

Cannabis Beverage Association

*Drink it in.
The future of cannabis is here.*

**TOWN HALL
JANUARY 2023**

**Grab an infused beverage,
we'll get started in a minute!**



WELCOME!!

WELCOME TO OUR 1ST TOWN HALL!

- Meeting Kickoff
- Introductions
- Market Overview – 2023: The Year of Beverage (but we mean it this time!)
- Who is the Cannabis Beverage Association (CBA)?
- 2023 Goals
- Membership Tiers & New Networking Tools!
- Committee Overviews
- How to join or contact the CBA



Drink it in.
The future of cannabis is here.



cannabisbeverageassociation.org

MEET THE TEAM

Cannabis Beverage Association Board Executives

- **Diana Eberlein, Chair**
VP of Marketing & Business Development, SoRSE Technology
- **Jon Purow, Secretary**
Counsel @ Zuber Lawler, Editorial Board @ Global Cannabis Times, Host of “Cannabis Last Week” Podcast
- **Committee Leaders**
 - **Marketing & Infused Beverage Awareness** – Jim Baudino, Sands Lane
 - **Government Affairs** – Co-founders, Macai Polansky, Spacestation & David Quintana, Lobbyist
 - **Industry Standards & Research** – Scott Riefler, SoRSE Technology



INFUSED BEVERAGE MARKET

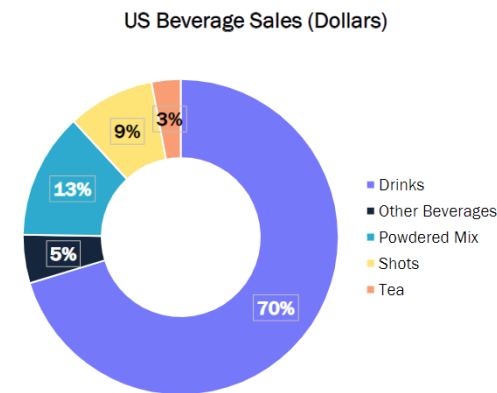
The fastest growing segment in cannabis consumption!

- **Small, But Mighty** – Closer to 2% of Market
- **Recreational Beverage Markets:** WA, OR, CA, NV, AZ, NM, CO, MI, IL, OH, MA, ME, OK, AK, MO (not including active hemp-derived Delta 8/9 markets)

“Personally, five to 10 years out, I think cannabis beverages will represent 50% of the industry,” – Boris Jordan, Curaleaf

**BEVERAGES SELL BETTER WHEN THERE ARE MORE BRANDS,
MORE OPTIONS TO CHOOSE FROM.**

US BEVERAGES SMALL (5% OF \$ SALES) BUT GROWING



OF CANNABIS CONSUMERS...

30%

Consume Beverages

4%

Prefer Beverages

BEVERAGE SALES INCREASING

+64%

2021 US Total Beverage \$ Growth vs. 2020

Source: BDSA Sales Tracking, Full year 2021 Dollar Beverage Sales: AZ, CA, CO, OR, NV, MD, MA, MI, MO, IL, FL, PA

Source: BDSA Consumer Insights, 2H 2021 in Fully Legal states

BDSA

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THE YEAR OF THE INFUSED BEVERAGE?

*“Rising tides lifts all boats...
and the tides are turning.” - 2023*

The Why: “Food, or just drinks?”

- Socially Acceptable
- Discreet
- Routine
- Quick onset, consistent offset
- Something for everyone – Variety in flavor and format (RTD & RTM)
- Healthier consumption method to smoking/vaping
 - Enjoyable / Tasty



...AND NOW WE HAVE A DUAL CONSUMPTION CASE STUDY!



WHO IS THE CBA?

THE FUTURE OF CANNABIS IS HERE - DRINK IT IN.

The Cannabis Beverage Association (CBA) is a national, non-profit trade association established to represent and support the rapidly growing cannabis beverage industry.

100% Volunteer-Based.

45+ Members.

10+ States Represented.

MISSION: To unite cannabis beverage industry stakeholders and advance the collective interests of the industry through advocacy and education.

• **Government Affairs** • **Education** • **Industry Standards & Research** • **Cooperative Marketing**



GROWING INFUSED BEVERAGE, TOGETHER

WHY WE'RE HERE – TO WORK TOGETHER TO OVERCOME INDUSTRY HURDLES:

- **Regulatory** – Labeling and packaging restrictions
- **Lack of Standardization** - Testing
- **Consumer & Dispensary Education**
- **Supply Chain & Infrastructure Issues** – From lack of co-packers to packaging
- **Marketing, Advertising, & Sales Restrictions** – Vary by market
- **Distribution** – CBD, THC, etc.



