VIBE CONFERENCE

VERY IMPORTANT BEVERAGE EXECUTIVES

September 27-29, 2021 | Omni La Costa Resort & Spa, Carlsbad, CA

bar &  
restaurant

AN EXPERIENCE FROM

questex

# Cannabis On Premises:

Understanding Regulations, Markets,  
and Opportunities with Confidence

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## Cocktails to Cannabis

New Jersey

UNLV

Montecristo Rum

Hospitality Around the World

Back Bar USA

Team Enterprises / Molson Coors

Breakthru Beverage

KushCo

Cofounder, Cannabis USA





Cannabis USA is a full-service marketing and consulting agency dedicated to growing cannabis brands and products nationwide.

Cannabis USA's focus is brand development, sales, and field marketing management for startup and emerging Cannabis and CBD products.

Cofounded by Tim Haughinberry, Cannabis USA shares Back Bar USA's knowledge, best practices, relationships, culture, and passion for growing brands.





## THE MORE ACT

Marijuana Opportunity Reinvestment and Expungement Act

Passed December 2020

Decriminalizes cannabis

Removes cannabis from the list of scheduled substances

Eliminates criminal penalties for individuals who manufacture, distribute, or possess cannabis

Replaces statutory references to marijuana with cannabis

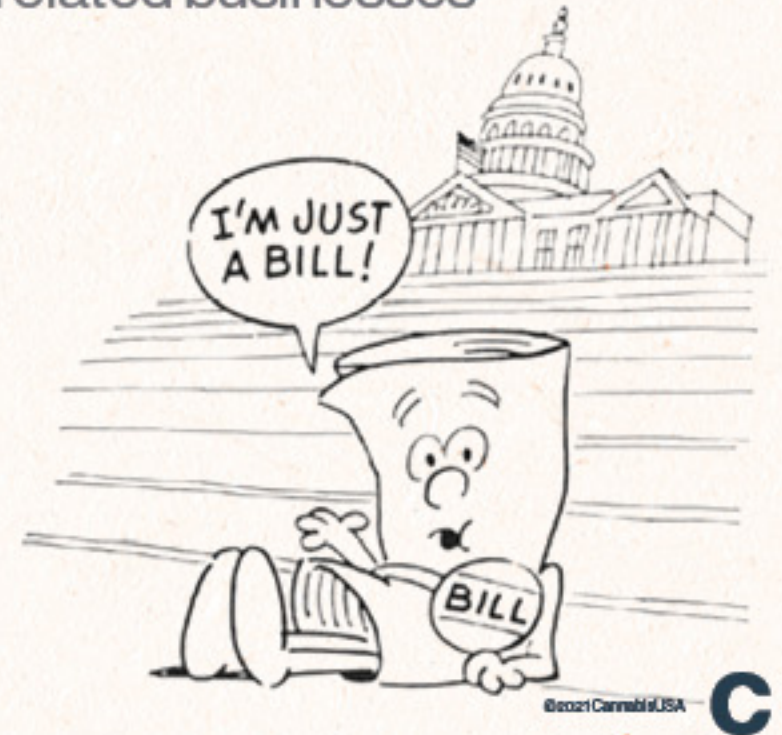
Allows cannabis companies access to financial services

## SAFE BANKING ACT

(Secure and Fair Enforcement Banking Act)

Passed as part of the Heroes Act, a COVID relief package

Prohibits federal banking regulators to penalize banks for providing services to cannabis related businesses





## HEMP ACCESS AND CONSUMER SAFETY ACT

Creates a clear path for CBD to be used in food, beverages, and dietary supplements

FDA recently denied CBD as a dietary supplement

## CANNABIS ADMINISTRATION AND OPPORTUNITY ACT

Decriminalizes, de-schedules, and federally legalizes cannabis nationally

This bill will move oversight from the DEA to the FDA and TTB





## RULES & REGULATIONS CANNABIS

Voted by the people for medical use and then recreational

Once passed, it is regulated independently by each state's legislation

18 states currently allow recreational cannabis

37 states, D.C., and four territories allow medicinal use

Each state taxes an average of 30% on the retail sale of product



## **RULES & REGULATIONS CBD**

States such as Oregon, Colorado, and California are drafting regulations for CBD to be allowed in food and beverage products

CBD is available in all 50 states

Large corporations are waiting for the FDA to pass regulations and the past two years they have delayed because of not enough research

## **RULES & REGULATIONS**

### **DELTA-8 AND OTHER MINOR CANNABINOIDS**

There are more than 150 cannabinoids in the cannabis plant

Delta 8—along with CBN, CBG, THCV, and THCA—are all becoming more popular



## TODAY

**50 million** cannabis consumers in the U.S.

145 million Americans live in legalized cannabis states

Two-thirds of Americans support federal legalization

Retail cannabis sales have increased to sales of nearly **\$6 billion** in Q1 2021

