

CBD Food & Beverage State of the Industry

October 2020

A little bit about us.

Who we are

We provide multi-source consumer insights and market intelligence for the CBD and Cannabis industries.

Since 2015, we have helped brands create impactful marketing and product strategies with our data and insights.

Our methodology

We take a **modern approach to a modern industry.**

By integrating machine learning, social listening, and social-driven surveys with robust expert analysis across brands, consumers, and products, we are able to get a true 360-degree view of the industry.

A little bit about me.



Bethany Gomez

Managing Director @ Brightfield Group

My core responsibility is to manage Brightfield Group's growing team and drive new product development.

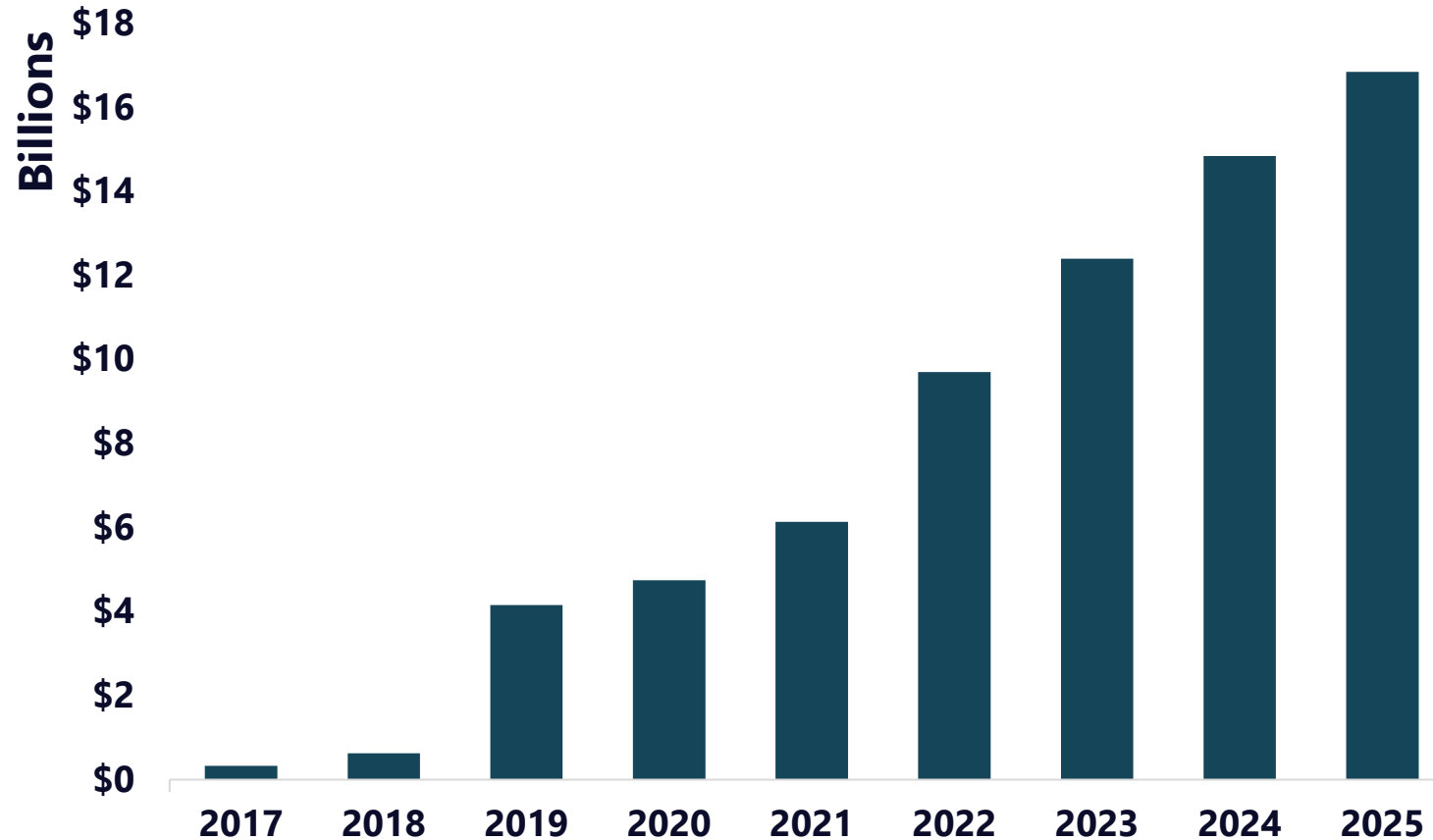
I have an extensive background in quantitative research, global policy, and strategic planning. Prior to starting Brightfield Group, I managed market research of key CPG industries in Latin America with Euromonitor International.

