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# WINE & SPIRITS DAILY

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## US Marijuana Landscape in 2018

Source: Wine & Spirits Daily  
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In our prediction issue earlier this year, your editors listed marijuana as one of the trends that will be a hot issue in 2018, so we wanted to drop in on where things stand now.

At this point, over half of US states have legalized cannabis for either recreational use or medicinal use and in some [cases](#) both.

**MJ STARTUPS COME FOR BEV ALC CONSUMERS.** Despite the popular talking point that marijuana is better for you than alcohol, there are several cannabis company startups who have no problem borrowing from the alcohol industry to bring in consumers, per Bloomberg

A Colorado-based startup called Toast is using alcohol terminology to describe its products, comparing them to cocktails, champagne and Scotch. "Toast is designed so wherever you would think of alcoholic drinks, you would think of Toast," says Chris [Burggraeve](#), co-founder and former [cmo](#) of Budweiser.

Similarly, Los Angeles-based Rebel Coast Wines has created an alcohol-free sauvignon blanc infused with cannabis. "We're definitely focused on bringing over traditional alcohol consumers and giving them a better alternative," says Rebel Coast co-founder Alex Howe.

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