

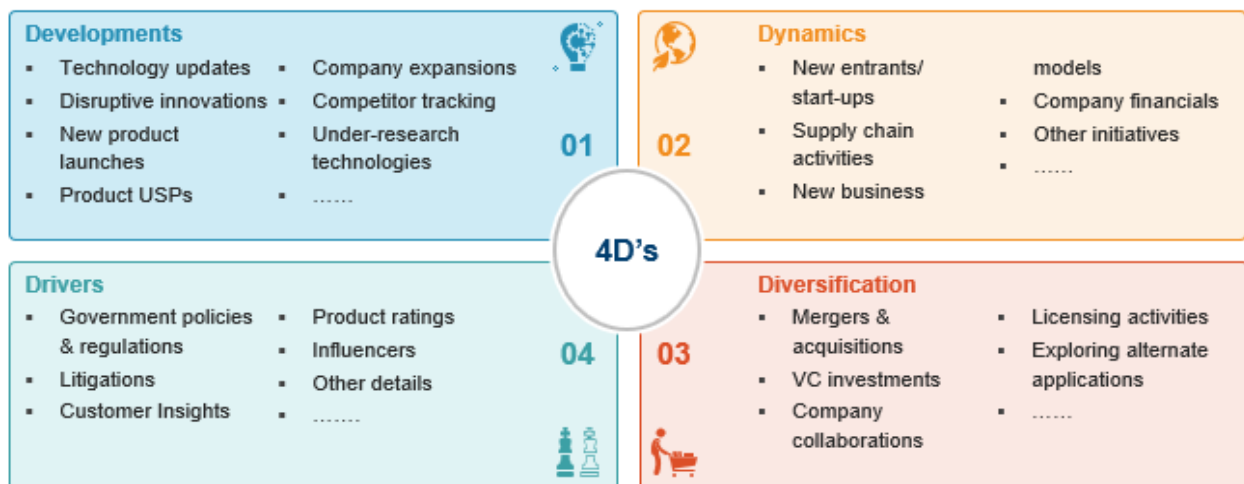
# INTELLOTRACKER

## CANNABIS IN MAINSTREAM FOOD AND BEVERAGES

JUNE 2023



### ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





## DEVELOPMENTS

New Product Launch		<p>Curaleaf launched JAMS, a cannabis-infused edible brand crafted with an array of flavours, formulas and form factors. JAMS offers a line of cannabis-infused treats in a wide range of dosage options that can take effect in as few as 15 minutes. JAMS is now available in Florida and is coming soon to Arizona, with additional states to follow in the coming months.</p> <p>Source: <a href="#">PR Newswire</a></p>
Technology Update		<p>According to researchers at Ohio University, it has been found that the endocannabinoid system of neurotransmitters increases the pleasure of eating when one is very hungry and decreases it when one is sated. A chemical in cannabis can reduce food cravings.</p> <p>Source: <a href="#">Psychology Today</a></p>
New Product Launch		<p>Cycling Frog has launched its federally legal hemp-based products in The Empire States. It has teamed up with New York beverage distributors “Gasko &amp; Meyer” to bring its CBD and THC products to New Yorkers.</p> <p>Source: <a href="#">Bevnet</a></p>
New Product Launch		<p>Medical Marijuana announced that its subsidiary HempMeds® launched two new full-spectrum nutraceutical hemp products in Brazil. The two products represent the most competitively priced products available in the region, creating a more outstanding market opportunity for the subsidiary.</p> <p>Source: <a href="#">Globe News Wire</a></p>
New Product Launch		<p>Happi has launched two functional cannabis beverages namely Happi Glow and Happi Nightcap. It is for day and night respectively and claims to have effects on calmness.</p> <p>Source: <a href="#">Bevnet</a></p>
New Product Launch		<p>Canopy Growth Corporation has introduced Canada's first cannabis beverage with naturally occurring caffeine under the Deep Space brand.</p> <p>Source: <a href="#">Yahoo Finance</a></p>
New Product Launch		<p>Harpoon Brewery is expanding beyond alcoholic beverages to cannabis, announcing the launch of Rec. Weed. It is a THC-infused non-alcoholic beverage.</p> <p>Source: <a href="#">Brewbound</a></p>
Technology Update		<p>According to researchers at the Islamic Azad University (Iran), the enrichment of camel yogurt using hemp seeds results in rich omega-3 supplementation.</p> <p>Source: <a href="#">Wiley Online Library</a></p>