Agenda

- Market Opportunity for Food & Beverage
- Regulatory Overview
- Innovations
- Key Takeaways for Buyers + Suppliers

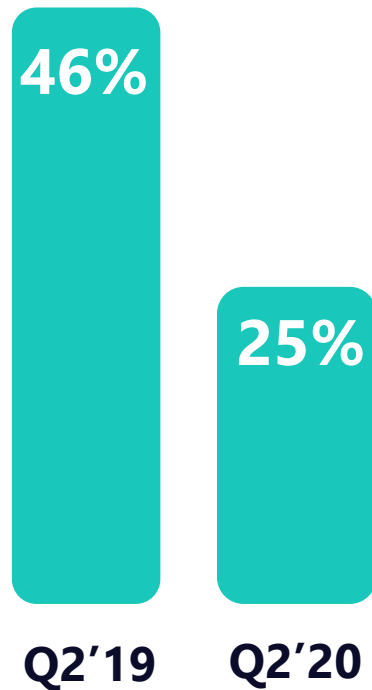
Market Opportunity

Overall, the US CBD industry will continue to see strong growth after a turbulent 2020.

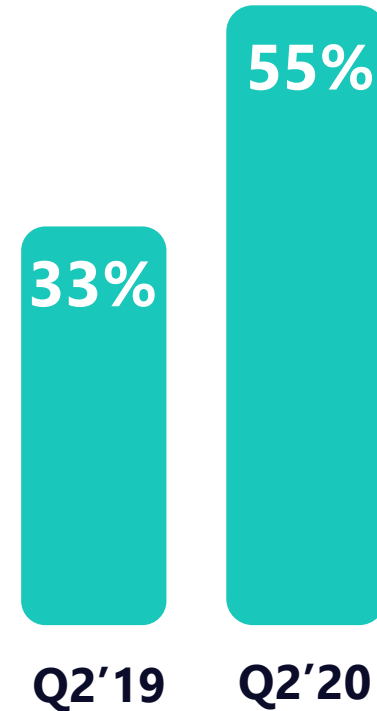


Consumer adoption (more slowly) grows while consumption increases.

% of CBD consumers using for 6 months or less



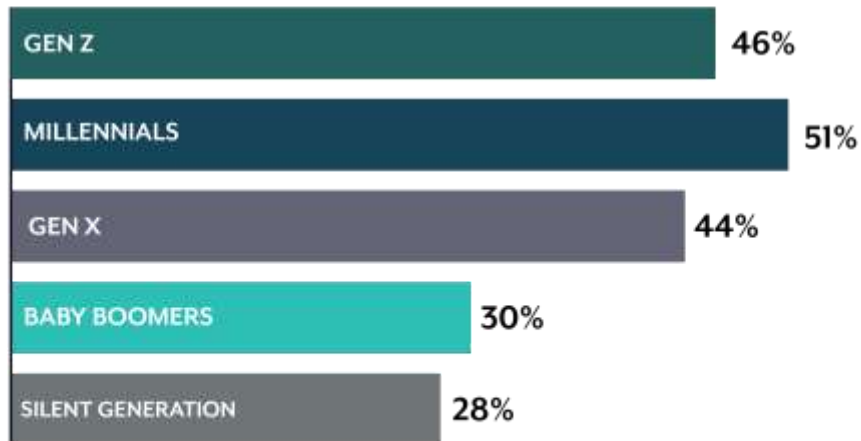
% of CBD consumers using 5+ times/wk



CBD is helping consumers through the pandemic.

