



Cannabis Brand Health

California and Colorado

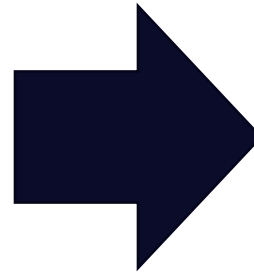
March 2021

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The category is shifting, and we wanted to be the first to track it

From a commodity...



To differentiation

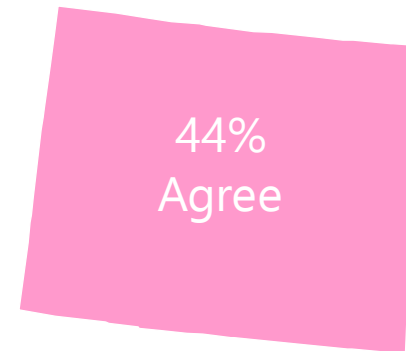


- Brightfield Group decided to explore that budding loyalty in a large brand health survey. This research was conducted in order to better understand consumers' awareness and purchase habits of various cannabis brands in both California and Colorado which as of now are the most established cannabis markets in the US
- The research was conducted via an online survey which was fielded in February and March 2021. Respondents are residents of California or Colorado 21 years of age or older, and have used one of the qualifying product formats in the past 6 months: flower, pre-rolls, baked goods, chocolates, gummies, drinks, vape cartridges or disposable vapes
- Only brands with a sample greater than 50 are shown in the breakout slides

Executive Summary

Do brands in cannabis matter?

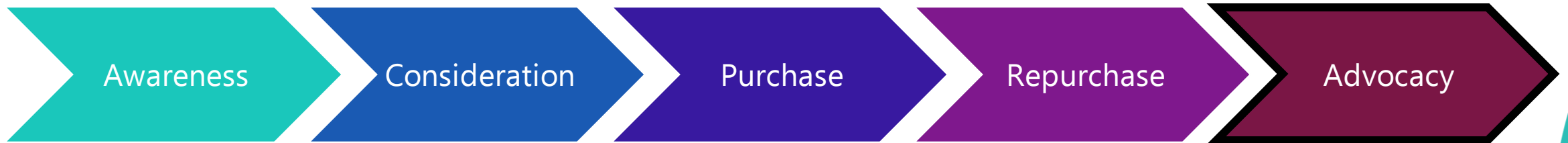
“When making a purchasing decision, brands are important to me”



It is difficult to stand out in a category where everyone is looking to achieve a similar endgame

75% of brand users' top desired effect is to relax/unwind

Once a consumer is in the funnel, they are likely to continue to move through it



Most brands need to work on awareness

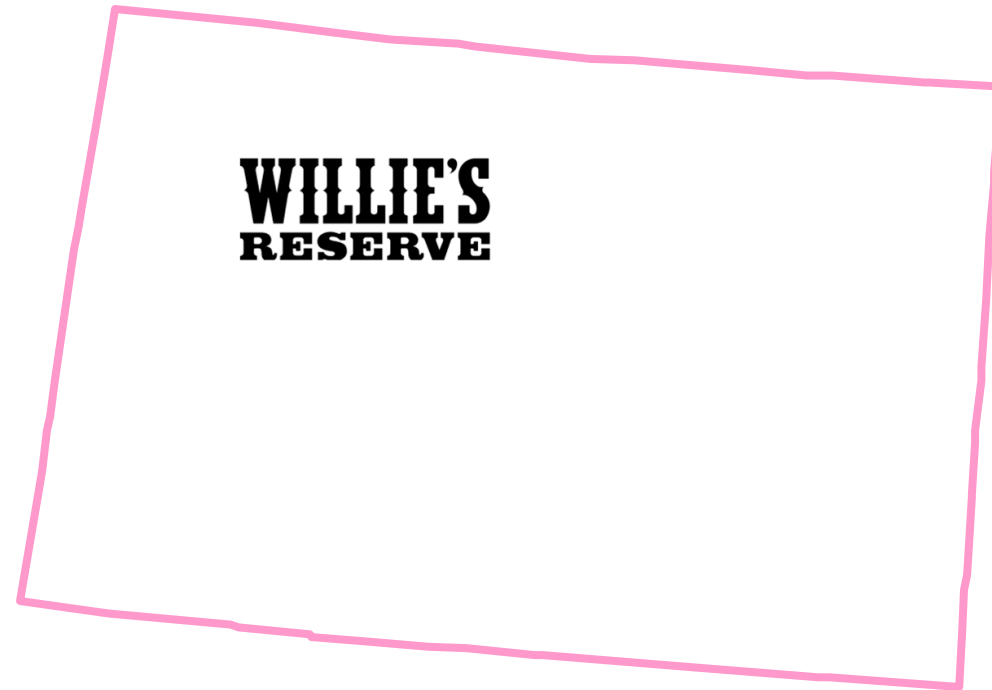
Consideration and Purchase was high for most brands

Likely to purchase again was extremely high for most brands

Although most users are happy with the brands, brand affinity is still growing

Awareness

Flower brands were more likely to have higher awareness in both states





Most brands need to grow aided awareness, especially in CA

Strong Aided Awareness (over 50%)



Emerging Aided Awareness 49%-25%



Low Aided Awareness Under 25%



Awareness

Most brands need to grow awareness, especially among drinks, edibles, and vape brands

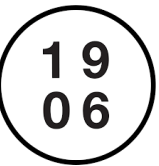
Strong Aided Awareness (over 50%)



Emerging Aided Awareness 49%-25%



Low Aided Awareness Under 25%



Purchase

Brands with higher awareness were more likely to rank highly in purchasing

	Flower	Pre-roll	Vape Cartridge	Disposable Vape	Baked Goods	Chocolate	Gummies	Drinks
								
								

Consumers are still making decisions based on attributes

About 6 in 10 cannabis users in California and Colorado say, “cannabis brands don’t matter to me; I buy based on what the product has to offer.”



Repurchase

Many brands are still used for product attributes while others are starting to build some emotional ties

Good Value



Flavors



Consistency



Premium



Product Attributes

Functional Benefits

Emotional Ties

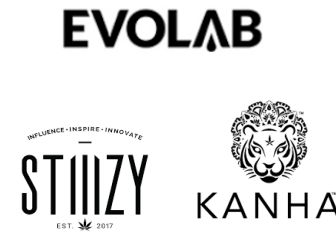
High THC



Taste



Easy to Use



Brand I Trust







Brands are very likely to get repurchased

Most consumers are very satisfied with all products they are using; therefore, most brands are very likely to get repurchased.

Some categories did have a wider variance in those likely to purchase again, like vapes and chocolates. But disposable vapes also housed the only brand which had an impressive 100% of their users say they will purchase again.

Range of those who purchased and say they are likely to purchase again

	Flower	Pre-rolls	Vape Cartridges	Disposable Vapes	Chocolates	Baked Goods	Gummies	Drinks
	85%-93%	84%-93%	74%-95%	83%-100%	77%-93%	88%-93%	81%-95%	76%-96%
	86%-94%	85%-97%	79%-91%	79%-95%	75%-89%	85%-96%	79%-97%	85%-96%



TFC
KAVIAR

Pre-rolls
97% each



Select

Disposable Vapes
100%

Most brands have the opportunity to grow their loyalty

Many brands had less than half of their users saying its their favorite

There were only 5 brands with more than 70% of their consumers saying its their "favorite", and most of these are edibles brands



“Likely to go out of my way to find” is a true sign of brand love and appears to be less common for Colorado brands

Only 4 brands had at least 40% of their consumers say they would be very likely to go out of their way to find the brand; all of these edible brands are in California

Smokies
EDIBLES

KIVA™
· CONFECTIONS ·

wana

PLUS™

Implications

Awareness is Crucial

- In a super fragmented industry where many brands feel/look similar, brands must build awareness.
- Once a consumer is in a brand's funnel, strong conversion through is very likely.

Need to Differentiate

- Consumers are having a hard time seeing differences among brands and are very satisfied with all products they are using.

Brands May Be More Important for Edibles

- Edibles are easier to differentiate between packaging, product format, flavors, and effects.
- Inhalable brands should look to edibles brands for inspiration on building loyalty and differentiation.





























