

# NIGHTCLUB&BAR

THE BAR INDUSTRY AUTHORITY

## Cannabis and Cocktails

November 4<sup>th</sup>, 2019



Canadian Restaurant & Bar Show

Presented by:  
Jeremiah Batucan

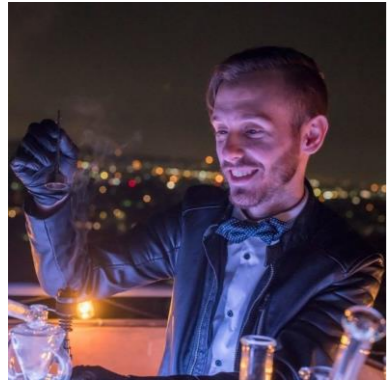
# Who We Are

## NIGHTCLUB &BAR SHOW

Nightclub & Bar Show is the United States' most influential gathering of bar and nightlife professionals. Celebrating our 35th anniversary, we host owners and operators from across the U.S. and 50+ other countries to improve and expand their business.



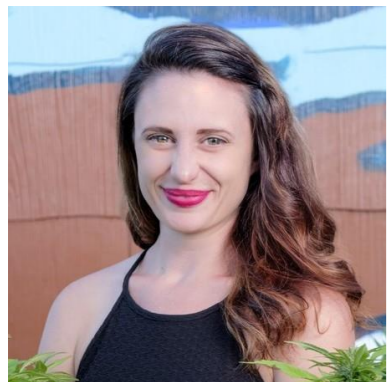
# Expert's From Our Event



**Andrew Mieure**  
Social Consumption  
Strategist  
Top Shelf Budtending



**Freddie Wyatt**  
CEO  