Changes in CBD Use By Generation

% USING CBD MORE FREQUENTLY
BY GENERATION



Total: Increased to 44%, up from 39% in Q2

75%

agree "CBD helps me deal with the stress of the pandemic"
Up from 69% in Q2

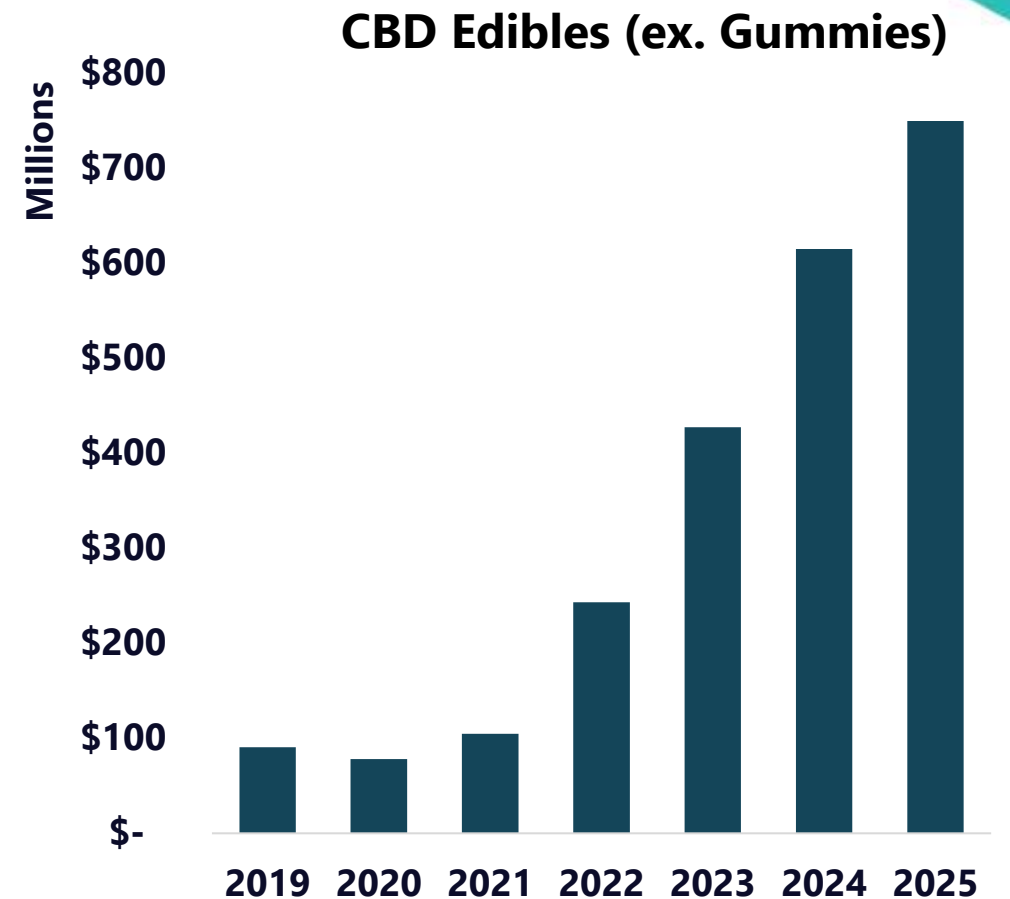
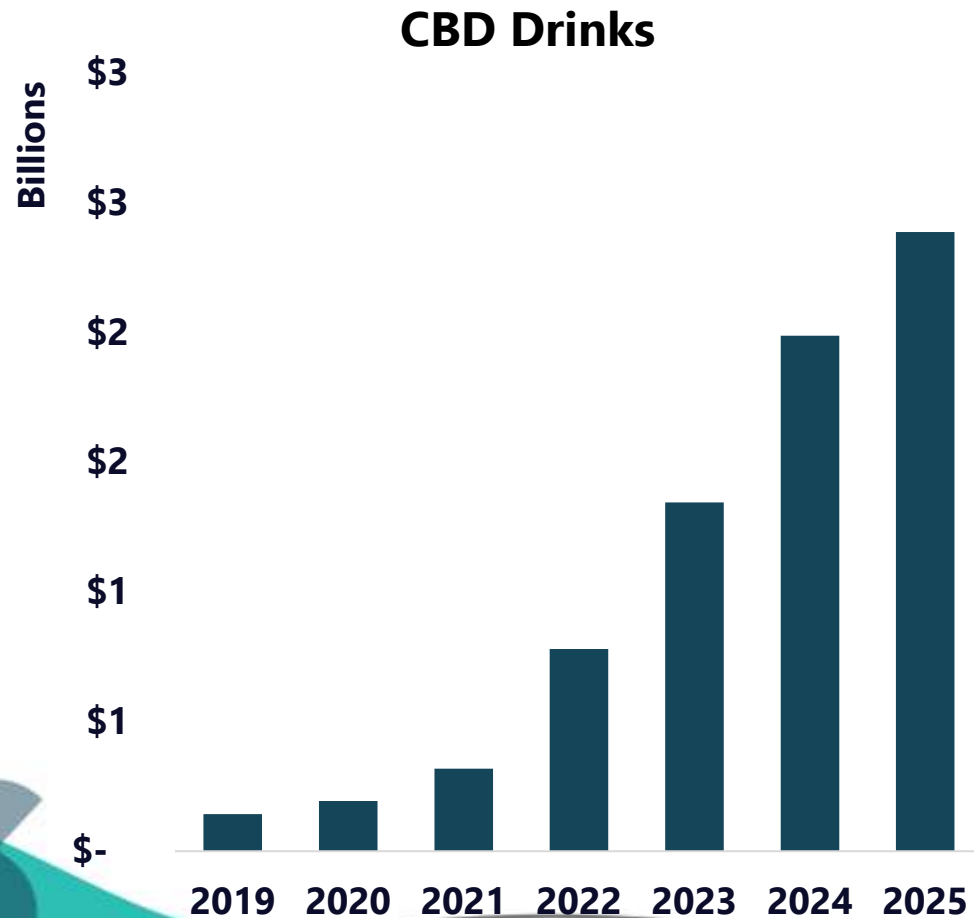
44%

