

COALITION FOR  
ADULT BEVERAGE  
ALTERNATIVES

**Hemp-Derived THC Beverage  
Distributor Education**

January 2025



# COALITION FOR ADULT BEVERAGE ALTERNATIVES

The Coalition for Adult Beverage Alternatives (CABA) aims to educate and influence federal legislation through a clear code of operating conduct and sensible product and marketing regulations promoting consumer safety.

## OUR MISSION

Establish a unified voice across key stakeholders in the hemp and alcohol industries allowing for the accessibility and commerce of hemp-derived THC (Delta-9) beverages through traditional retail locations.



## COALITION PILLARS

1

Consumer  
Safety

2

Consumer  
Education

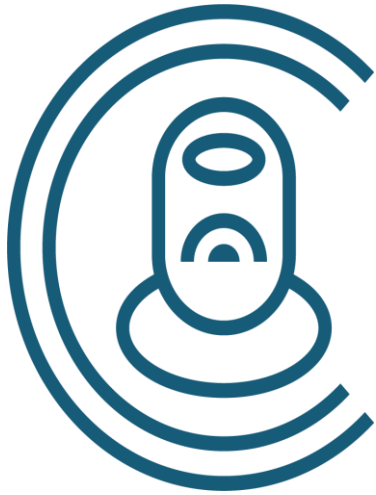
3

Sensible  
Regulation

## RECOMMENDED REGULATION

- Proper age gating: 21+
- Access to alcohol distribution & retail
- 3rd party testing
- Standardized packaging requirements
- No marketing to minors
- No health claims
- Low dose THC beverages defined
  - Up to 10mg per serving
  - 100mg per package





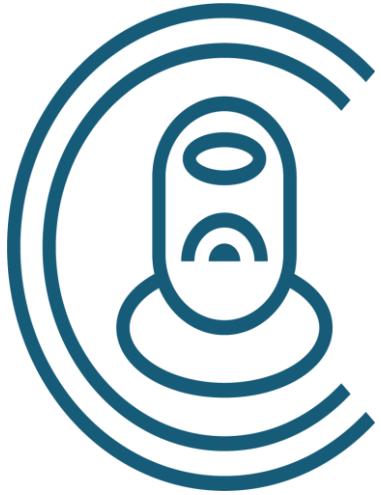
WE BELIEVE

Proper regulation of THC beverages  
allows for industry growth  
*while protecting the consumer*

*Exclusively represent the beverage category*







## MEET YOUR HOST:

Diana Eberlein

Chair

Washington, DC

- **Cannabis Beverage Consumer since 2016**
- Just like CABA, I'm beverage ONLY
- Recovering D.A.R.E Baby
- 8 years working in cannabis
  - 7 years in cannabis beverage
- Favorite THC Beverage – Too many to list
- Also love red wine, and collecting wine glasses







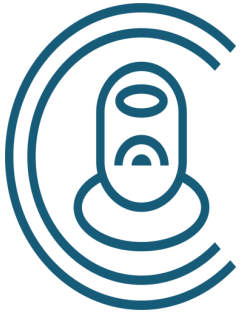
# #1 PRIORITY: Protect the Consumer

## THE PURPOSE OF THIS PROGRAM:

Educate distributors and retailers so safe products are accessible to consumer.

- New Adult Beverage Alternative – The Basics
- Market Updates: THC Beverages on the Rise
- Evaluating THC Beverages
- Packaging/Label Recommendations
- Responsible Consumption
- FAQs
- Resources





# A NEW ADULT BEVERAGE ALTERNATIVE

## Understanding THC Beverages

### Definition

- THC beverages are cannabis-infused drinks containing D9 THC from hemp or marijuana/cannabis sources
- D9 THC is the same compound and has the same effects regardless of the source

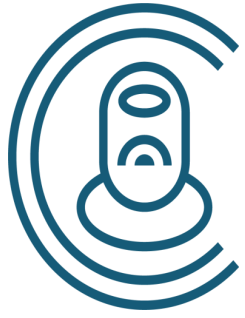
### Types

- Available in low-dose and high-dose options, including:
- Ready-to-drink
  - Multi-serving/ready-to-pour
  - Ready-to-mix beverage additives

### Legality

- The 2018 Farm Bill
- State regulations vary
- **CABA provides guidelines, but does not provide legal advice**





# BENEFITS OF THE BEVERAGE

As a Consumption Method

## Enjoyable, Consistent Experience

- Discreet & Familiar
- Socially Acceptable
- Consistent Experience & “Sessionable”
  - Onset: 10 – 20 minutes
  - Offset: 1 – 1.5 hours
- First sip as the same dose as the last
- Low & No Sugar/Calorie Options
- Great taste!





