

# Cannabis Beverage Association

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

**TOWN HALL  
JAN 2024**

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



# WELCOME!!

- **Meeting Kickoff**
- **CBA Intro**
- **Leadership & Membership Updates**
- **Committee & Participation Opportunities**
- **Federal Lobbying Program Overview**
- **Open Forum**



# 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**



**SORSE**  
TECHNOLOGY

**VERTOSA**

**REXIS**  
BIOTECH

**Pabst**  
Labs

**Harmonies**  
CRAFT BEVERAGES

**ZUBER LAWLER**

**THE PARENT COMPANY**

**SPACESTATION**

# NEW BOARD MEMBERS



# WHAT DO WE STAND FOR

- 1. Believe in equal opportunity and accessibility for all infused beverages manufactured and marketed responsibly.**
- 2. Support initiatives for licensed cannabis operators (specifically distributors, manufacturers, and co-packers) to operate within the hemp space without requiring separate facilities, equipment, etc.**
- 3. Low dose cannabis beverages permitted to be sold outside from the dispensary channel and treated similarly to low dose hemp beverages.**

**The End Goal - TTB regulation of intoxicating cannabinoids, whether low or high dose beverages, similar to alcohol**



# 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**

- **Government Affairs** – Chris Fontes, High Spirits Hemp
- **Industry Standards & Research** – Taylor Nguyen, Vertosa
- **Strategic Partnerships** – Diana Eberlein, SoRSE Technology
- **Policymaker Education Program** - Jessika Bartron, University of Maryland

## Association Reminders

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



# 2024 CBA INITIATIVE OVERVIEW

## 1. Federal Lobbying Initiative

## 2. Policymaker Education Program

- Program designed to be used to educate various stakeholders

## 3. State-Level Initiatives

- Focus on Key Markets determined by membership
- High Priority - CA Dual Integration
- State Chapters & Canada
  - MA
  - NJ
  - OK
  - CT
  - MT
  - SC
  - MI
  - IN
  - MN



# TODAY'S LANDSCAPE



CBS | NFL  
AFC DIVISIONAL

One minute we're celebrating THC beverages in Total Wine & More, the next Florida has a ban bill, we need 1262304 variations of labels to be compliant in each state, new inspectors that aren't on the same page pulling product from shelves...

**We need consistency. We need standards. We need a proactive federal voice.**





# INFUSED BEVERAGE IS DIFFERENT

**ITS TARGET CONSUMER IS DIFFERENT.**

**THE EXPERIENCE & APPLICATION IS DIFFERENT.**

**IT NEEDS TO BE REPRESENTED DIFFERENTLY -**

**AS AN INDEPENDENT CATEGORY.**

**A PLANT UNITED.**

**UNDER THE TTB.**

**WHERE IT BELONGS.**



# SO, WHAT ARE WE GOING TO DO ABOUT IT?

## **WE'RE GOING TO THE HILL**

- ✓ Top Cannabis Lobbyist – Michael Correia
- ✓ Template Regulations (TTB infrastructure as the foundation)
- ✓ Min of 6 Capitol Hill Briefings
- ✓ 1 – 2 “Offsites” (Education/Sampling/Networking in DC)
- ✓ Min of 3 Policymaker Education Sessions
- ✓ DNC Convention Event in Chicago
- ✓ Establishment of a PAC
- ✓ Subscription to Legistorm



# PROGRAM GOALS

- ✓ **Engage with TTB / Introduce Template Regs**
- ✓ **Establish Thought Leadership**
  - Educate Policymakers/Staffers on Infused Beverage
  - Make Beverage a ‘Top of Mind’ Consumption Method on the Hill
- ✓ **Identify Champions on the Hill**
- ✓ **Align with Alcohol**
  - Associations / Brands / Distributors / Ancillary Services



# WHO'S HELPING US GET THERE!

## **TOP LOBBYIST**

- Michael Correia– Viriditas Strategies
- 25+ years on the Hill
- 10+ representing cannabis & hemp (formerly with NCIA)

## **TTB REGULATIONS – TO BE FINALIZED IN FEBRUARY**

- Led by Chris Fontes, Xavier Jaillet, and Bob Hoban & our Government Affairs Committee
- NOT based on origin of D9

## **POLICYMAKER EDUCATION PROGRAM – COMMITTEE IS OPEN**

- Led by Jessika Bartron, Medical Cannabis Science of University of Maryland



# TTB REGULATION

## Progress vs. Perfection

- **Not based on origin of D9**
  - Unites the category
- **3-Tiered System**
  - Not perfection, but there are exceptions
  - Large distribution is already using this model
  - Most likely to be accepted by regulators
- **DTC** – Exceptions for this in alcohol (ie. wine, craft brew)
- **Not committed to mg dosage, or serving size**
  - We need to consider the following
    - High enough to be desirable
    - Low enough to be acceptable
    - Multi-serving products
- **Excise tax – Distributor handles it within TTB program**



# SUPPORT

**FUNDRAISING GOAL: \$125,000 (INCLUDES FEES AND EXECUTION OF ANNUAL PROGRAM)**

WHEN YOU SUPPORT THE CBA, ALL FUNDS GO TO SUPPORTING THE INITIATIVES OUTLINED.

## **Membership Packages:**

- \$600 – Supporting Membership, Listed as program supporter (logo)
- \$1200 – Contributing Membership, Listed as program supporter (logo)
- \$3000 – Associate Membership, Listed as program supporter (logo)

## **Additional Associate Membership Tiers\*:**

- \$5,000 – Product/swag/collateral is sampled/gifted at 1 Capitol Hill Briefing
- \$10,000 – Product/swag/collateral is sampled/gifted at 2 Capitol Hill Briefings, featured at 1 Educational Session
- \$20,000 - Product/swag/collateral is sampled/gifted at 2 Capitol Hill Briefings, featured at 1 Educational Session, Sponsor of DNC Convention in Chicago (during 820!)

**(Customizable Packages Available Depending on Budget/Desired Participation)**

# OPEN FORUM / QUESTIONS

**For follow up inquiries and conversations about the program:**

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