## DYNAMICS

Company Financials		<p>Canada-based cannabis and alcohol company, Tilray Brands reported a second-quarter net loss of \$61.6 million (\$82.4 million) on net revenue of \$144.1 million.</p> <p>Source: <a href="#">MJBizDaily</a></p>
New Facility		<p>Fair State Brewing Cooperative has launched Minnesota's first cannabis fulfilment and co-packing house and distribution centre exclusively for hemp-derived beverages.</p> <p>Source: <a href="#">PR Newswire</a></p>



## DIVERSIFICATION

Company Collaboration	<p>Snoop Dogg</p>	<p>Atlas Global partners with Snoop Dogg which gives exclusive right to use the Artist's name, likeness, logos, trademarks, or other approved intellectual property to produce, package, manufacture, distribute, sell, advertise, promote, and market cannabis flowers, pre-rolls, concentrates, oils and edibles, and personal vaporizers for medical purposes in Germany, Israel, and Australia and recreational purposes in Canada.</p> <p>Source: <a href="#">Yahoo Finance</a></p>
Company Collaboration		<p>The direct-to-consumer delivery of Tinley's cannabis beverages will be a collaboration between the company and its cannabis brand distribution partner, Sulo Distro, and Grass Door, a leader in the direct-to-consumer delivery of cannabis products.</p> <p>Source: <a href="#">Bloomberg</a></p>
Investment		<p>Drippy Enterprises, a manufacturer of THC and CBN-infused Drippy Soda announced that Chris Hunter has backed the company's seed funding round in addition to joining as an advisor.</p> <p>Source: <a href="#">Bevnet</a></p>

<b>DRIVERS</b>		
Government Policies and Regulation		<p>Two bipartisan pieces of legislation were introduced to the U.S. House of Representatives with the goal of creating pathways for the regulation of cannabidiol (CBD) products in foods and dietary supplements. Republican Congressman Morgan Griffith of Virginia and democratic Congresswoman Angie Craig of Minnesota sponsor the bills.</p> <p><i>Source: Food Safety Magazine</i></p>
Government Policies and Regulation		<p>California government has put forward a legalization that aims at legalizing the sale of food and nonalcoholic beverages at cannabis retailers and lounges.</p> <p><i>Source: Los Angeles Times</i></p>
Government Policies and Regulation		<p>CBD is on track to be integrated into bread, cereal, ice cream, and other common foodstuffs to create a new functional food and supplement market, following a green light from the UK's Food Standards Agency (FSA).</p> <p><i>Source: Food Ingredients First</i></p>

## SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

<b>IP Strategy</b>	<b>Technology Intelligence</b>	<b>Growth &amp; Strategy</b>
<p>How best can we proactively manage and monetise our technical knowhow / intellectual property?</p>	<p>How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?</p>	<p>Which technologies do we invest in? How do we ensure quick wins? Speed to market?</p>
<ul style="list-style-type: none"> <li>IP Portfolio Analysis</li> <li>IP Monetisation</li> <li>IP Valuation</li> <li>Prior Art Searches</li> </ul>	<ul style="list-style-type: none"> <li>Competitor Benchmarking</li> <li>Tech / IP Landscapes</li> <li>Technology Watch</li> <li>Market Analysis / Trends</li> </ul>	<ul style="list-style-type: none"> <li>R&amp;D Strategy Roadmaps</li> <li>Technology Scouting</li> <li>Open Innovation</li> <li>Product Development</li> </ul>

GROWTH ADVISORY

INVESTMENT RESEARCH & ANALYTICS

VALUATION & FINANCIAL ADVISORY

TECHNOLOGY RESEARCH & ADVISORY

PROCUREMENT & SUPPLY CHAIN INTELLIGENCE

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