Munch & Co



**Heidi Keyes**  
Founder  
Puff, Pass, & Paint



**Warren Bobrow**  
Cannabis Alchemist &  
Mixologist  
Cocktail Whisperer



**Andrea Drummer**  
Executive Chef  
Lowell Cafe



**Rachel Burkons**  
Co-Founder  
Altered Plates

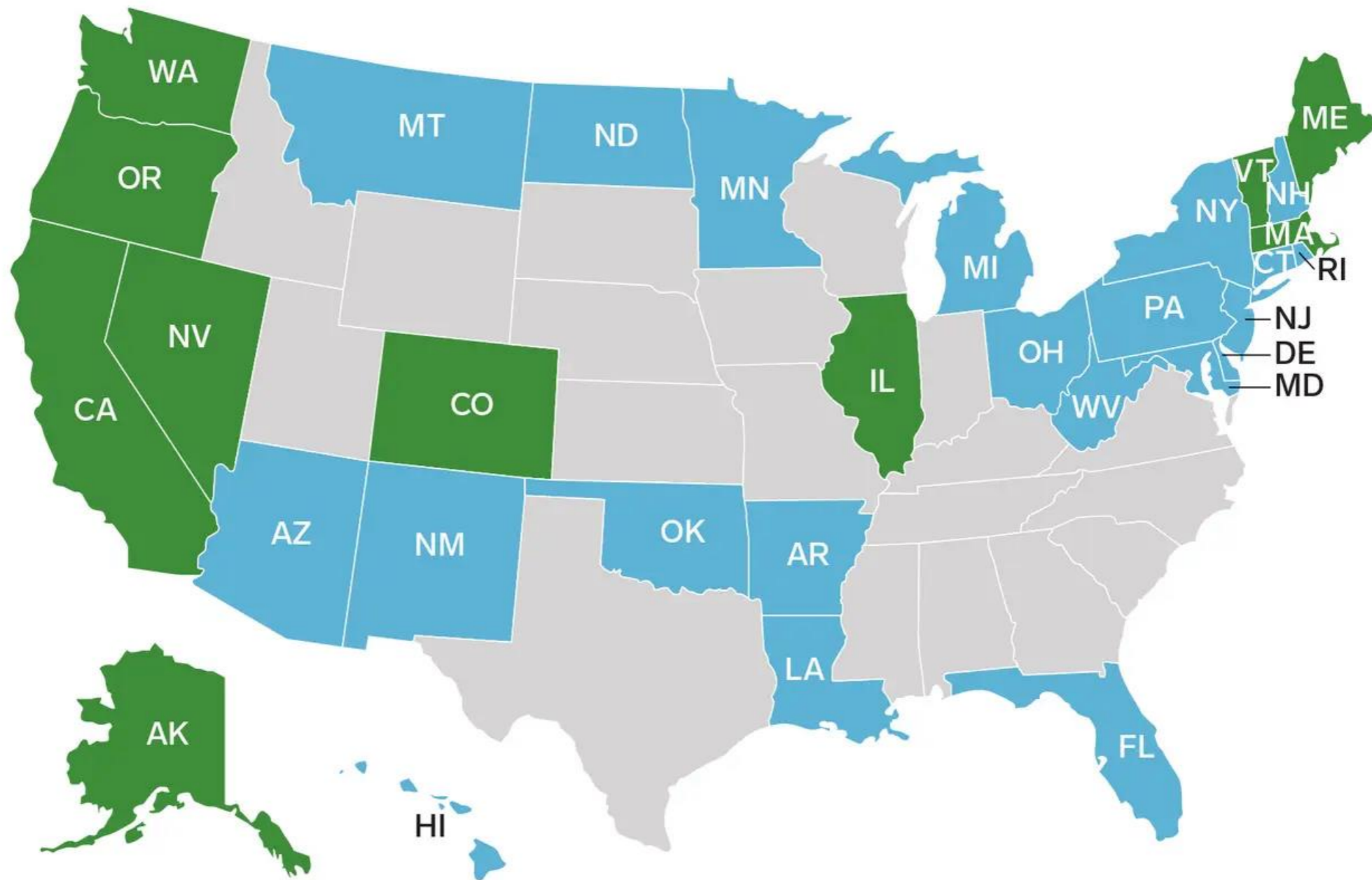
# Talking Points

- State of Cannabis Overview
- Popularity of CBD in U.S.
- Current Regulation Around Cannabis
- Brands Entering Market
- Cannabis Cocktails

# Cannabis Map

## States where marijuana is legal

■ Legalized recreational and medical marijuana ■ Legalized medical marijuana



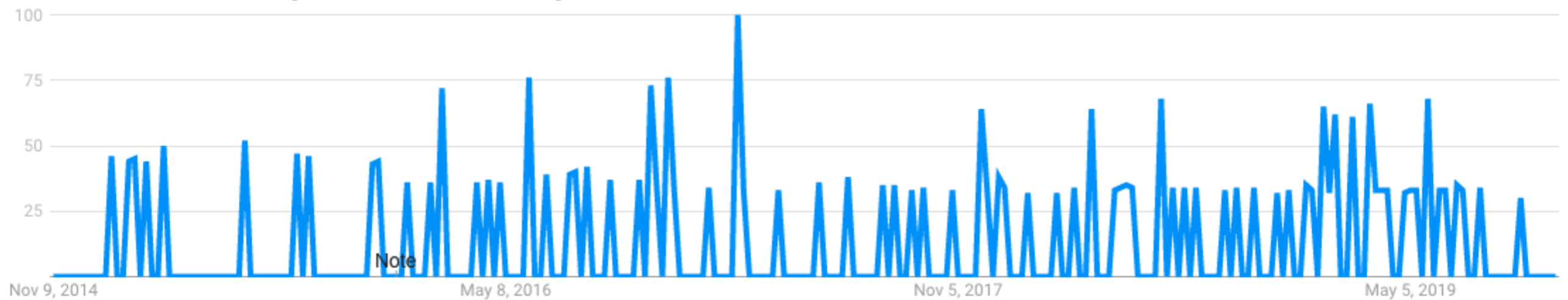
BUSINESS INSIDER

# Search Traffic Indicators

Interest over time ?



