

# Cannabis Beverage Association

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

**TOWN HALL  
SEPT 2023**

**Feel free to introduce  
yourself in the chat, we'll  
get started in a minute!**



# WELCOME!!

- **Meeting Kickoff**
- **CBA Intro**
- **Leadership & Membership Updates**
- **Chapter Highlights / Updates**
- **Beverage Awareness & Events**
- **Government Affairs Updates**
- **Open Forum**
- **Networking Breakout Sessions**



# 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 – Hemp and Cannabis.

**100% Volunteer-Based.**

**60+ Members.**

**All Cannabis Beverages Welcome.**

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

• **Government Affairs**

• **Industry Standards & Research**

• **Cooperative Marketing/Education**



# LEADERSHIP TEAM

## Cannabis Beverage Association Board Executives

- **Diana Eberlein, Chair** - VP of Marketing & Business Development, SoRSE Technology
- **Evan Eneman, Treasurer** – Founder & CEO, Sands Lane Holdings

## **Committee Leads**

- **Marketing & Infused Beverage Awareness** – Jim Baudino, Sands Lane
- **Government Affairs** – Chris Fontes, High Spirits Hemp
- **Industry Standards & Research** – Taylor Nguyen, Vertosa
- **Strategic Partnerships** – Diana Eberlein, SoRSE Technology

## Association Reminders

- Membership Portal Reminder – Tools, resources, etc.
- LinkedIn Group for Communication
- We do NOT sell our membership information



# 2023 YEAR-TO-DATE

## **Growth:**

- 9 new chapters, including Canada
- 60+ Paid Members (up over 20 members from last year!)

## **Category Awareness & Education:**

- 820 National Drink Cannabis Day
- Cannabis Media Council Collaboration
- Los Angeles B2B Beverage Event Series – Kicked off 820
- Cannabis Drinks Expos – Content Support
- High Spirits Awards Support
- MJ Unpacked Association Partner & Panel Leader
- MJBiz Association Partner

## **Strategic Partnerships / Alignment**

- ATACH – Association Support, Including Lobby Days Participation
- HBA – Beverage Regulation Alignment
- ASTM – Industry Standards



# EXPANSION

## Chapter Founders

- **Massachusetts** HighTide Beverages
- **Connecticut** Floating Islands
- **Michigan** WYNK
- **Oklahoma** Focused Fluids
- **South Carolina** Rebel Rabbit
- **Minnesota** Natreum
- **New Jersey** Stone Hill Holdings
- **Indiana** SimpleGarden CBD
- **California** PENDING
- **Canada** COMING SOON!



**IF YOU'RE OPERATING IN THESE MARKETS AND WOULD LIKE TO SUPPORT THE LOCAL CHAPTERS, PLEASE REACH OUT TO CBA LEADERSHIP FOR AN INTRODUCTION:**

**PRESIDENT@CANNABEV.ORG**



# CANADA EXPANSION

## Sharing Knowledge & Supporting Expansion

- Support brands expanding into new international market
- Understand the differences between Canada and US Regulation
- What to know about each market before expanding
- Identify potential partners



# HIGHBATIONS AWARENESS

## **WHAT'S REMAINING IN Q4:**

- MJBizCon – CBA Event, Location TBD, Wednesday, Nov 29
  - Leadership meetings occurring during the week
  - Beverage on the Hill Programming
- Los Angeles Event Series – Presented by Sands Lane Holdings
- New York Event Series – Coming Soon!

**Interested in participating in or hosting your own CBA beverage event or series in your market? Reach out to our marketing committee to discuss how we can collaborate to make it happen!**





# LOS ANGELES EVENT SERIES

*Harmony*

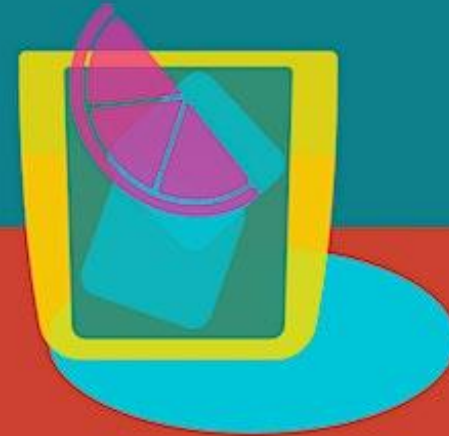
**HAPPY HOUR**

JOIN HARMONY CRAFT BEVERAGES  
TO KICK OFF THE FALL SEASON  
OF BEVERAGES

EVERY SECOND THURSDAY

9/28 - 10/12 - 10/26 - 11/9  
12/7, 12/21

5PM - 9PM



For more information:  
[nicole@sandslane.com](mailto:nicole@sandslane.com)



# INFUSED BEVERAGE – ON THE HILL

## Introducing Infused Beverage to the Hill

- ATACH MOU – Lobby Days Participation
- Association Alignment & Collaboration
- Leverage Our Resources
  - Local Representation
  - Approachable and Familiar Product Format
  - **\*NEW\*** Federal Lobbyist Collaboration – Michael Correia



## What this means: Launch in 2024

- Monthly Beverage Awareness Activations
- Educational Policy Program Development with Top University
- Beverage-Specific Education and Social Events on the Hill



# COMMITTEE – GOVERNMENT AFFAIRS

## NEW LEADERSHIP: CHRIS FONTES

**Goal: Represent the sector to ensure infused beverages are regulated appropriately, unify associations and align messaging**

- **Unify Hemp & Cannabis so BOTH can grow and thrive**
- Template Regulations
- Support ATACH, Hemp Beverage Alliance & Other Regulatory Partners
- Provide Feedback on Suggested Bills

## **CBA CURRENT SUCCESSES:**

- **AB 623 (Chen)** – Testing for Low Dose Products

## Submissions for Focus/Questions:

[Government Affairs Committee Form](#)



# KEY MARKET UPDATES

## MARKET DISCUSSION

- California – AB 1207, AB 45 (Rec Market)
- New Jersey – Cleared for Beverage (Rec Market)
- Virginia – 2mg cap on beverage (Rec Market)
- Michigan – Bottle Recycling Tax Threat (Rec Market)
- NY/PA/AR (and more) - Hemp D9 Lawsuits
- Florida/Connecticut – Product Labeling (Hemp D9/Rec Market)
- Texas - Ongoing

If you have any references or resources that could be beneficial to our Government Affairs team tackling these issues, please reach out to use directly at [info@cannabev.org](mailto:info@cannabev.org).



# OPEN FORUM

## WHAT DO YOU WANT TO SEE FROM THE CBA IN THE FUTURE?

- How do you want to receive updates and opportunities?
- What tools would you like to see available to members?
- For communication/networking – what platforms do you prefer to use?

Feel free to reach out to us directly with additional feedback at [info@cannabev.org](mailto:info@cannabev.org).



# BREAKOUT SESSIONS

**LET'S NETWORK!**



# 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**

- Volunteers
- 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.*





# THANK YOU FOR JOINING US!

**For more information about the Cannabis Beverage Association:**

Diana Eberlein: [president@cannabev.org](mailto:president@cannabev.org)

Jim Baudino: [marketing@cannabev.org](mailto:marketing@cannabev.org)

General Inquiries: [info@cannabev.org](mailto:info@cannabev.org)

[WWW.CANNABISBEVERAGEASSOCIATION.ORG](http://WWW.CANNABISBEVERAGEASSOCIATION.ORG)



# JOIN THE CBA!

**Join the Cannabis Beverage Association today and make the future of cannabis consumption TODAY!**

**[Sign Up Today!](#)**