Work on Building Brand Love

- Satisfaction is extremely high for all brands, but brand love is still building.










































California Overview



Winner Round Up-Inhalables

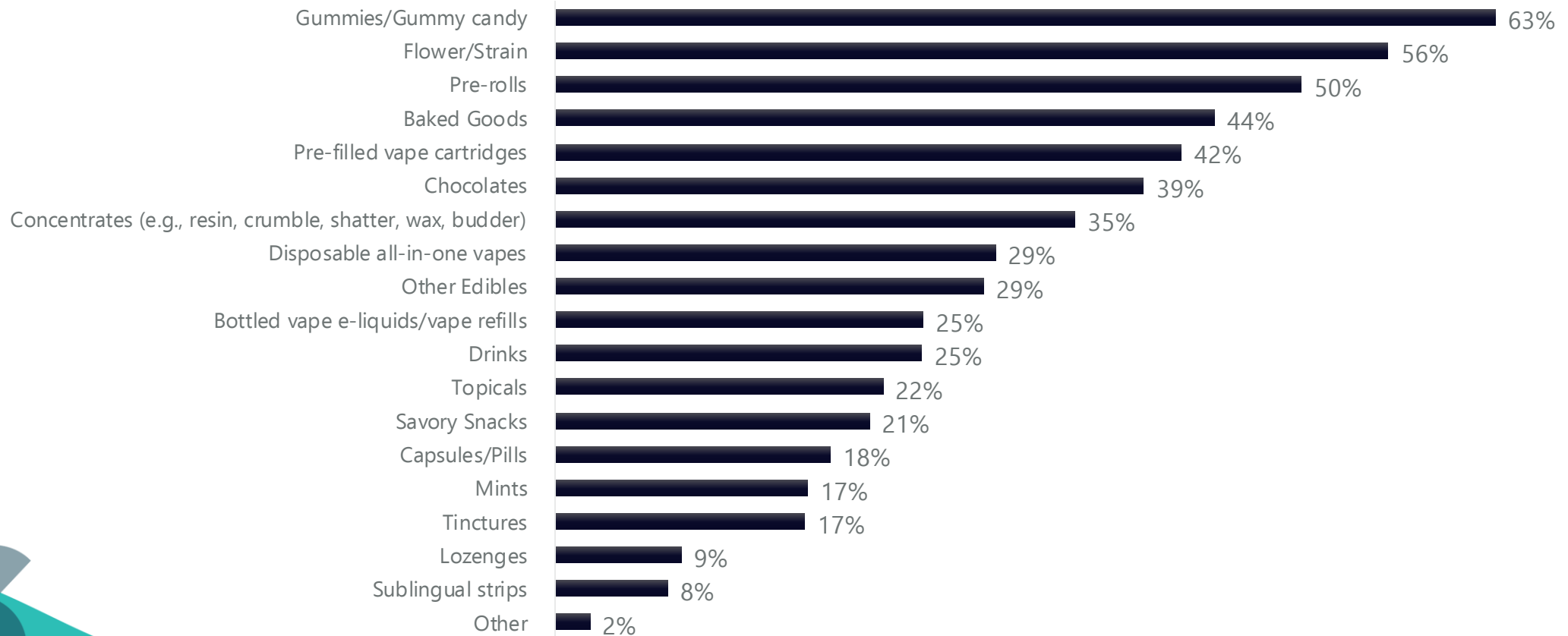
		Flower	Pre-rolls	Vape Cartridges	Disposable Vapes
Purchase Funnel Metrics	Unaided Awareness				
	Aided Awareness				
	Purchase				
	Favorite				
Loyalty Metrics (Top box)	Willing to go out of their way				
	Worth the cost				
	Recommend to others				
Brand Attributes	Recommended by store associates				
	Cannabis heritage				
	Consistent				
	Trusted brand				
Winning with Women (% purchased)					
Category Leader					
Brand to Watch					Select

Winner Round Up-Ingestibles

		Baked Goods	Chocolate	Gummies	Drinks
Purchase Funnel Metrics	Unaided Awareness				 
	Aided Awareness				 
	Purchase				 
	Favorite				
Loyalty Metrics (Top box)	Willing to go out of their way				n/a
	Worth the cost				
	Recommend to others				
Brand Attributes	Recommended by store associates				n/a
	Cannabis heritage				
	Consistent				
	Trusted brand				
Winning with Women (% purchased)					
Category Leader					
Brand to Watch				 	

Gummies were the most popular format among California respondents

Formats Used in Past 6 months





User Demographics

		Generation	Avg Age	Male	Married	Single	Children in the HH	Live in a City	Income
Flower		Gen Z (13%) Millennials (59%) Gen X (22%) Boomers (6%)	36	47%	30%	40%	34%	54%	Under 50K 37% 50K-\$100K 27% 100K+ 24%
Pre-roll		Gen Z (11%) Millennials (61%) Gen X (22%) Boomers (6%)	36	47%	34%	41%	44%	55%	Under 50K 36% 50K-\$100K 26% 100K+ 27%
Vape Cartridge		Gen Z (13%) Millennials (61%) Gen X (20%) Boomers (6%)	36	48%	39%	39%	50%	56%	Under 50K 35% 50K-\$100K 26% 100K+ 30%
Disposable Vape		Gen Z (13%) Millennials (61%) Gen X (20%) Boomers (6%)	35	48%	42%	36%	56%	63%	Under 50K 32% 50K-\$100K 26% 100K+ 34%
Baked Goods		Gen Z (12%) Millennials (62%) Gen X (21%) Boomers (5%)	37	44%	41%	34%	50%	55%	Under 50K 32% 50K-\$100K 28% 100K+ 32%
Chocolates		Gen Z (11%) Millennials (61%) Gen X (23%) Boomers (5%)	37	49%	49%	31%	57%	57%	Under 50K 24% 50K-\$100K 29% 100K+ 38%
Gummies		Gen Z (11%) Millennials (61%) Gen X (22%) Boomers (6%)	37	44%	40%	36%	47%	53%	Under 50K 30% 50K-\$100K 29% 100K+ 32%
Drinks		Gen Z (11%) Millennials (61%) Gen X (23%) Boomers (5%)	35	58%	53%	33%	62%	67%	Under 50K 23% 50K-\$100K 28% 100K+ 42%



Cannabis Usage Habits

Cannabis Usage Frequency and History					Purchase Habits			
	Daily User	New Users	Rec User	Medical Conditions	Other formats	Avg Spend/ mo on format	Shop at a dispensary in person	Use delivery
Flower	68%	8%	27%	Anxiety 65%, Insomnia 56%, Depression 53%	Gummies 69%, Pre-rolls 65%	\$200	72%	43%
Pre-roll	40%	10%	30%	Anxiety 63%, Insomnia 53%, Depression 51%	Gummies 72%, Flower 71%	\$97	71%	44%
Vape Cartridge	56%	10%	30%	Anxiety 64%, Insomnia 53%, Depression 52%	Gummies 74%, Flower 66%	\$63	70%	47%
Disposable Vape	50%	7%	27%	Anxiety 65%, Insomnia 54%, Depression 54%	Gummies 78%, Vape Cartridge 68%	\$64	72%	50%
Baked Goods	30%	12%	28%	Anxiety 62%, Insomnia 53%, Depression 51%	Gummies 80%, Chocolates 61%	\$60	72%	45%
Chocolates	30%	14%	27%	Anxiety 57%, Depression 50%, Insomnia 49%	Gummies 81%, Baked Goods 63%	\$54	70%	44%
Gummies	29%	14%	30%	Anxiety 61%, Insomnia 52%, Depression 47%	Flower 54%, Pre-rolls 52%	\$47	67%	38%
Drinks	41%	7%	25%	Anxiety 56%, Depression 49%, Insomnia 46%	Gummies 82%, Chocolates 70%	\$52	68%	54%



Relaxing at home, before bed and hanging with friends at home are top occasions, likely inflated by COVID restriction

At a party was also a popular occasion for other formats like drinks, disposable vapes, pre-rolls.

	Flower	Pre-rolls	Vape Cartridge	Disposable Vapes	Chocolates	Baked Goods	Gummies	Drinks
Relaxing at home	61%	52%	49%	42%	51%	48%	51%	41%
Before bed	50%	34%	37%	29%	34%	33%	37%	23%
Hanging out with friends at one of our homes	30%	30%	27%	21%	22%	19%	23%	19%
Taking care of home duties (cleaning, cooking, etc.)	21%	15%	19%	16%	12%	10%	13%	10%
After work or school	20%	14%	17%	15%	15%	15%	12%	11%
While camping, hiking or engaging in other outdoor activities	14%	12%	14%	13%	12%	9%	13%	13%
Before going out	13%	13%	12%	14%	8%	10%	8%	10%
At a party	12%	19%	17%	19%	16%	15%	13%	18%
While enjoying an everyday meal	11%	7%	8%	10%	12%	7%	9%	9%
After a night out	10%	11%	11%	13%	10%	9%	8%	11%
Date night	9%	8%	10%	11%	9%	13%	10%	15%
Before work or school	7%	7%	10%	10%	5%	5%	6%	9%
At a family gathering	7%	8%	9%	11%	12%	8%	9%	14%
At a concert	7%	16%	13%	12%	11%	10%	9%	11%
Before or after a yoga session or workout	7%	4%	6%	8%	4%	7%	4%	11%

