



U.S. consumers remain wary about eating cannabis-infused foods at restaurants

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Given the growing interest in cannabis-infused products and decreased regulations in the United States, foodservice operators and retailers are racing to understand how consumers want to buy and experience food and beverage products made with cannabis ingredients. A new survey of 2,000 U.S. consumers conducted by **Culinary Visions** explores these consumer preferences and finds that while more consumers would like to enjoy cannabis-infused foods and beverages at home, there is still interest in ordering these items in restaurants.

The survey results reveal that **47%** of consumers want cannabis-infused foods and beverages to primarily serve functional purposes; however, **48%** of them also expect them to taste good. There is a segment of consumers gravitating towards the intersection between culinary adventures and fresh experiences offered by cannabis-infused gastronomy. In fact, 37% of the consumers surveyed said that they would consider ordering a cannabis-infused menu item at a restaurant.

From convenience stores to entertainment venues, the study found **consumer interest in cannabis-infused menu offerings at a variety of foodservice venues**. But the survey results also revealed a disparity in preferences between male and female consumers. For example, the survey found that only **34%** of women would consider ordering a cannabis-infused menu item at a restaurant compared to **45%** of men who said they would do the same.

It's important to note that when consumers choose to dine out, it is often with the objective to socialize and enjoy culinary experiences. Culinary Visions found that **when dining out, most consumers preferred not to also simultaneously consume cannabis-infused products**. The research indicated that this emerging product category is more likely to gain acceptance as part of an experiential dining experience in a full-service restaurant (**36%**) than in quick-service venues (**26%**).