## Cannabis Cocktails

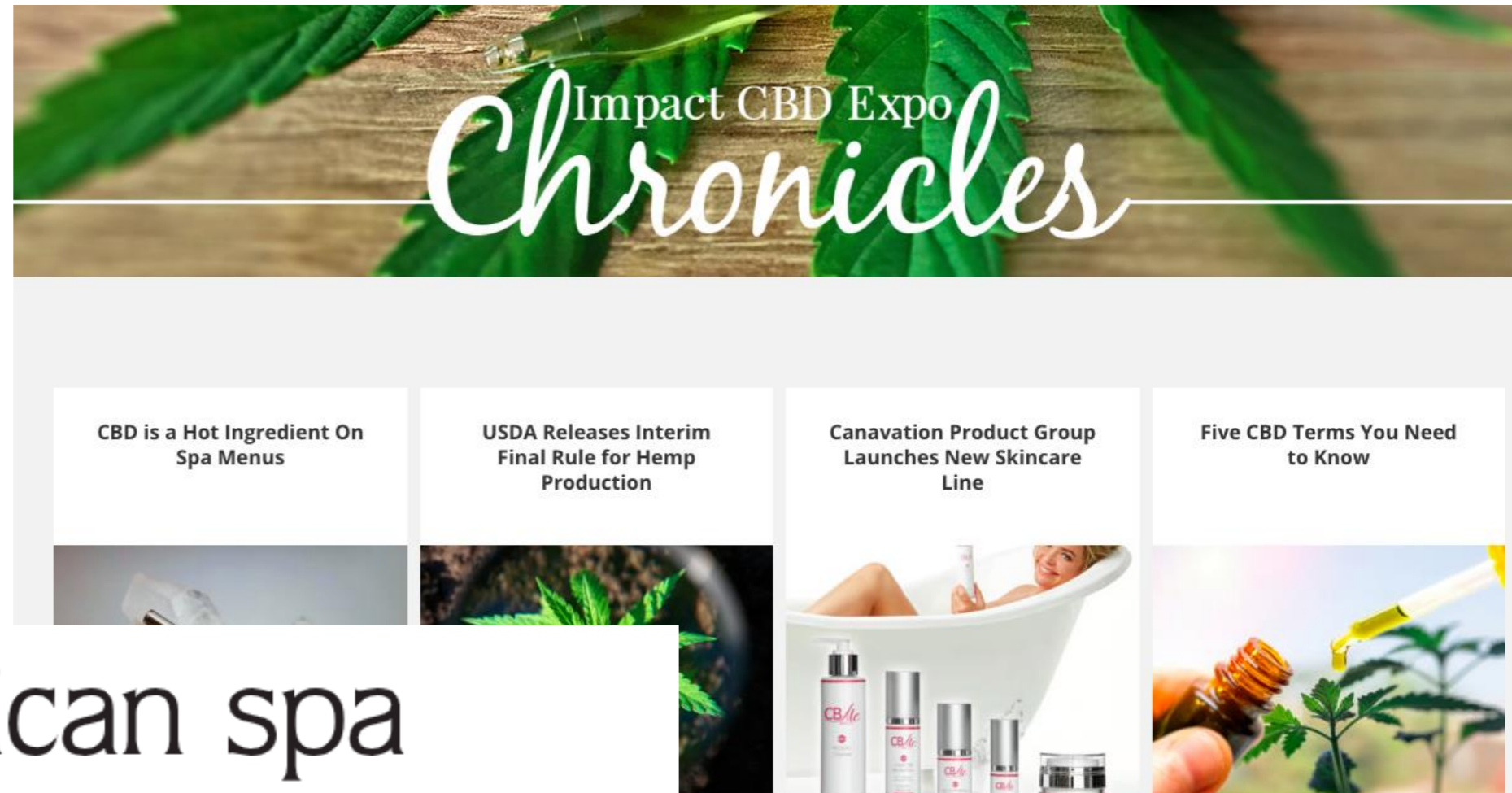


Note

# Even Cannabis for Pets



# CBD's Impact on the Beauty Industry



HOME NEWS WELLNESS SPAS SKINCARE BUSINESS CBD VIDEOS

CBD

## The Number Of Consumers Using CBD Beauty Products Has Doubled In 2019

BY SAMANTHA REED

AUG 13, 2019 12:24PM

# Current Regulation



**Is it legal, in interstate commerce, to sell a food (including any animal food or feed) to which THC or CBD has been added?**

A. No. Under section 301 (l) of the FD&C Act [21 U.S.C. § 331 (l)], it is prohibited.



Accordingly, it is TTB's understanding that the Farm Bill does not authorize the use of industrial hemp in the production of alcohol beverage products for sale beyond limited State-sanctioned pilot projects by authorized entities.