Colorado Overview



Winner Round Up-Inhalables

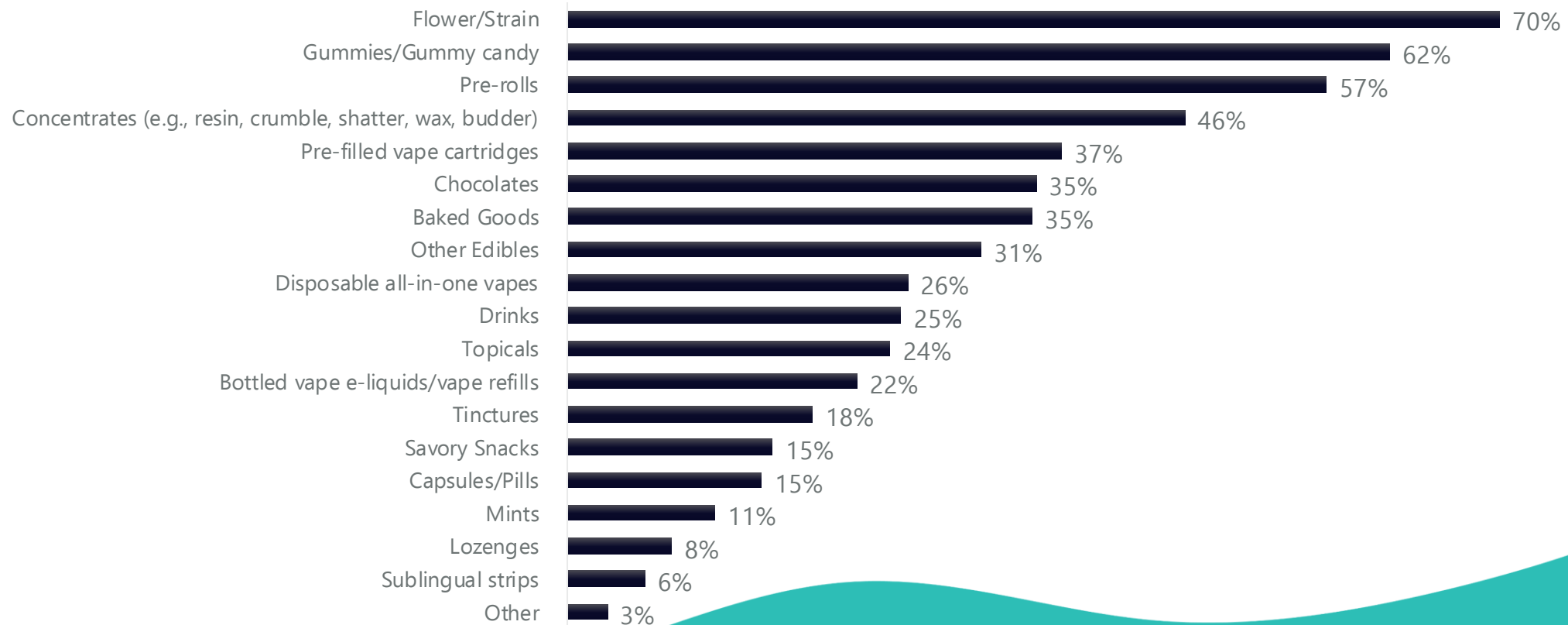
		Flower	Pre-roll	Vape Cartridge	Disposable Vape
Purchase Funnel Metrics	Unaided Awareness		WILLIE'S RESERVE	THE CLEAR™	
	Aided Awareness		KAVIAR 		EVOLAB
	Purchase		KAVIAR	EVOLAB	
	Favorite			★ LUCKY TURTLE ★	Select
Loyalty Metrics (Top box)	Willing to go out of their way	WILLIE'S RESERVE	KAVIAR		EVOLAB
	Worth the cost				
	Recommend to others				
Brand Attributes	Recommended by store associates				
	Cannabis heritage	WILLIE'S RESERVE			EVOLAB
	Consistent				
	Trusted brand		WILLIE'S RESERVE		
Winning with Women (% purchased)			KAVIAR		EVOLAB
Category Leader					
Brand to Watch			WILLIE'S RESERVE	THE CLEAR™	Select

Winner Round Up-Ingestibles
















		Baked Goods	Chocolate	Gummies	Drinks
Purchase Funnel Metrics	Unaided Awareness	SWEET GRASS	CODA SIGNATURE		
	Aided Awareness	LOVE'S OVEN™	Cheeba Chews;		Keef
	Purchase		Cheeba Chews; incredIBLES	wana	
	Favorite	SWEET GRASS	Chill		
Loyalty Metrics (Top box)	Willing to go out of their way	DutchGuns	incredIBLES	incredIBLES	Keef
	Worth the cost	LOVE'S OVEN™	Cheeba Chews; incredIBLES		Keef
	Recommend to others		CODA SIGNATURE	WYLD; incredIBLES	
Brand Attributes	Recommended by store associates	DutchGuns	incredIBLES	wana	
	Cannabis heritage	LOVE'S OVEN™	CODA SIGNATURE	Cheeba Chews;	Keef
	Consistent	DutchGuns			
	Trusted brand	DutchGuns; LOVE'S OVEN™	Cheeba Chews; incredIBLES	wana	
Winning with Women (% purchased)	SWEET GRASS	incredIBLES		DIXIE	
Category Leader	LOVE'S OVEN™	CODA SIGNATURE	wana	Keef	
Brand to Watch	DutchGuns	incredIBLES	incredIBLES	DIXIE	

Flower was the most popular format among respondents from Colorado









Formats Used in Past 6 months



User Demographics

		 Avg Age	 Male	 Married	 Single	 Children in the HH	 Live in a City	 Income
Flower 	Gen Z (12%) Millennials (61%) Gen X (21%) Boomers (6%)	36	40%	30%	38%	35%	40%	Under 50K 53% 50K-\$100K 26% 100K+ 8%
Pre-roll 	Gen Z (13%) Millennials (62%) Gen X (20%) Boomers (5%)	35	41%	30%	39%	37%	40%	Under 50K 52% 50K-\$100K 27% 100K+ 7%
Vape Cartridge 	Gen Z (14%) Millennials (65%) Gen X (16%) Boomers (5%)	34	40%	30%	38%	36%	39%	Under 50K 48% 50K-\$100K 27% 100K+ 12%
Disposable Vape 	Gen Z (13%) Millennials (70%) Gen X (14%) Boomers (3%)	33	43%	34%	34%	46%	40%	Under 50K 46% 50K-\$100K 30% 100K+ 11%
Baked Goods 	Gen Z (9%) Millennials (67%) Gen X (19%) Boomers (5%)	35	44%	35%	37%	40%	39%	Under 50K 49% 50K-\$100K 28% 100K+ 11%
Chocolates 	Gen Z (9%) Millennials (67%) Gen X (20%) Boomers (4%)	35	41%	42%	34%	46%	40%	Under 50K 39% 50K-\$100K 30% 100K+ 17%
Gummies 	Gen Z (10%) Millennials (63%) Gen X (20%) Boomers (7%)	36	39%	35%	35%	37%	37%	Under 50K 44% 50K-\$100K 31% 100K+ 13%
Drinks 	Gen Z (9%) Millennials (78%) Gen X (12%) Boomers (1%)	33	51%	36%	39%	48%	46%	Under 50K 40% 50K-\$100K 30% 100K+ 18%

Usage Habits

Cannabis Usage Frequency and History					Purchase Habits			
	Daily User	New Users	Rec User	Medical Conditions	Other formats	Spend per mo	Shop at a dispensary in person	Use delivery
Flower 	69%	7%	48%	Anxiety 73%, Depression 60%	Pre-rolls 67%, Vape Cartridge 42%	\$143	85%	5%
Pre-roll 	35%	7%	48%	Anxiety 73%, Depression 60%	Flower 82%, Gummies 62%	\$78	84%	7%
Vape Cartridge 	44%	9%	45%	Anxiety 75%, Depression 65%	Flower 79%, Gummies 69%	\$50	86%	8%
Disposable Vape 	35%	6%	43%	Anxiety 77%, Depression 64%	Flower 76%, Gummies 75%	\$48	84%	11%
Baked Goods 	21%	11%	42%	Anxiety 74%, Depression 62%	Gummies 79%, Flower 71%	\$35	84%	11%
Chocolates 	14%	11%	43%	Anxiety 76%, Depression 60%	Gummies 77%, Flower 68%	\$40	78%	13%
Gummies 	21%	13%	47%	Anxiety 72%, Depression 59%	Flower 69%, Pre-rolls 58%	\$33	85%	7%
Drinks 	16%	10%	38%	Anxiety 77%, Depression 69%	Flower 68%, Pre-rolls 61%	\$45	80%	17%

Relaxing at home, before bed and hanging with friends at home are top occasions, likely inflated by COVID restriction

