

ConvenienceStore

WHAT'S NEXT IN CONVENIENCE AND FUEL RETAILING

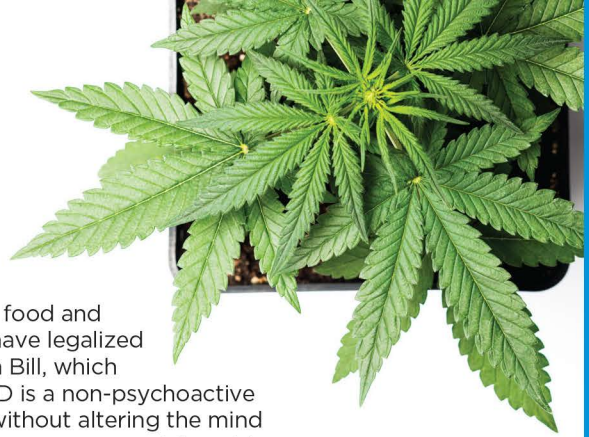
NEWS

JOIN THE REVOLUTION

As more convenience store retailers introduce new food-forward prototype stores, the rest of the industry must join the movement or get left behind.

INSIDE

HOW TO TURN AROUND TURNOVER



The Buzz Around Cannabis

Consumer interest in legal cannabis and CBD products is only expected to keep growing

Cannabis and CBD, short for cannabidiol, are causing a lot of buzz in the food and beverage industry these days. To date, 10 states and Washington, D.C., have legalized marijuana for recreational use for adults over the age of 21; and the Farm Bill, which was signed into law in December, legalized CBD derived from hemp. CBD is a non-psychoactive compound found in the cannabis plant that promises to relax the body without altering the mind like THC, the psychoactive compound in marijuana. Study after study shows consumer interest in legal cannabis and CBD products is growing. Here's a look at some of the latest consumer insights.

The cannabis-infused products consumers are most interested in trying are:



Baked goods:

48%

interested in trying



Candy/gummies:

45%

interested in trying



Snacks:

44%

interested in trying



Non-alcoholic beverages:

41%

interested in trying

Source: Culinary Visions Cannabis Products Project

“In the short-term, the **main opportunity for cannabis within the soft drinks industry will be CBD-infused drinks.**

These products can be positioned as naturally sourced relaxation beverages and provide a new functional angle. We can expect the **major beverage companies to acquire and create new CBD beverage brands** over the next few years. ”

— Howard Telford, Industry Manager,
Soft Drinks, Euromonitor International



Buyers of legal marijuana primarily seek relaxation,

whereas

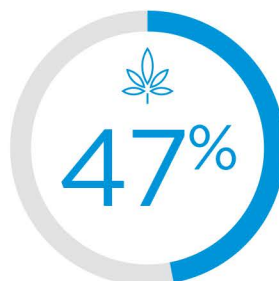
CBD buyers are more likely to cite treatment of medical symptoms as a leading purchase factor.



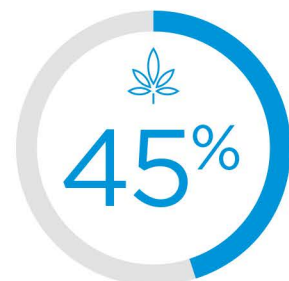
Source: IRI, Cannabis
Attitude and Usage Study



of consumers would prefer not being able to taste the cannabis flavor in a cannabis-infused product.



of consumers say they would choose to consume cannabis for the effect, not the taste.



of men say they would consider ordering a cannabis-infused menu item at a restaurant vs. just 34 percent of women.

Source: Culinary Visions Cannabis Products Project