CBA 2023 GOALS

Theme of 2023: Expansion

- New Year, New Markets!
- Increased number of board seats from 10 to 15

More Approachable, More Inclusive: “The Entourage Effect”

- More flexible payment plans and more ways to participate in CBA activities
- Open to all hemp and cannabis-infused beverages & ancillary services
- CBD, THC, Minors, Terpenes, Hemp-Derived Delta 8/9/10

Increase Membership, Increase Impact:

- All dues go toward lobbying efforts to move the industry forward as a whole
- Bring on 3rd party Association Management Support (Trade Org Standard)



(Not including government affairs and regulatory goals to be discussed during the CBA committee portion.)

WHAT'S NEW FROM THE CBA in 2023

We were listening....

- Monthly Payment Schedule
- More Affordable Membership Options
- More ways to Participate
- Increased Market Representation (State Reps)
- Connect with other Members / Find Strategic Partners
- More Event / “Speak-Easy” Opportunities
- More Communication - Quarterly Town Hall Meetings



BECOME A MEMBER OF THE CBA

OVERVIEW OF MEMBERSHIP TIERS

PAID MEMBERSHIPS*:

- “A La Carte” Donation Partner
- Supporting
- Contributor
- Associate
- State Chapter Founder

IN-KIND OPTIONS

- Media Partners
- Associations/Philanthropy/Cause
- Industry Data Providers
- Academic / Research
- Government Affairs

All members and partners will be required to sign the CBA Code of Conduct and Antitrust Statement.

*Accredited Social Equity Groups receive 50% discount



MEMBERSHIP - DONATION

“A LA CARTE” DONATION

- No monthly commitment
- **One-time payments** in exchange for exposure, including, but not limited to:
 - \$200 – CBA hosted content* (1x share on blog and newsletter inclusion)
 - \$500 – Sponsorship of CBA Speak-easy or Virtual Educational “Happy Hour”










**All content is subject to approval by the CBA’s marketing committee.
Brands must also sign the CBA Code of Conduct.*



MEMBERSHIP - SUPPORTING

SUPPORTING

- \$600 Annual Fee (Paid Monthly - \$50/mth)
- Recognition - Company Logo & contact information on website
- Receive monthly newsletter
- Limited access to member resources
- Preferred pricing for CBA events (up to 50% off!)
- Use of CBA member logo on company website
- **NEW!** Access to CBA Listed LinkedIn Groups

 BOARD MEMBER VERTOSA VIEW PROFILE →	 BOARD MEMBER SPACESTATION VIEW PROFILE →	 BOARD MEMBER SANDS LANE VENTURES VIEW PROFILE →
 BOARD MEMBER THE PARENT CO VIEW PROFILE →	 SUPPORTING MEMBER OLALA VIEW PROFILE →	 BOARD MEMBER WUNDER (RADIX LABS INC.) VIEW PROFILE →
 SUPPORTING MEMBER	 BOARD MEMBER	 ASSOCIATE MEMBER



MEMBERSHIP - CONTRIBUTING

CONTRIBUTING

- \$1200 Annual Fee (\$100/mth)
- Includes Supporting Membership
- **Full access to member resources**
- **Ability to provide content for publication on the CBA website and distribution channels**



Thirsty for Cannabis Beverages

June 27, 2022 by Diana Eberlein, VP of Marketing at *SōRSE Technology*

We've been saying "this is going to be the year for beverage" for years – and it's yet to reach its full potential. In fact, it's barely scratched the surface. BDSA reported at BevNET Live that the US cannabis industry is approximately a \$28B industry...

[Read more](#)

**All content is subject to approval by the CBA's marketing committee.*



MEMBERSHIP – ASSOCIATE

ASSOCIATE

- \$3000 Annual (\$250/mth)
- Includes Contributor Membership
- **Board Consideration**
- **NEW! CBA UNLISTED LinkedIn Group**
- **Media placement, event representation, and partner content sharing opportunities**



JOIN US VIRTUALLY



CBA HAPPY HOUR

JUNE 30
5-6:30pm PT

Hosted By



Registration Required

Trends in Cannabis Beverage

Diana Eberlein



Jocelyn Sheltraw



CBA VIRTUAL HAPPY HOUR

Celebrating Women of Cannabis Beverage

Thursday, March 24,
5-6:30pm PT

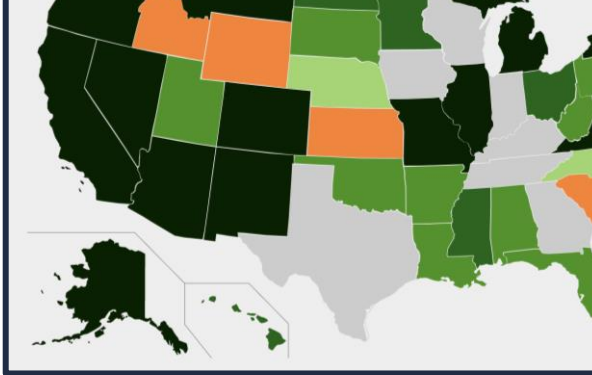
Hosted by: Jodi & Catherine Villa
Ceria Brewing Company