switched to buying CBD online

41%

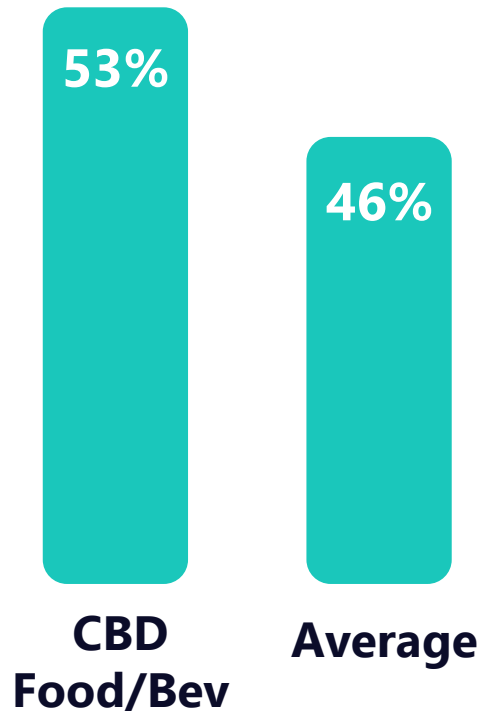
recently started purchasing CBD at physical stores again

CBD Food and Drinks are being artificially constrained.



CBD Food + Bev Consumers use more often and are more likely to shop at brick-and-mortar.

% using daily or multiple times/day



80%+

**more likely to purchase
CBD at:**

Convenience/Gas Station

Mass Merchandiser/Club

Grocery Store/Supermarket

Regulatory Overview

Implications + Next Steps

Expect FDA guidance towards the middle of next year.

