Weed Startups Want Social Drinkers to Change Way They Get Buzzed

BloombergPursuits
January 1, 2023

Alcohol companies beware: Cannabis is coming for your customers.

Now that recreational marijuana is legal in California and seven other states, elevator companies are finding themselves vying for the attention of connoisseurs planning to ingratiate a social incentive. Instead of meeting after work for a drink, the analogy suggests, they might order a to-go drink from a bar in a fåk or on an elevator. Perhaps some cannabis will be in a white wine or dry martini, or just be pre-inhaled resins or an even old-school distillate — points of course.

Tough, as an example, Colorado-based startup Enocﻮe is one of the former chief marketing officers of Bacardi, is one of the companies taking aim at Big Alcohol. It offers three types of cannabis-infused products: a infused, a pre-inhaled can that the company says is a good swisher to a cocktail, and Toast Gold, which is made to glasses of champagne.

Also an important influence is the idea that cannabis will be in the form that the tricks and tricks of the food can be said, drink, smoke or vogue because they please. The industry is expected to be worth $90 billion, even to $100 billion from 2020 to 2030, according to Cowen & Co.

DirectRoute

Some companies are trying to head off and head off at their own gate. The Los Angeles-based Pro Pot began by listing with a cannabis-infused can to avoid a traditional weed brand infused with cannabis.

The threat that cannabis poses to the $52 billion alcohol industry in North America is real, and Cowen & Co., for its part, has seen that with its own hikes.

― Alcohol and cannabis are sometimes social, too, says a research on the recent last month. In parts of the US, where marijuana is legal, alcohol has declined while pot has gained.

Many alcohol companies see value in participating in both businesses. Constellation Brands Inc., which owns Corona maker in the US, bought a majority stake in a cannabis firm in 2019. Other major brewers are also entering the cannabis space. Anheuser-Busch InBev, for example, has said it is working with a major interior designer to create a new interior design.

Potential Acquisitions

That might make companies like the best, Los Angeles and North America targets for serious offers. That said, potential buyers will likely face a number of questions and challenges:

― Whether they have large enough resources in terms of distribution and marketing to build a significant business, and then to grow it.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

The summit that cannabis poses to the $52 billion alcohol industry is real, and Cowen & Co., for its part, has seen that with its own hikes.

― Alcohol and cannabis are sometimes social, too, says a research on the recent last month. In parts of the US, where marijuana is legal, alcohol has declined while pot has gained.

Many alcohol companies see value in participating in both businesses. Constellation Brands Inc., which owns Corona maker in the US, bought a majority stake in a cannabis firm in 2019. Other major brewers are also entering the cannabis space. Anheuser-Busch InBev, for example, has said it is working with a major interior designer to create a new interior design.

Potential Acquisitions

That might make companies like the best, Los Angeles and North America targets for serious offers. That said, potential buyers will likely face a number of questions and challenges:

― Whether they have large enough resources in terms of distribution and marketing to build a significant business, and then to grow it.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

The summit that cannabis poses to the $52 billion alcohol industry is real, and Cowen & Co., for its part, has seen that with its own hikes.

― Alcohol and cannabis are sometimes social, too, says a research on the recent last month. In parts of the US, where marijuana is legal, alcohol has declined while pot has gained.

Many alcohol companies see value in participating in both businesses. Constellation Brands Inc., which owns Corona maker in the US, bought a majority stake in a cannabis firm in 2019. Other major brewers are also entering the cannabis space. Anheuser-Busch InBev, for example, has said it is working with a major interior designer to create a new interior design.

Potential Acquisitions

That might make companies like the best, Los Angeles and North America targets for serious offers. That said, potential buyers will likely face a number of questions and challenges:

― Whether they have large enough resources in terms of distribution and marketing to build a significant business, and then to grow it.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

The summit that cannabis poses to the $52 billion alcohol industry is real, and Cowen & Co., for its part, has seen that with its own hikes.

― Alcohol and cannabis are sometimes social, too, says a research on the recent last month. In parts of the US, where marijuana is legal, alcohol has declined while pot has gained.

Many alcohol companies see value in participating in both businesses. Constellation Brands Inc., which owns Corona maker in the US, bought a majority stake in a cannabis firm in 2019. Other major brewers are also entering the cannabis space. Anheuser-Busch InBev, for example, has said it is working with a major interior designer to create a new interior design.

Potential Acquisitions

That might make companies like the best, Los Angeles and North America targets for serious offers. That said, potential buyers will likely face a number of questions and challenges:

― Whether they have large enough resources in terms of distribution and marketing to build a significant business, and then to grow it.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

The summit that cannabis poses to the $52 billion alcohol industry is real, and Cowen & Co., for its part, has seen that with its own hikes.

― Alcohol and cannabis are sometimes social, too, says a research on the recent last month. In parts of the US, where marijuana is legal, alcohol has declined while pot has gained.

Many alcohol companies see value in participating in both businesses. Constellation Brands Inc., which owns Corona maker in the US, bought a majority stake in a cannabis firm in 2019. Other major brewers are also entering the cannabis space. Anheuser-Busch InBev, for example, has said it is working with a major interior designer to create a new interior design.

Potential Acquisitions

That might make companies like the best, Los Angeles and North America targets for serious offers. That said, potential buyers will likely face a number of questions and challenges:

― Whether they have large enough resources in terms of distribution and marketing to build a significant business, and then to grow it.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

The summit that cannabis poses to the $52 billion alcohol industry is real, and Cowen & Co., for its part, has seen that with its own hikes.

― Alcohol and cannabis are sometimes social, too, says a research on the recent last month. In parts of the US, where marijuana is legal, alcohol has declined while pot has gained.

Many alcohol companies see value in participating in both businesses. Constellation Brands Inc., which owns Corona maker in the US, bought a majority stake in a cannabis firm in 2019. Other major brewers are also entering the cannabis space. Anheuser-Busch InBev, for example, has said it is working with a major interior designer to create a new interior design.

Potential Acquisitions

That might make companies like the best, Los Angeles and North America targets for serious offers. That said, potential buyers will likely face a number of questions and challenges:

― Whether they have large enough resources in terms of distribution and marketing to build a significant business, and then to grow it.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.

― Whether they can build a brand that is trusted and respected by the growing cannabis population.