# TARGET CONSUMERS

Adults Drink Adult Beverages

## Something for every adult consumer

- All Demographics, 21+
- New/Returning to Cannabis Consumers
- Seeking Adult Beverage Alternatives
- Health & Wellness

*Low-dose THC beverage consumers often don't identify as "cannabis consumers".*



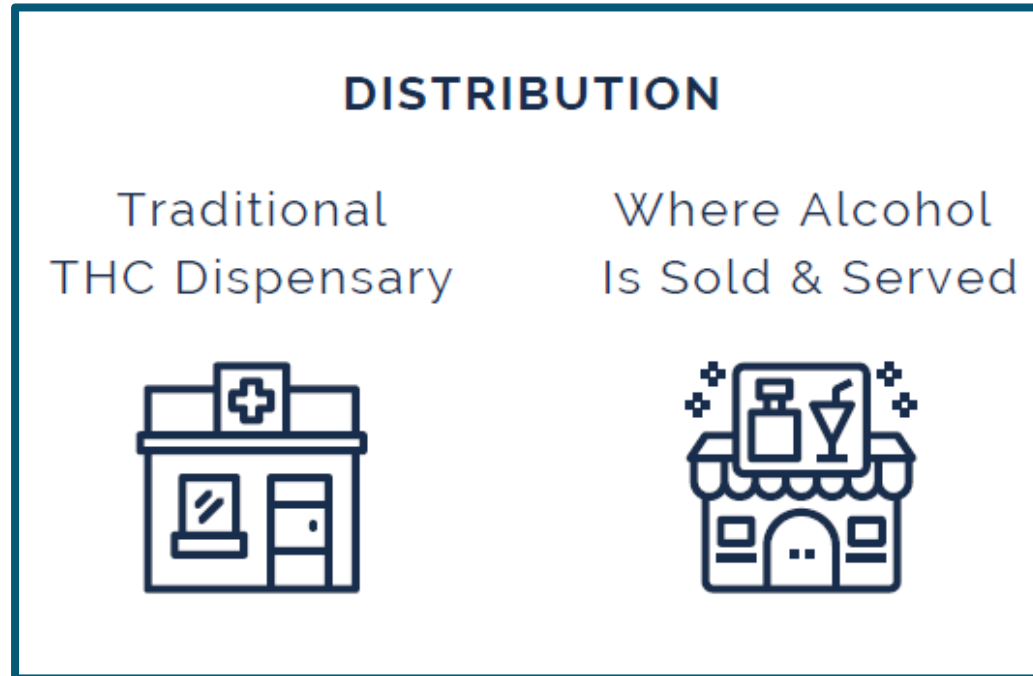




# THC BEVERAGE CHANNELS

## Dispensary vs. Alcohol Distribution Channels

- Experienced cannabis consumers
- Cannabinoid knowledge
- Low dose accounted for 0.3% of the market
- High-dose preferred
- High sugar more likely accepted



- Often new to cannabis
- Seeking adult beverages or alternatives
- Retailer is part of consumer's routine
- Low-dose is appropriate for this stage of consumer education and awareness



# TARGET WHOLESALE CLIENTS

Where Adults buy Adult Beverages

**Anywhere alcohol is sold and served\***

- Licensed Alcohol Retailers
- Restaurant/Bars
- Event/Entertainment Venues

**Fun Fact:** In Minnesota, some restaurants reported an increase in desserts and appetizers at tables ordering THC beverages.

\*Varies by state regulations.





# MARKET SHIFTS SINCE 2024

## Normalization of THC Beverages

### It's not just Minnesota anymore!

- Alcohol & Hemp Industry Join Forces
- 32 States (regulations vary)
  - Typical Dosage Caps: 5 or 10mg
- Retailers - 20% Growth MoM
- Market Projections\* (Fortune Business)
  - Global - \$117.05B by 2032
  - North America - \$81.44B

\*If a regulation allows for continued accessibility



LIQUOR STORES



BARS



RESTAURANTS



VENUES





# REGULATORY UPDATE

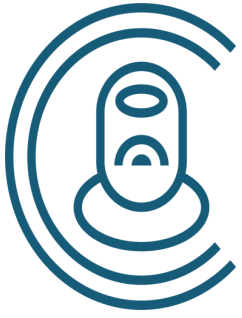
## When will we have regulatory stability?

### Key Dates

- Farm Bill – End of 2025
- Appropriations – March 14<sup>th</sup>
- Markets to Watch\*:
  - CA
  - TX
  - FL
  - TN

\*While CABA is a federally-focused coalition, we will support partners at the state-level when needed.