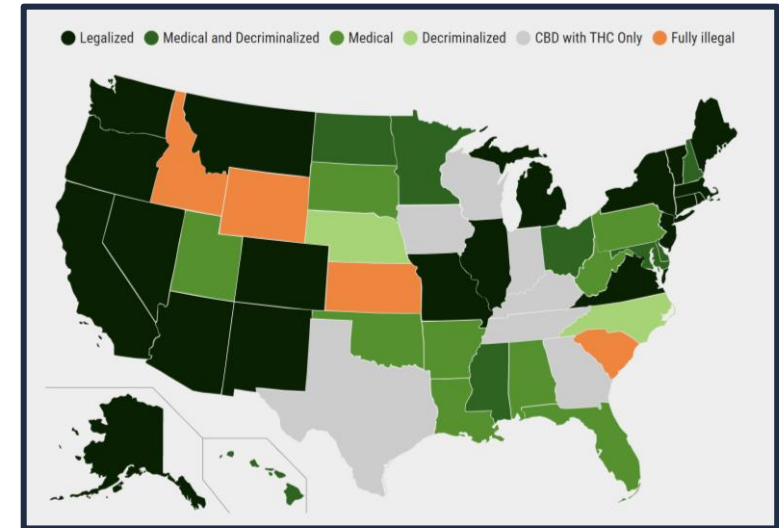




MEMBERSHIP – CHAPTER LEADER

STATE CHAPTER LEADER & FOUNDER / ASSOCIATE

- \$1500 Annual (\$125/mth)
 - Associate Membership
 - **Potential Invitation to the Board**
 - **Role: CBA State Representative**
 - Responsibilities Overview
 - Quarterly State of the Union (market update)
 - Local new member recruitment
 - Regulatory updates
 - Identifying potential local events, organizations, and strategic partners
- 
- A map of the United States is shown in the top right corner. The states are colored in three categories: green, orange, and grey. Green states include California, Nevada, Arizona, New Mexico, Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Iowa, Missouri, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida, and Hawaii. Orange states include Idaho, Utah, Colorado, and New Jersey. Grey states include Montana, Wyoming, North Carolina, South Carolina, Virginia, West Virginia, Kentucky, Tennessee, Mississippi, Alabama, Georgia, and Florida.



COMMITTEE - MARKETING

Director: Jim Baudino

- **Marketing Objectives**

- Awareness of Category
- Drive New Members
- Member Engagement

- **Content & Education**

- **Social Media**

- IG: @cannbevassociation
- LinkedIn/Facebook:
Cannabis Beverage Association

- **Events**

- Industry Tradeshows & Conferences
 - eg, Benzinga, MJUnpacked, CDE
- Non-Industry
 - eg, Expo West, SXSW
- Happy Hours

- **Sponsorship Opportunities**



COMMITTEE – GOVERNMENT AFFAIRS

Lobbyist: David Quintana

Co-Founder: Macai Polansky

Goal: Represent the sector to ensure infused beverages are regulated appropriately

- Bill – Low Dose Testing
- Legislature Education on Beverage

CBA SUCCESES:

- **AB 2155 (Villapudua)** – Creating Definition in Law for Cannabis Beverages
- **AB 1222 (Chen)** – Authorize Cannabis Beverage Glass Packaging to be Clear or Any Color



COMMITTEE – INDUSTRY STANDARDS

Committee Representative: Scott Riefler

Goal: To create and influence industry standards that maintain or elevate the quality, safety, and innovation of cannabis beverages.

- Laboratory Testing Standards for Infused Beverages
- Cannabis Beverage Research & Development
- Cannabis Beverage Manufacturing QA/QC Recommendations
- Collaborate with other Beverage Trade Organizations (AOAC/ASTM)



Q&A

QUESTIONS?



JOIN US!

**Join the Cannabis Beverage Association today and
make 2023 the year for infused beverages!**

[Sign Up Today!](#)



THANK YOU FOR JOINING US!

For more information about the Cannabis Beverage Association:

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General Inquiries: info@cannabev.org

WWW.CANNABISBEVERAGEASSOCIATION.ORG

