# Cannabis Beverage Association

Drink it in.
The future of cannabis is here.

## TOWN HALL JAN 2024

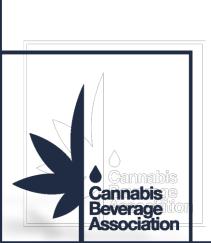
Feel free to introduce yourself in the chat, we'll get started in a minute!





# WELCOME!!

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





## 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.

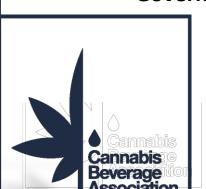
100% Volunteer-Based.

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

• SC

• MI

OK

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 inquires and conversations about the program:

Diana Eberlein: <a href="mailto:president@cannabev.org">president@cannabev.org</a>



General Inquiries: <a href="mailto:info@cannabev.org">info@cannabev.org</a>

WWW.CANNABISBEVERAGEASSOCIATION.ORG

## JOIN THE CBA!

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

Sign Up Today!