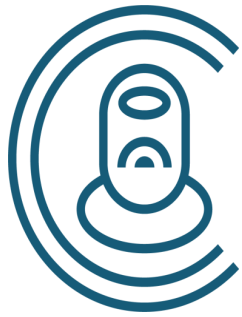


# EVALUATING THC BEVERAGES

## Key Factors

- Legal Compliance
- Dosing
- Transparency
- Marketing/Labeling
- Ingredients
- Chain of Custody
- Testing





# LABELING & PACKAGING

## Best Practices

- Dosage – Front & Center
- Ingredients / Nutritional info
- Age Restriction / 21+
- Manufacturing Info
- Testing/traceability
- Disclaimers
- Universal THC Symbol (ASTM)
- State specific requirements

Win Free Stuff

**Nutrition Facts**  
5 servings per container  
Serving Size 2.4 fl oz (71mL)

Amount per serving	8	% Daily Value*
<b>Calories</b>		
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0g		0%
Sodium 8mg		0%
Total Carbohydrates 2g		0%
Dietary Fiber 0g		0%
Total Sugars 2g		
Includes 2g Added Sugars		4%
<b>Protein 0g</b>		
Vitamin D 0mcg		0%
Calcium 0mcg		0%
Iron 0mcg		0%
Potassium 5mcg		0%
<b>Hemp Derived Cannabinoids 1mg</b> †		
Delta-9-tetrahydrocannabinol (D9 THC)	1mg	†

\*Percent Daily Values (DV) are based on a 2000 calorie diet  
†Daily Value (DV) not established

Ingredients: Water, Sugar, Natural Flavor, Citric Acid, Sodium Benzoate, Potassium Sorbate, Sucralose, Red 40, Blue 1, Hemp Extract

! WARNING: Consuming this product during pregnancy exposes your child to delta-9-THC, which can affect your child's behavior and learning ability. For more information go to [www.P65Warnings.ca.gov/cannabis](http://www.P65Warnings.ca.gov/cannabis)

Do not operate a vehicle or heavy machinery when taking this product. Do not use if you have any diagnosed or undiagnosed health conditions. This product is derived from hemp and contains less than 0.3% THC which could result in a failed drug test. Consult with your physician before use.

HighSpiritsBeverages.com

8 50057 59303 7

! ALL BUZZ. NO BOOZE. !

Fast Acting

! CHERRY LIMEADE

**5 mg THC**

12 FL.OZ. (355ML)

CRAFTED AND CANNED BY HIGH SPIRITS BEVERAGES  
13611 E 104th Ave #800  
Commerce City, CO 80022

! SESSION STRENGTH !

! WARNING: KEEP OUT OF REACH OF CHILDREN. NOT FOR SALE TO THOSE UNDER 21. THE FDA HAS NOT EVALUATED THIS PRODUCT FOR SAFETY AND EFFICACY. PLEASE RECYCLE. ! MANUFACTURED IN THE USA.





# FREQUENTLY ASKED QUESTIONS

## What Distributors Need to Know

- Are THC beverages legal to sell? (Compliance)
- Are there licenses needed for wholesalers and/or distributors?
- How is the brand marketing their product?
- Where should THC beverages be positioned in a retail location?
- Can I ask about a brand's supply chain partners? (YES)
- What kind of documentation should I ask for?



# EDUCATE YOUR PARTNERS

What Retailers & Consumers Need to Know

- Is the THC in Total Wine the same as the dispensary?
- What's the difference between traditional edibles and drinks?
- Are there side effects to THC consumption?
- How old do you need to be to purchase THC-infused beverages?
- Do THC beverages contain alcohol?
- How much should I drink if I'm new to THC beverages?



# RESPONSIBLE CONSUMPTION

## Introducing THC Beverages

- Most new consumers drink between 10 – 15mg of THC in a single drinking occasion.
- Your alcohol tolerance does not matter when it comes to THC tolerance – and the spectrum of tolerance is much wider!

### WORDS TO LIVE BY:

**“Start low & go slow”**

### 2.5MG THC BEVERAGE\*



\* These examples are typical for new consumers, but effects vary. It's important to 'start low and go slow' when learning tolerance. ~2.5mg is a good starting point.





# INSURANCE REQUIREMENTS

Do you need it and where can you find it?

## Current State:

- Insurance providers developing THC teams
- On-premise consumption
- Large hospitality venues - Challenging
- Event insurance

## Top Questions:

- Can alcohol & THC beverage co-exist in hospitality settings? What about cross-fading?
- How can you tell when someone has had too much?





# RESOURCES

Where can you get more information?

## CABA – Contact Us!

- Code of Conduct – Best practices and recommended regulations
- Industry Overview One Sheet
- Private Education Sessions
- **\*\*Coming Soon\*\*** Template Regulations

## Contact:

**Diana Eberlein, Chair**

**diana@adultbevalt.org**

Training & Certification Partner





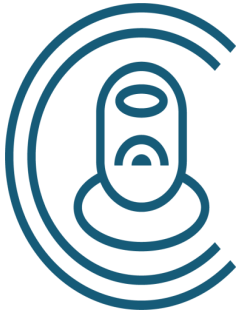




# UPCOMING EVENTS

Meet up & learn from CABA Board Members





# **CONTACT CABA!**

Now accepting membership applications.

## **Contact:**

**Diana Eberlein, Chair**

**[diana@adultbevalt.org](mailto:diana@adultbevalt.org)**