# Inconsistent From State to State

SOMETHING FOR THE WEEKEND

## Discover CBD-Infused Drinks in Las Vegas

Tea, smoothies, and more make the menu at these four Las Vegas restaurants

by Krista Diamond | Feb 15, 2019, 11:00am PST

f t SHARE



METRO

## An NYC ban on CBD snacks and drinks is about to take effect

By Lisa Fickenscher

June 23, 2019 | 10:42pm | Updated

DINING CANNABIS NEW RESTAURANTS

## You Can Now Book a Reservation at the Country's First Cannabis Cafe

The airy, green cafe opens in West Hollywood this month

By Brittany Martin - September 4, 2019



# California Leading the Charge

## Pop-Up Special License



Hall of Flowers



## On-Premise Consumption



# Growth Areas



Government  
of Canada

Health Canada

## No cannabis in restaurants

Once the new regulations are in place, cannabis able to offer concentrates such as resin or Vaping products with scents that could appeal to be permitted.

Restaurants will not be allowed to serve food

# Sales Sputtering?

FIN

BUSINESS

NEWS

Home

## Rochester-based Constellation Brands loses millions on cannabis investment

Updated Oct 04, 2019; Posted Oct 04, 2019



C\$524 million.

,3

19:

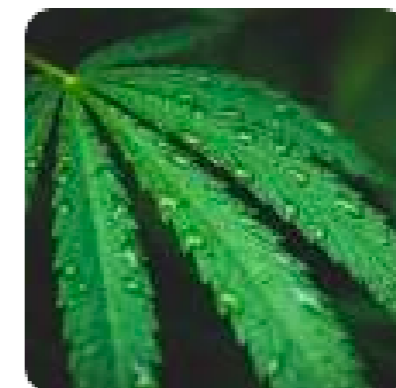
db The Drinks Business

### Constellation marks down cannabis investment by \$839m

Constellation Brands has marked down the value of its investment in Canada-based cannabis company Canopy Growth by US\$839.1 million in

...