	Flower	Pre-rolls	Vape Cartridges	Disposable Vapes	Baked Goods	Chocolates	Gummies	Drinks
Relaxing at home	63%	46%	43%	45%	53%	48%	50%	42%
Before bed	50%	30%	35%	25%	36%	31%	39%	24%
Hanging out with friends at one of our homes	31%	35%	23%	22%	20%	24%	22%	22%
Taking care of home duties (cleaning, cooking, etc.)	27%	19%	24%	17%	17%	16%	18%	12%
After work or school	23%	14%	16%	18%	9%	14%	15%	12%
While camping, hiking or engaging in other outdoor activities	18%	25%	22%	25%	19%	15%	16%	16%
At a party	11%	20%	15%	16%	17%	13%	14%	19%
Before going out	10%	11%	12%	11%	6%	12%	10%	12%
Before work or school	10%	7%	11%	9%	8%	5%	5%	3%
At a concert	9%	20%	15%	17%	9%	9%	9%	10%
While enjoying an everyday meal	7%	5%	8%	7%	8%	9%	5%	9%
After a night out	6%	8%	8%	9%	11%	10%	9%	11%
At a family gathering	5%	12%	16%	15%	15%	12%	10%	9%
Date night	5%	8%	6%	10%	8%	9%	10%	10%
Before or after a yoga session or workout	4%	3%	4%	3%	4%	4%	3%	5%

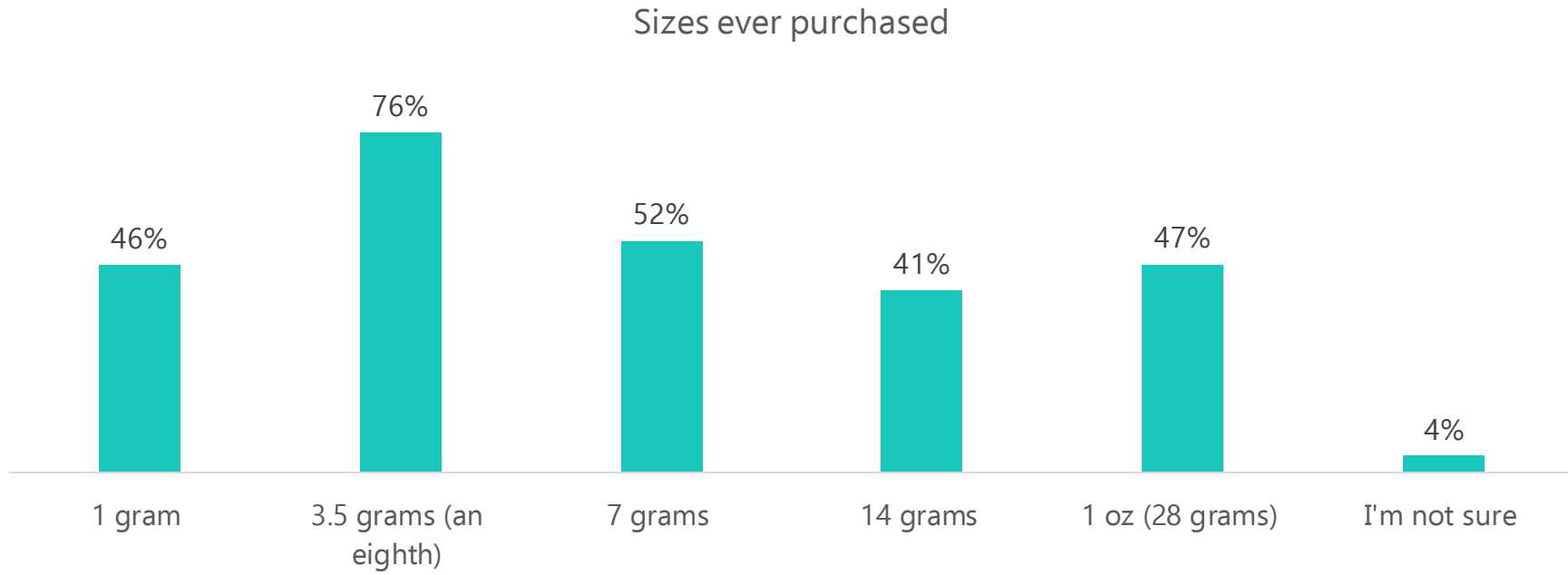
Flower

California





An eighth is the most common size of flower purchased, and is also the most readily available option in most dispensaries



Flower Brand Purchase Funnel

STIIZY had the highest awareness among the brands tracked but Cookies had the highest unaided awareness and best conversion through the funnel. Pacific Stone also had a strong funnel from start to finish. Smaller brands like Clayborne Co and CannDESCENT had narrower funnels at the start but show promise in the loyalty metrics

Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
6.5%	STIIZY	55%	41%	31%	28%	21%	75%	75%	89%	75%	71%
11.4%	Cookies	51%	45%	36%	33%	27%	87%	81%	91%	82%	70%
0.9%	West Coast Cure	46%	30%	22%	19%	15%	65%	72%	87%	81%	49%
4.7%	Pacific Stone	35%	26%	22%	20%	16%	75%	84%	91%	78%	55%
1.4%	Korova	34%	23%	16%	14%	9%	68%	70%	86%	67%	43%
1.6%	Caliva	33%	22%	16%	14%	10%	67%	75%	87%	70%	45%
0.5%	NUG	31%	20%	14%	12%	9%	64%	69%	85%	78%	30%
1.4%	CannDESCENT	23%	16%	12%	10%	5%	68%	77%	86%	47%	93%
1.8%	Lowell Herb	23%	14%	10%	9%	6%	63%	69%	93%	63%	41%
0.4%	Island	18%	11%	7%	7%	4%	63%	66%	88%	61%	57%
1.2%	Clayborne Co.	18%	11%	8%	8%	6%	62%	78%	90%	75%	45%
	None of the above	8%	9%	8%	2%	10%					
Average number of brands		4.3	3.2	2.4	2.1	1.5					

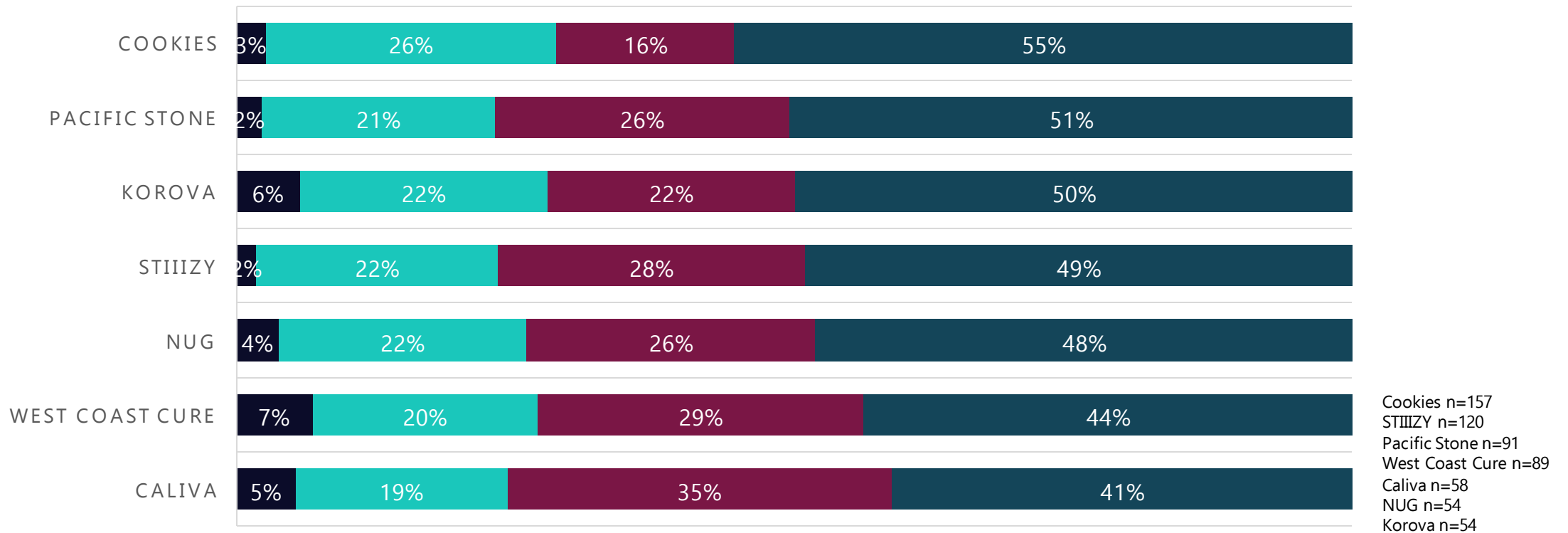
N=584 Which of the following flower brands are you aware of? Select all that apply.
 Which flower brands have you considered purchasing? Which flower brands have you purchased?
 Which flower brands will you purchase again? Which of the following cannabis flower brands have you purchased in the past 3 months? Which brand is your favorite? (only asked among users)



