

# Cannabis Beverage Association

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

**TOWN HALL  
NOV 2023**

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



# WELCOME!!

- **Meeting Kickoff**
- **CBA Intro**
- **Leadership & Membership Updates**
- **2023 Recap**
- **Policymaker Education Program**
- **Federal Lobbying 2024**
- **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**



The logo for SORSE TECHNOLOGY, with "SORSE" in a large, teal, outlined font and "TECHNOLOGY" in a smaller, teal, sans-serif font below it.

The logo for VERTOSA, featuring a stylized green leaf icon above the word "VERTOSA" in a bold, black, sans-serif font.

The logo for REXIS BIOTECH, with a stylized blue leaf icon above the word "REXIS" in a bold, black, sans-serif font, and "BIOTECH" in a smaller, black, sans-serif font below it.

The logo for Pabst Labs, featuring the word "Pabst" in a large, black, cursive font and "Labs" in a smaller, black, sans-serif font below it.

The logo for house of saka, with "house of" in a small, black, sans-serif font above a stylized orange horse icon, and "saka" in a large, black, sans-serif font below it, with "INFUSED LUXURY" in a very small font at the bottom.

The logo for Harmonies CRAFT BEVERAGES, with "Harmonies" in a large, black, cursive font and "CRAFT BEVERAGES" in a smaller, black, sans-serif font below it.

The logo for ZUBER LAWLER, with the words "ZUBER LAWLER" in a bold, black, sans-serif font.

The logo for THE PARENT COMPANY, with the words "THE PARENT COMPANY" in a bold, black, sans-serif font.

The logo for SPACESTATION, featuring a stylized black rocket icon above the word "SPACESTATION" in a bold, black, sans-serif font.

# WHAT DO WE STAND FOR

- 1. Believe in equal opportunity and accessibility for all infused beverages manufactured and marketed responsibly.**
- 2. Supports 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

**OPEN POSITIONS:** Secretary, Membership

## **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 RECAP

## **Growth:**

- 10 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 & Panels
- High Spirits Awards Support
- MJ Unpacked Association Partner & Panel Leader
- MJBiz Association Partner
- BevNET Hemp D9 Panel Secured

## **Strategic Partnerships / Alignment**

- ATACH – Association Support, Including Lobby Days
- HBA – Beverage Regulation Alignment
- ASTM – Industry Standards
- S3 Collective – Pledge TBA / Alignment

## **Government Affairs**

- AB 623 in CA Passed!
- Federal Lobbyist Secured (for 2024)
- Clark Hill Collaboration on Template Regulations

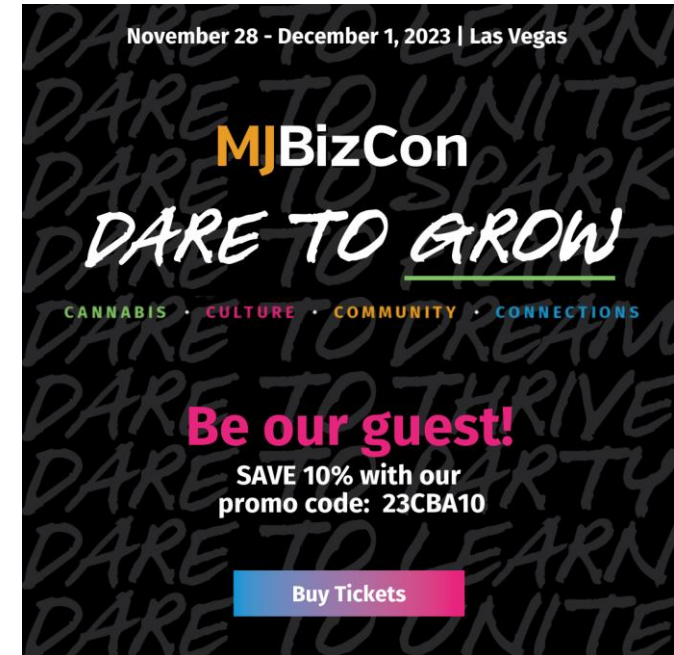
## **Education**

- University of Maryland Policymaker Education Program



# BEVERAGE MARKET HOT TOPICS

- **Farm Bill Extension (Sept 30<sup>th</sup>)**
- **Unifying the Plant (beyond just beverage)**
  - Dual Integration – Hemp & Cannabis
- **MJBiz Attendance**
  - CBA @ Associations Day (Nov 28<sup>th</sup>)
- **MJBiz CBA Late Night Speak-Easy**
  - Thursday, Nov 30 : 9pm – 12am
  - Cosmo Suite TBD – Sampling & Networking
  - Curated Attendee List (Beverage-Focused)
  - Sponsorships Start at \$250



# CANNABIS BEVERAGE REGULATORY ACTION

## TWO-PRONGED APPROACH

- **State & Federal Level**
  - State Chapter Support
  - Federal Approach
- **Federal Activation**
  - Monthly/Bi-Monthly Activations
  - Establish Champions
    - Implement Policymaker Education Program
  - Potential CBA/Beverage Lobby Days
  - Bi-Annual Beverages on the Hill Event





# CANNABIS BEVERAGES FOR PRESIDENT

## 2024 Introducing Infused Beverage to the Hill

- **Federal Lobbyist Collaboration**
  - **Michael Correia**
  - Thought Leadership
  - Present Template Regs & Policymaker Education Programs
  - Connect with TTB
- **University of Maryland – Beverage Policymaker Education**
  - **Jessika Bartron**
  - Data collection
  - Tool to be repurposed for all audiences
  - Supports federal thought leadership initiatives



# POLICYMAKER EDUCATION PROGRAM

## JESSIKA BARTRON

- University of Maryland - Medical Cannabis Science graduate program
- Developing Beverage Policymaker Education Program – Focus on Safety
- Experience – Created & Executed Cannabis Education Program in CA

### Stages:

- Data Collection / Survey
- Presenting Standards
- Tool Modification based on Audience



*Demonstrating that beverages are a safe method of consumption for all consumers, based on the science, standards, and consumption method, including medical patients.*

# FEDERAL BEVERAGE REPRESENTATION

## **MICHAEL CORREIA – VIRIDITAS STRATEGIES**

- 25+ years on the Hill
- 10+ representing cannabis & hemp (formerly with NCIA)
  - First full-time cannabis industry lobbyist

## **Political Overview**

- Lobbying 101
- What is a PAC & why we may need one!

...and can we call it a 6 PAC?



# LOBBYING 101

**“Congress does 2 things well...nothing, then overreact!”**

- Being proactive
- Farm Bill discussions are ongoing (End of 2024)
- Congressional offices have 100s of policy issues
- Beverages need representation

Let’s make the most approachable consumption method for cannabis approachable for policymakers!

**Thought Leadership, Representation, and Reputation!**



# POLITICS IS A GAME

## “Money talks.”

Money in the form of a PAC (Political Action Committee) gets you a seat at the table, reinforcing professionalism at a political level.

- Identify & secure champions on the Hill
- Deals get done behind closed doors
- Collaboration - Alignment with other Associations (hemp, alcohol, veterans, etc.)
- \$\$ & attending/supporting fundraisers expedites process



# 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:**

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[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!](#)**

