

Cannabis in Food and Drink - US - March 2020

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"Channels for food and beverage with cannabis as an added ingredient have opened doors that the quintessential "special" brownie never dreamed of, but legal restrictions still constrain how high edibles and drinkables can fly."

Michele Scott, Senior Analyst

This report looks at the following areas:

- **Trust and safety are concerns**
- **Edibles and drinkables are hard to get right**
- **Cannabeverage is not Alcohol 2.0 (but adult beverage brands should still take note)**

On-premise options are limited, and distribution is still intra-state only; but creative chefs and entrepreneurs have found ways to engage consumers interested in edible and drinkable cannabis while complying with federal and local restriction because the demand is there. Ultimately, consumers show interest in food and beverage with cannabis as an ingredient; brands must consider how to build trust and balance efficacious dosing with a delicious product.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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CHAID

TURF

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Abbreviations

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