FDA has yet to provide guidance on CBD products, especially for use as a food additive.

Without a regulatory framework, the largest CPG companies are not getting into the category.

The FDA is accelerating intensity of CBD review process and a decision will be here faster than many think.

Once a decision is made, expect rapid retail growth, especially for ingestibles.



Product Innovations



CBD Drinks: From Morning to Night

Morning



Green Roads Hemp Flower Coffee. Hazelnut and French Vanilla coffees blend premium Colombian coffee with cannabinoid-rich American hemp flower. Each batch has a unique profile of cannabinoids. Hazelnut has a toasty, delightful flavor.

Afternoon



Recess Sparkling Water. A recess (break) from modern-day pressures. Hemp extract and adaptogens (American ginseng, L-Theanine) offer a feeling of being calm, cool, and collected. 10mg CBD per serving.

Post-workout



Tempo CBD Shots. Tea-based beverages infused with nano-amplified CBD and ingredients like Ashwagandha, ginger and turmeric. RECOVER revitalizes and refreshes after a workout. 25mg CBD per serving.

Evening



HOLISTIK Sleep Stik. Contains CBD Wellness (proprietary blend of water soluble, broad-spectrum hemp extract) paired with chamomile and melatonin to help you relax and fall asleep. Contains 10mg of CBD per serving.

CBD Edibles provide fun and indulgence

Brownie



Glenn Family Bakery Triple Chocolate Brownie. Small batch CBD baked goods are fresh, delicious, and made with love. Ingredients are of highest quality including our non-GMO, 3rd party tested CBD isolate powders. Made with white, milk, and dark chocolate chips.

Cotton Candy



Pure Fluff Full Spectrum Cotton Candy. Creatively clean cotton candy spun with love in Charleston, South Carolina. Cotton candy made in small batches with organic cane sugar. Dye free, gluten, and vegan.

Marshmallows



XO Marshmallow Strawberry Hemp Extract Marshmallows. Each marshmallow contains 10mg of hemp for wonderfully relaxing & therapeutic effect. Our hemp extract and marshmallows DO NOT contain any THC.

Mac & Cheese



Fish Ski Provisions Hemp Extract Hatch Green Chile Macaroni & Cheese. With cheddar, Hatch green chile, and 35mg hemp extract. Full of Southwestern flavor and US-grown hemp CBD isolate to keep you feeling good. Contains 0% THC.

CBD Edibles offer healthy, gluten-free, plant-based options

Fruit & Nut Bites



Nature's Nosh Fruit & Nut Bites. With premium hemp extract. Functional ingredients for a more functional you: peanuts (regulate blood sugar), raisins (natural energy), cherries (anti-inflammatory), CBD (mood enhancing). Vegan, gluten-free, THC-free, no added sugars.

Olive Oil



House of Spain 500 Anos Infused With CBD Extra Virgin Olive Oil. Rare oil comes from ancient olive trees that are no less than 500 years old and rich with healthy omegas and essential antioxidants. Our organic, Oregon CBD contains zero solvents, heavy metals and is THC free.

Protein Powder



BioSteel CBD Isolate Plant-Based Protein Powder. High-quality plant-based protein is infused with 20mg of CBD isolate and 22g protein per serving. Delivers plant-based power from 3 protein sources – rice, pea, and pumpkin. Made to support muscle repair. 100% vegan-friendly, gluten-free.

Snack Bar




Evo Hemp Protein Bar + CBD. Made with hemp seeds, cashew butter, hemp extract. 15mg full spectrum CBD, 12g plant protein, 6g Omegas 3 & 6. Teamed up with Alex White Plume & Pine Ridge Reservation to grow organic hemp and bring economic prosperity to Native Americans.

Key Takeaways



Perfect your product formulations.



Build strong brand awareness
and loyalty.



Get your shelf set now.

Know which brands and
products you want to carry.

Most importantly,
use this window of time before
FDA guidance wisely.



Thank you!

For more information, please contact
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