Retail cannabis sales are projected to reach **\$43 billion** annually by 2025

The edibles category, including beverages, grew 19%

Edibles, disposables, and easy-to-use products are the top items purchased

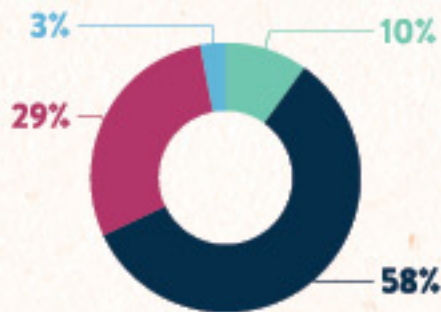


## DEMOGRAPHICS

### GENDER

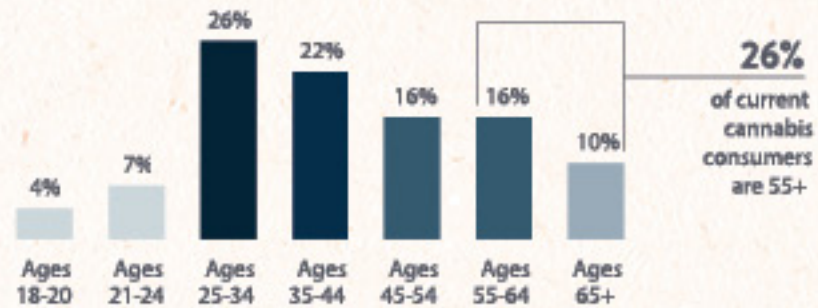


### RELATIONSHIP STATUS



■ Divorced/Separated
 ■ Married/in a Relationship
 ■ Single
 ■ Widowed

### AGE



### ADJUSTED GROSS INCOME (2019)



## ON-PREMISES

Destination dispensaries and travel and tourism

Social lounges (now in 7 states)

Private curated dinners paired with beverages

Educational events with dispensaries

Delivery services allowed to accommodate guests

CBD- and cannabis-related associations, events, and conventions

Supplier, wholesaler, and hospitality workers moving into the cannabis space



## BEVERAGE INDUSTRY

Cannabis consumers are also fairly consistent consumers of alcohol

Nearly two-fifths (39%) of cannabis consumers report consuming alcohol at least a few times a week

Nearly a third (30%) of individuals who consume both cannabis and alcohol report preferring alcohol, while 44% prefer cannabis

Cannabis use increased 6% and alcohol use decreased 6% among college-aged students

Cannabis outsold alcohol in Illinois in May and June 2021



## THE FUTURE

Many companies are fully vertical, meaning that they are the grower, brand owner, distributor, and retailer

The three-tier distribution system is not in effect federally or in any state currently

Many international beverage suppliers and wholesale distributors have already entered the cannabis and CBD space





## SUPPLIERS

Constellation Brands with Canopy Growth

Anheuser-Busch with Tilray

Molson Coors with Truss Beverages

## WHOLESALE

Breakthru Beverage, Southern Glazer's Wine and Spirits (cannabis in Canada)

Southern Glazer's Wine and Spirits, Breakthru Beverage,  
Coremark (CBD in America)





## COLLABORATIONS

Lagunitas Hi-Fi Hops/Cannacraft

Fireball (edibles and prerolls)

Rebel Coast Winery pivoted to cannabis-infused wines

Cann Beverages/King St. Vodka

Francis Ford Coppola Winery/Humboldt Brothers





## OPPORTUNITIES

CBD and Cannabis are here to stay, big players are involved, the consumer is getting educated, and demand is growing at a tremendous pace.

While states and the federal government explore the various ways of regulating the opportunities for the VIBE community are endless.

You can take a new job in a new industry, be a brand owner, cross-market your portfolio with others, or live that lifelong dream of owning a cannabis B&B in Mendocino County!

## TO ASK A QUESTION:

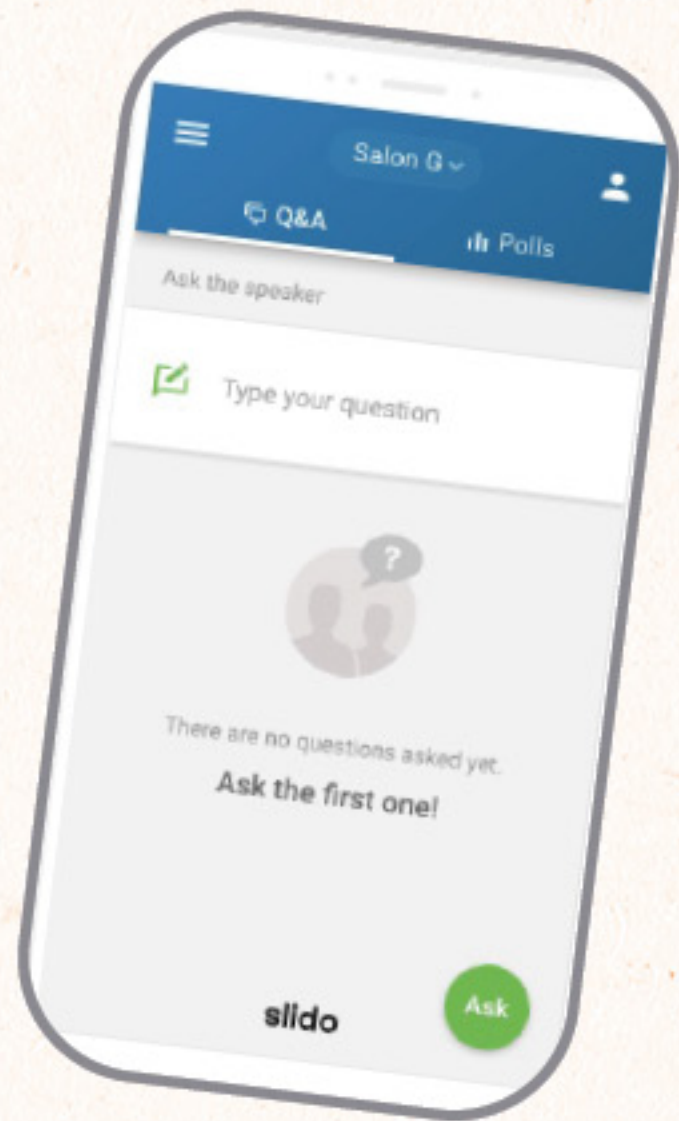
Go to **slido.com** on your smartphone

Enter event name: **VIBE**

Choose the session you're in.

Select Q&A or Polls

Follow prompts





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