

# New Culinary Visions study identifies consumer interest in food and beverage items with cannabis ingredients

A new study from **Culinary Visions** explores consumer understanding and interest in a wide range of food and beverage products made with cannabis ingredients. The study delves into perspectives and preferences of consumers of different ages and education levels to identify high interest product categories.

**Trust and traceability were among the most important issues related to food and beverage products made with cannabis ingredients** identified in the study. Forty-five percent of those surveyed said they would trust products that are commercially made to be safe. Yet despite the trust of commercial cannabis products, **42 percent** said they would prefer to buy from a small-batch producer, rather than a big food company. Only **29 percent** of consumers would trust the quality of cannabis-infused products bought online. Half of those surveyed said they would feel more comfortable buying cannabis-infused products if they had the opportunity to speak with a knowledgeable sales representative.

“With the momentum for legalization of cannabis, we felt this was the perfect time to explore interest in specific food and beverage products with cannabis ingredients. We believe the global interest of consumers in functional ingredients and the cachet of adventure that has long been associated with cannabis is fueling this trend,” said Sharon Olson, executive director of Culinary Visions. “Some of the characteristics associated with product concepts that appealed to consumers were the same characteristics that appeal in gourmet retail and restaurant venues. Small batch production, knowledgeable staff, and great taste are examples of these attributes,” she adds.

Among the product concepts studied, following are the **top four cannabis-infused products** according to consumers who participated in the survey:

- Baked Goods, 48 percent** interested in trying
- Candy/Gummies, 45 percent** interested in trying
- Snacks, 44 percent** interested in trying
- Non-alcoholic beverages, 41 percent** interested in trying

Although **47 percent** of consumers said that they would choose to consume cannabis for the effect, not the taste; yet taste is still important. **Fifty percent** said they would prefer not being able to taste the cannabis flavor in a cannabis-infused product and **48 percent** would expect cannabis-infused products to taste good.

## About the Survey

The **Culinary Visions Cannabis Products Project** was created to anticipate product development trends and reveal insights on the future of cannabis in the food industry by surveying 2,000 consumers. This study is unique in that it focuses on food and beverage applications of cannabis ingredients. This comprehensive report explores consumers’ interest in various cannabis-infused products and cannabis-related experiences in retail and foodservice venues, while also gauging consumer knowledge and motivations.

For more information on this project or to purchase a copy of the full report contact [info@culinaryvisions.org](mailto:info@culinaryvisions.org).