

Cannabis Beverage Association

*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**

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cannabisbeverageassociation.org



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**



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



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

General Inquiries: info@cannabev.org
WWW.CANNABISBEVERAGEASSOCIATION.ORG



JOIN THE CBA!

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

[Sign Up Today!](#)