Most brand users have purchased the brand 5+ times

BRAND PURCHASE FREQUENCY

■ 1 ■ 2 to 3 ■ 4 to 5 ■ >5



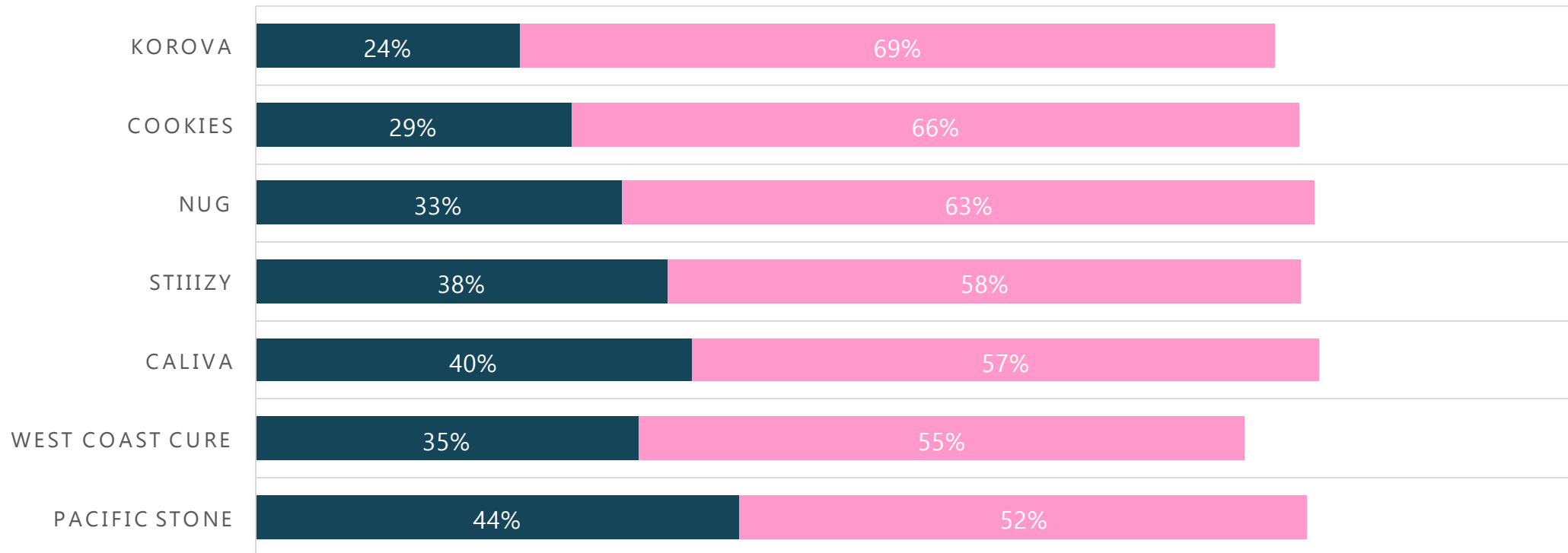


Brand satisfaction metrics

All brands had extremely high satisfaction especially when looking at top two box (very satisfied and satisfied).

BRAND SATISFACTION

■ Satisfied ■ Very satisfied



Cookies n=157
STIIIZY n=120
Pacific Stone n=91
West Coast Cure n=89
Caliva n=58
NUG n=54
Korova n=54

Recommendations, brand awareness and experience are all driving trial

Friends and family recommendations were the trial drivers for STIIIZY and Cookies, whereas store associates drove people to try West Coast Cure and Pacific Stone. Brand awareness and experience with the brand made users try Korova and Caliva.

What made them try the brand	STIIIZY	Cookies	West Coast Cure	Pacific Stone	Korova	Caliva	NUG
Friend or family recommended it	48%	44%	38%	27%	32%	32%	56%
I had heard of the brand before	38%	33%	27%	23%	39%	32%	39%
I had used the brand before	33%	37%	30%	30%	43%	37%	43%
Store associate recommended it	29%	26%	38%	34%	30%	27%	44%
The strains or terpene profiles	29%	19%	21%	23%	19%	25%	19%
Special promotional price	27%	21%	23%	34%	37%	23%	39%
Packaging stood out	25%	18%	26%	21%	24%	33%	19%
Price point per item	18%	19%	26%	38%	20%	33%	28%
From a socially responsible company	15%	13%	14%	13%	20%	18%	13%
From a scientifically advanced company	8%	9%	14%	9%	24%	22%	15%

Cookies n=157
 STIIIZY n=120
 Pacific Stone n=91
 West Coast Cure n=89
 Caliva n=58

NUG n=54
 Korova n=54



Relax/unwind is the top desired effect for most brands

Desired Effect	STIIIZY	Cookies	West Coast Cure	Pacific Stone	Korova	Caliva	NUG
Relax / unwind	55%	48%	42%	45%	48%	43%	54%
Sleep better	50%	48%	39%	55%	43%	43%	37%
Manage stress	44%	46%	33%	48%	39%	44%	48%
Relieve pain	40%	31%	25%	39%	30%	36%	26%
Just get high	39%	28%	27%	33%	39%	30%	35%
Have fun	34%	34%	27%	28%	30%	33%	20%
Improve my quality of life	33%	27%	27%	28%	35%	30%	22%
Improve general wellbeing	33%	31%	20%	23%	28%	25%	30%
Relieve chronic pain (medical need)	28%	27%	21%	23%	22%	19%	24%
Manage mental health issues (medical need)	27%	24%	21%	24%	28%	18%	22%
Energize myself	27%	24%	21%	17%	11%	19%	28%
Increase appetite	27%	23%	17%	20%	22%	23%	24%
Enhance creativity	26%	23%	17%	14%	15%	15%	24%
Be social	24%	21%	20%	26%	15%	23%	24%
Improve focus	22%	19%	14%	16%	20%	19%	17%
Improve sexual experience	18%	14%	16%	14%	22%	14%	24%
Escape reality	17%	21%	19%	25%	28%	19%	24%
Gain a different perspective	13%	17%	14%	15%	20%	14%	11%
Manage other health issue	13%	14%	9%	16%	11%	14%	24%
Relieve menstrual cramps	13%	20%	15%	15%	26%	18%	15%
Improve athletic performance	5%	8%	6%	14%	9%	11%	15%
Not get too high	4%	9%	8%	7%	9%	10%	6%

Cookies n=157
 STIIIZY n=120
 Pacific Stone n=91
 West Coast Cure n=89
 Caliva n=58
 NUG n=54
 Korova n=54

When using this brand, what is the desired effect are you looking to achieve? *Select all that apply.**

Top reasons for continued use vary by brand but consistency and good value are generally towards the top

