

Food Logistics

37 Percent of Consumers Would Consider Cannabis Infused Foods at Restaurants

The budding cannabis industry has intrigued the likes of consumers and businesses.

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Consumer interest in cannabis-infused foods is peaking as a study by **Culinary Visions** found that **37 percent of those surveyed would consider ordering an item at a restaurant.**

“The question on everyone’s mind is what kind of menu items should invest in creating and whether this is something consumers will be willing to order in restaurants,” says **Sharon Olson, executive director of Culinary Visions** in a statement. “We found relatively comparable levels of interest in a culinary experience with multiple courses that include cannabis-infused products throughout as we did in on-the-go products from a convenience store.”

The study found that **47 percent** of consumers want food and beverages to primarily serve functional purposes, while **48 percent** also expect the products to taste good. Consumers have begun searching for cannabis-infused products at a range of retail sites, from convenience stores to entertainment venues.

While **37 percent** of respondents would consider ordering a cannabis-infused item at a restaurant, the survey also found that consumers prefer not to consume the products while dining out as it has a stigma against it. The product category is more likely to gain acceptance as part of experiential dining in a full service restaurant than quick-service venues.