1 month ago



# Product Launches

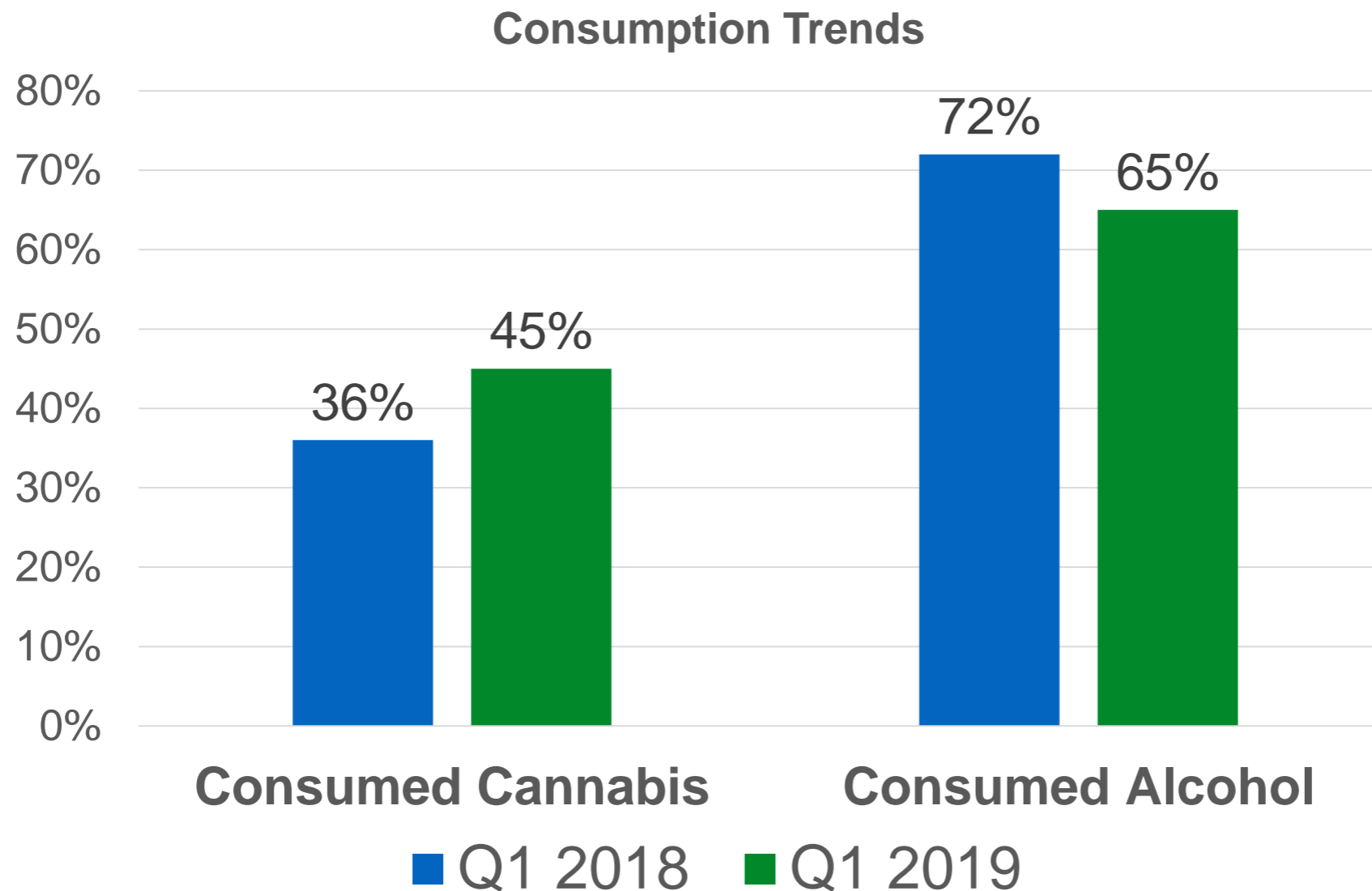
BUSINESS

## A-B InBev business could launch CBD-infused in Canada this year

By Annika Merrilees St. Louis Post-Dispatch Oct 16, 2019



# More Alcohol Consumers Consuming Cannabis



Of the 20% of 'dualist' (consuming both alcohol and cannabis) said their alcohol intake decreased 50%.

# Problems of Mixing Cannabis

Fact #1: 1 in 3 teens and 1 in 4 parents believe it is legal to smoke and drive.

Fact #2: Marijuana is the most common drug found in fatally injured drivers

**'Game-changer' breathalyzer test for marijuana is a billion times more sensitive than standard alcohol test and will tell cops if suspects are stoned.**



# On Strategy Behind THC or CBD Cocktails

On Creating Cannabis Cocktails:

**Warren Bobrow:**

“is another way of experimenting with depth, balance, and flavor, not unlike the effects bitters can have on a drink.”

**Julia McKinley**

“I wanted to make drinks that tasted, maybe not like alcohol, but had the impact of a cocktail, had the same weight on your palate, the complexity of the flavors you get with a cocktail”

# Creating Cocktails- Oversimplified Approach

## Give it the seriousness it deserves

- Can't just throw weed in with a spirit
- Suggested way includes decarboxylation or 'Decarb' (activates THC)



From Ardent- ~\$210

## Quality of Spirit is Important

- Cannabis won't cover bad liquor. All ingredients must be of high-quality for a high-quality cocktail. What you put in you get out.

## Moderation

- Everyone reacts differently to the same amount of THC so it's important for the person consuming it (not the one selling it) has a good idea of their threshold. Slow and steady the first time around

## Speed and balance

- infusions are a great way to stick with classic cocktails while only changing one ingredient- like a Cannabis infused bitters or cherries.

# Questions?

IG: NightclubBar  
: JerBatucan

Jbatucan@questex.com