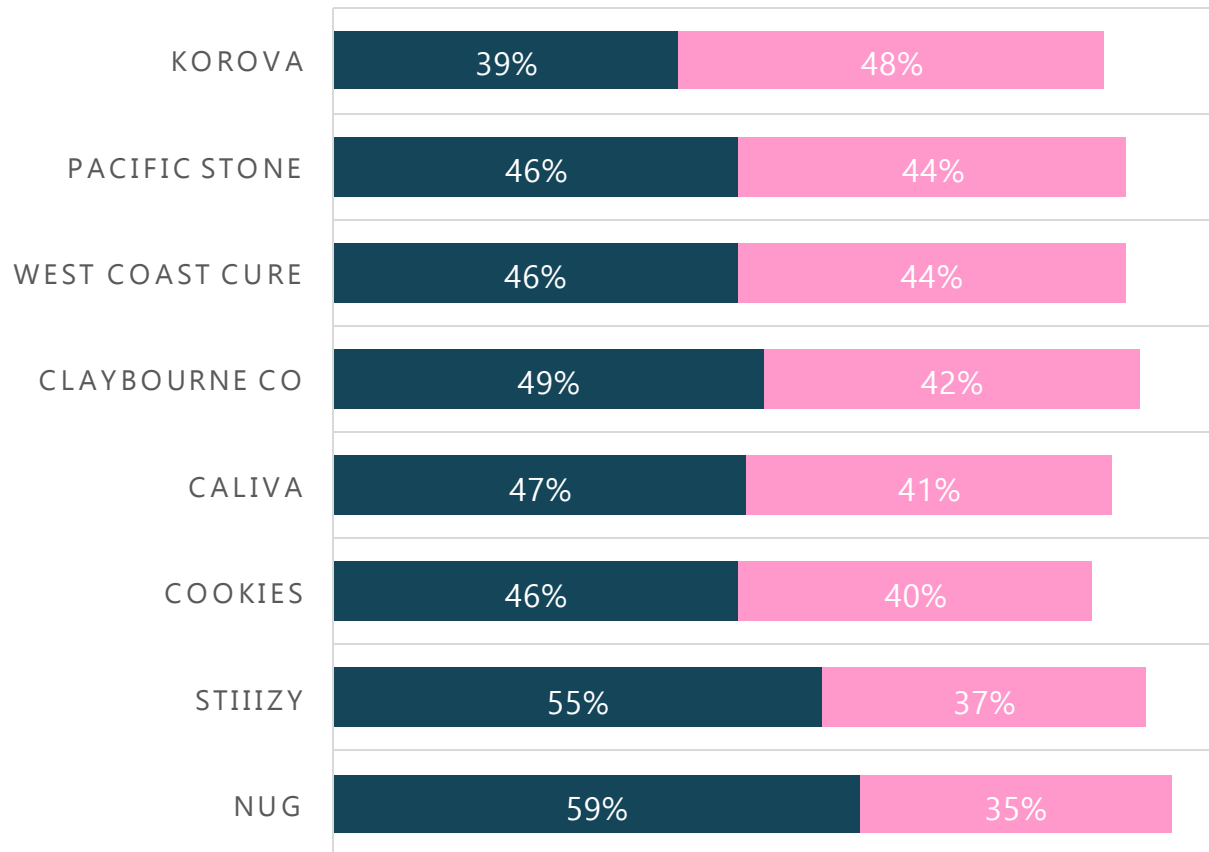
Why they continue to use the brand	STIIIZY	Cookies	West Coast Cure	Pacific Stone	Korova	Caliva	NUG
Consistent every time	48%	32%	24%	19%	32%	22%	35%
Good value for the money	34%	26%	30%	34%	32%	33%	33%
High THC content	31%	21%	18%	24%	17%	12%	26%
Premium product	27%	18%	21%	10%	28%	23%	24%
Desired effect it promises	26%	18%	18%	24%	26%	14%	28%
Strain specific	23%	15%	14%	14%	13%	22%	17%
Non-GMO ingredients	23%	6%	8%	5%	4%	8%	7%
Category specific (e.g., sativa)	21%	13%	11%	12%	13%	18%	20%
Made with high quality inputs	19%	11%	13%	13%	22%	14%	22%
Popular/well-known brand	19%	26%	10%	11%	22%	16%	20%
Known to be potent	18%	16%	17%	13%	24%	14%	19%
Appealing packaging	16%	13%	12%	6%	13%	14%	19%
Fast acting	16%	16%	22%	16%	26%	19%	33%
Strong cannabis heritage	14%	17%	5%	13%	24%	15%	11%
Recommended by friends or family	14%	14%	10%	14%	26%	14%	28%
Terpene profiles	14%	9%	13%	10%	7%	10%	11%
Discreet packaging	13%	6%	9%	6%	7%	4%	4%
Low/no CBD content	13%	5%	5%	5%	4%	1%	0%
Recommended by a store clerk/budtender	12%	11%	13%	16%	19%	10%	11%
Innovative company	12%	8%	13%	10%	15%	12%	17%
Brand I trust	12%	33%	30%	29%	30%	29%	24%
Environmentally friendly	8%	6%	7%	4%	11%	6%	20%
Organic products	8%	10%	12%	7%	19%	15%	11%
Freshness	7%	22%	27%	18%	22%	25%	24%
Other cannabinoids	6%	3%	4%	5%	19%	8%	9%
Duration of the high	3%	17%	23%	15%	17%	16%	9%
High CBD content	2%	7%	14%	8%	6%	15%	17%
Low/no THC content	0%	4%	5%	3%	7%	3%	4%

Cookies n=157
 STIIIZY n=120
 Pacific Stone n=91
 West Coast Cure n=89
 Caliva n=58
 NUG n=54
 Korova n=54

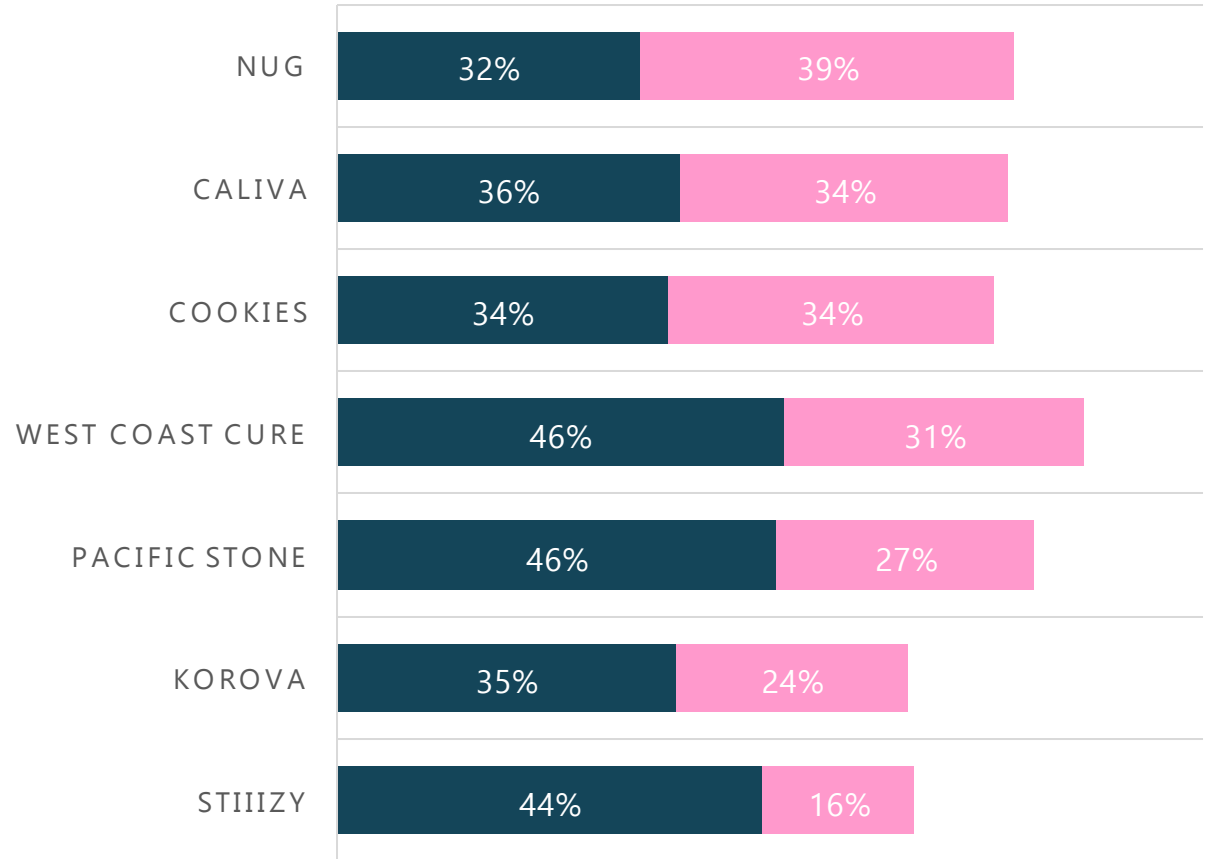


Most brands are thought to be worth the cost but willingness to seek out a brand is strong for about a quarter to a third

THIS BRAND IS WELL WORTH THE COST



I GO OUT OF MY WAY TO FIND/BUY THIS BRAND



■ Completely disagree ■ Disagree ■ Not sure ■ Agree ■ Completely agree

Cookies n=157
STIIIZY n=120
Pacific Stone n=91
West Coast Cure n=89

Caliva n=58
NUG n=54
Korova n=54

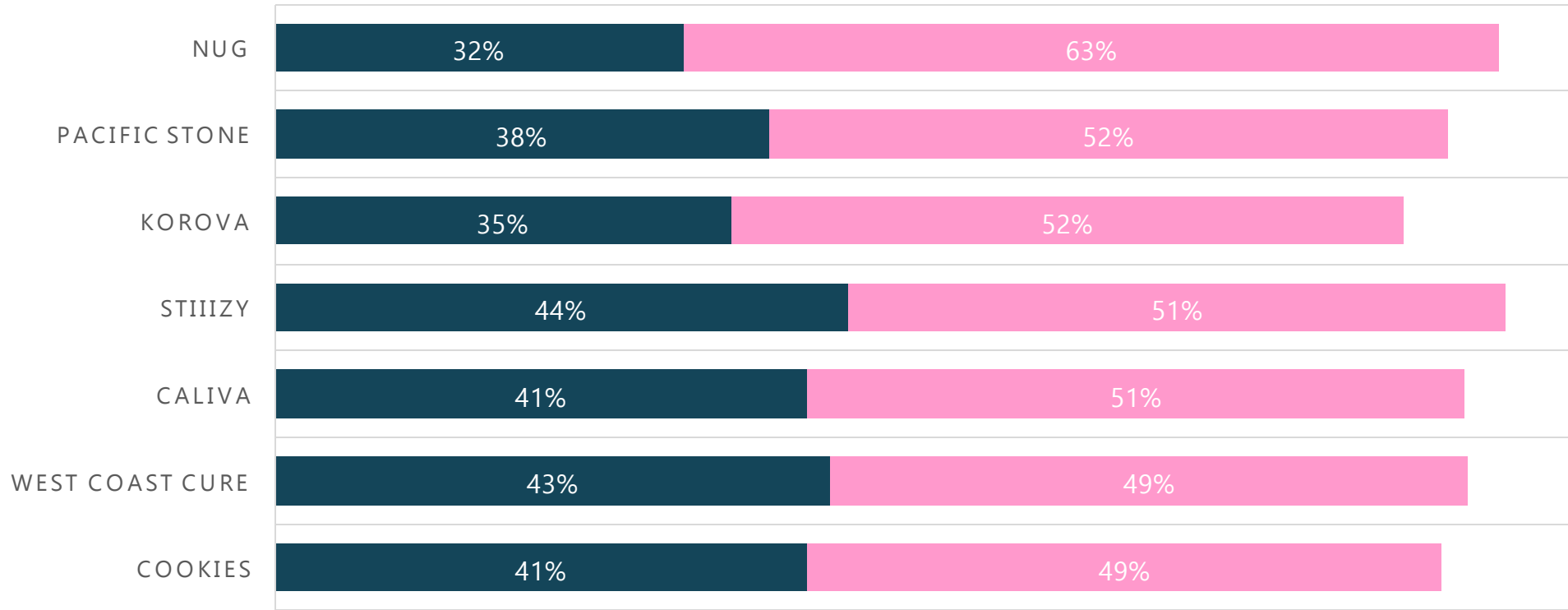
How much do you agree with the following statements about ____?



About half of users are very likely to recommend the brand, for NUG its even higher

HOW LIKELY WOULD YOU BE TO RECOMMEND TO A FRIEND?

■ Likely ■ Very likely



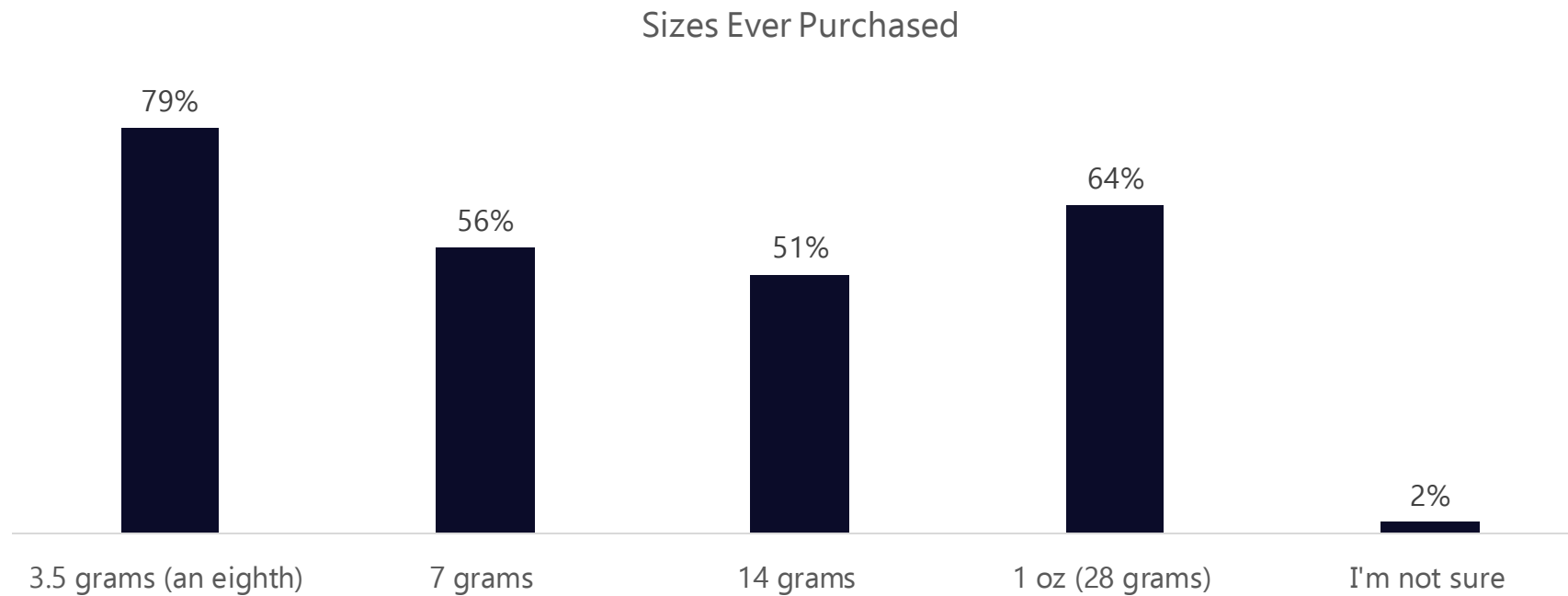
Cookies n=157
STIIIZY n=120
Pacific Stone n=91
West Coast Cure n=89
Caliva n=58
NUG n=54
Korova n=54

Flower

Colorado 



An eighth is the most popular size ever purchased by Colorado flower users



Flower Brand Purchase Funnel

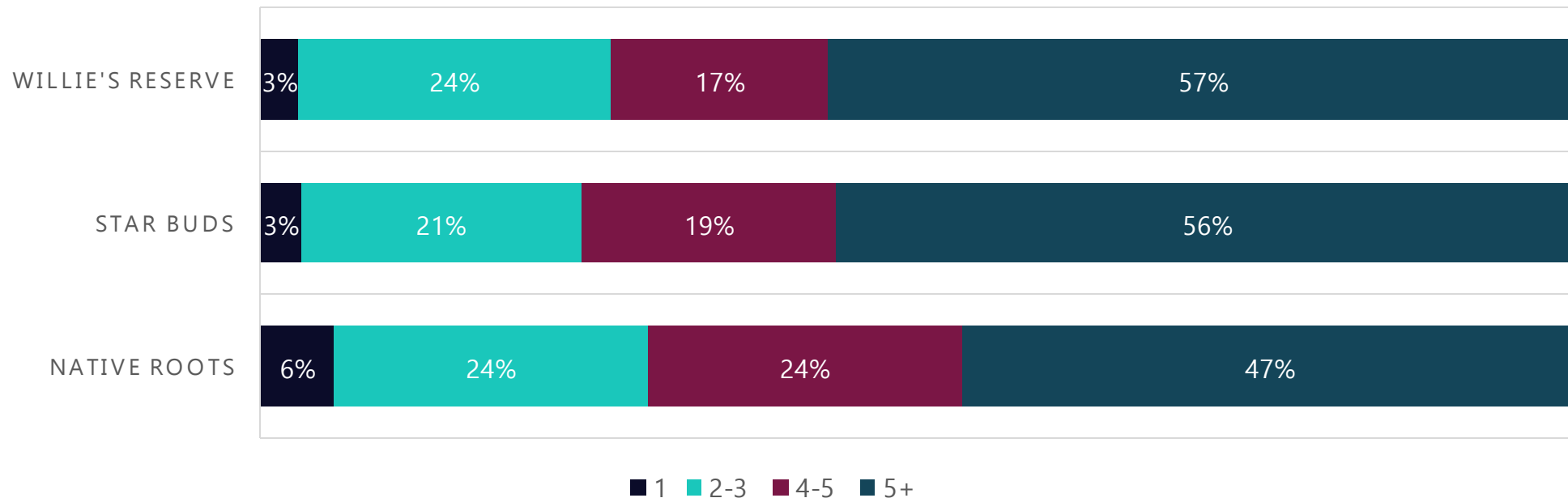
Native Roots had an extremely high aided awareness likely since it is also a dispensary. But Willie's had very strong unaided awareness. Native Roots, Star Buds and Willie's Reserve all had very healthy brand purchase funnels. Both Public Utility and Los Suenos Farms had very small sample sizes and therefore less stable funnel metrics.

<i>Unaided Awareness</i>		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
1.9%	Native Roots	71%	55%	45%	40%	31%	77%	81%	90%	76%	69%
1.3%	Star Buds	60%	43%	34%	31%	23%	73%	78%	91%	75%	68%
9.1%	Willie's Reserve	51%	40%	29%	27%	20%	78%	73%	94%	72%	68%
0.1%	Public Utility*	8%	4%	3%	3%	2%	54%	72%	86%	72%	62%
0.0%	Los Suenos Farms	6%	3%	2%	2%	1%	47%	75%	80%	83%	67%
	None of the above	9%	7%	9%	3%	16%					
	Average number of brands	1.9	1.4	1.1	1.0	0.8					

Which of the following brands are you aware of? Select all that apply. n=700
 Which flower brands have you considered purchasing?
 Which flower brands have you purchased?
 Which flower brands will you purchase again?
 Which of the following cannabis brands have you purchased in the past 3 months?
 Which brand is your favorite? (only shown to users) n=405

Over 50% of brands users have purchased Star Buds and Willie's Reserve more than 5 times

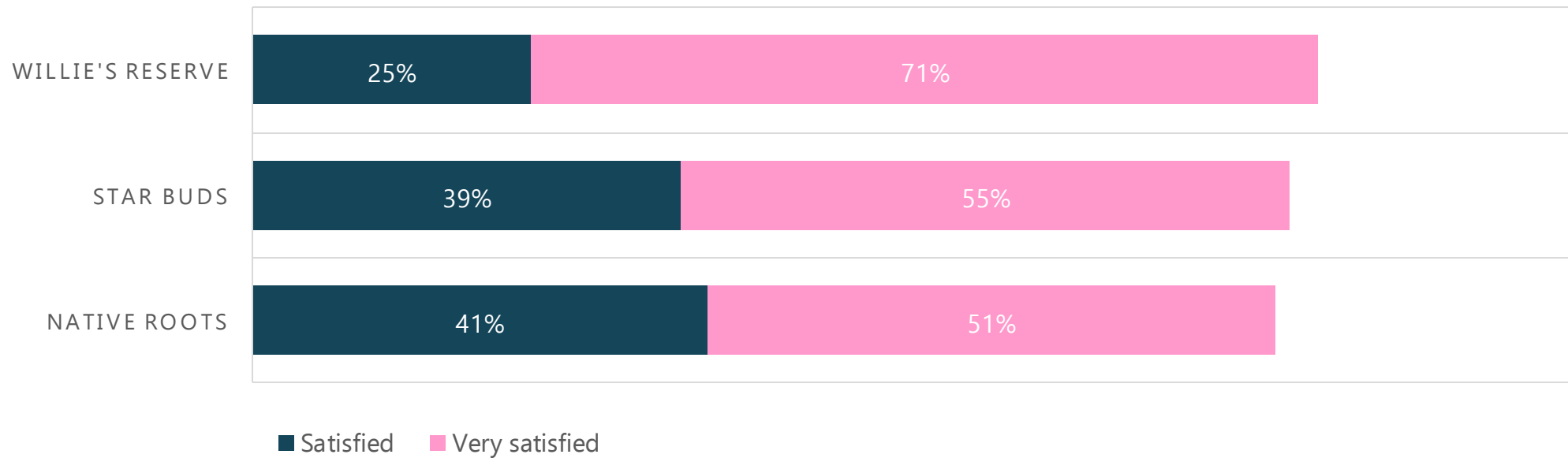
BRAND PURCHASE FREQUENCY



Native Roots n=214
 Star Buds n=160
 Willie's Reserve n=139

Willie's Reserve Users are extremely satisfied, with over 71% in the top box

BRAND SATISFACTION



Native Roots n=214
 Star Buds n=160
 Willie's Reserve n=139

Recommendations are key drivers, friend and family recommendations ranking higher than budtender recommendations

	Native Roots	Star Buds	Willie's Reserve
Friend or family recommended it	36%	41%	33%
Store associate recommended it	34%	28%	31%
Special promotional price	31%	28%	25%
I had used the brand before	31%	20%	29%
I had heard of the brand before	29%	28%	32%
Price point per item	28%	23%	23%
The strains or terpene profiles	22%	16%	19%
Packaging stood out	15%	18%	23%
From a socially responsible company	12%	9%	13%
From a scientifically advanced company	5%	6%	7%
Other	4%	6%	0%

	Native Roots	Star Buds	Willie's Reserve
Brand I trust	43%	34%	39%
Good value for the money	43%	45%	33%
Consistent every time	38%	37%	31%
High THC content	29%	26%	32%
Strain specific (e.g. Gelato, Pineapple Express)	25%	21%	20%
Freshness	24%	24%	16%
Desired effect it promises	23%	21%	29%
Premium product	21%	25%	27%
Known to be potent	19%	23%	27%
Recommended by friends or family	18%	16%	13%
Category specific (i.e. sativa, indica, hybrid)	16%	18%	19%
Popular/well-known brand	16%	19%	20%
Recommended by a store clerk/budtender	16%	18%	17%
Fast acting	15%	15%	19%
Duration of the high	13%	13%	18%
Environmentally friendly	12%	6%	6%
Made with high quality inputs	12%	11%	16%
Organic products	12%	5%	10%
Strong cannabis heritage	12%	9%	15%
Appealing packaging	9%	11%	12%
High CBD content	8%	8%	6%
Terpene profiles	8%	9%	10%
Innovative company	8%	6%	6%
Other cannabinoids (THCV, CBG, CBN, etc.)	8%	3%	7%
Discreet packaging	6%	3%	4%
Non-GMO ingredients	6%	1%	4%
Low/no CBD content	3%	3%	1%
None of the above	3%	1%	1%
Low/no THC content	1%	1%	1%

What made you try _____? Select all that apply.
 Why do you continue to use _____? Select all that apply.

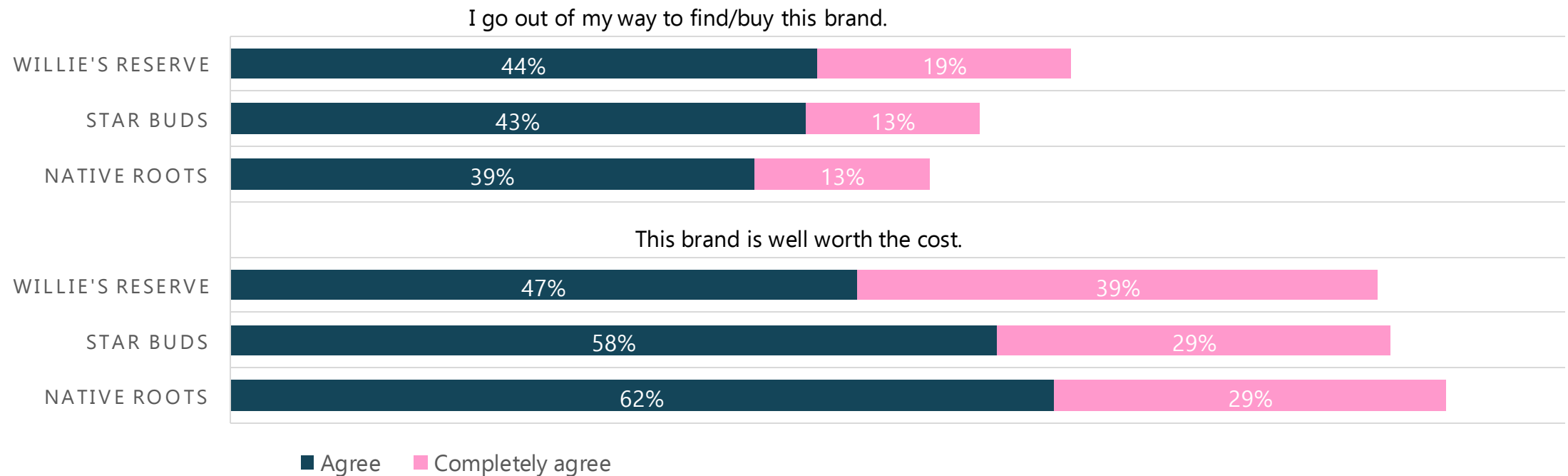
Native Roots n=214
 Star Buds n=160
 Willies' Reserve n=63

Relaxation, managing stress and sleep are the top desired effects for flower brands, but just get high and have fun were also towards the top particularly for Star Buds

	Native Roots	Star Buds	Willie's Reserve
Relax / unwind	65%	56%	52%
Manage stress	57%	51%	43%
Sleep better	53%	51%	43%
Relieve pain	44%	36%	40%
Just get high	36%	43%	37%
Manage mental health issues (medical need)	36%	24%	26%
Improve general wellbeing	35%	25%	28%
Have fun	31%	37%	33%
Relieve chronic pain (medical need)	29%	24%	30%
Improve my quality of life	29%	24%	21%
Increase appetite	29%	28%	23%
Enhance creativity	28%	19%	21%
Improve focus	21%	21%	20%
Energize myself	20%	18%	20%
Relieve menstrual cramps	20%	16%	13%
Manage other health issue	20%	18%	11%
Be social	17%	19%	21%
Gain a different perspective	17%	13%	17%
Escape reality	17%	20%	14%
Improve sexual experience	15%	14%	19%
Not get too high	11%	6%	7%
Improve athletic performance	5%	6%	4%
Other	1%	0%	0%

Native Roots n=214
 Star Buds n=160
 Willies' Reserve n=63

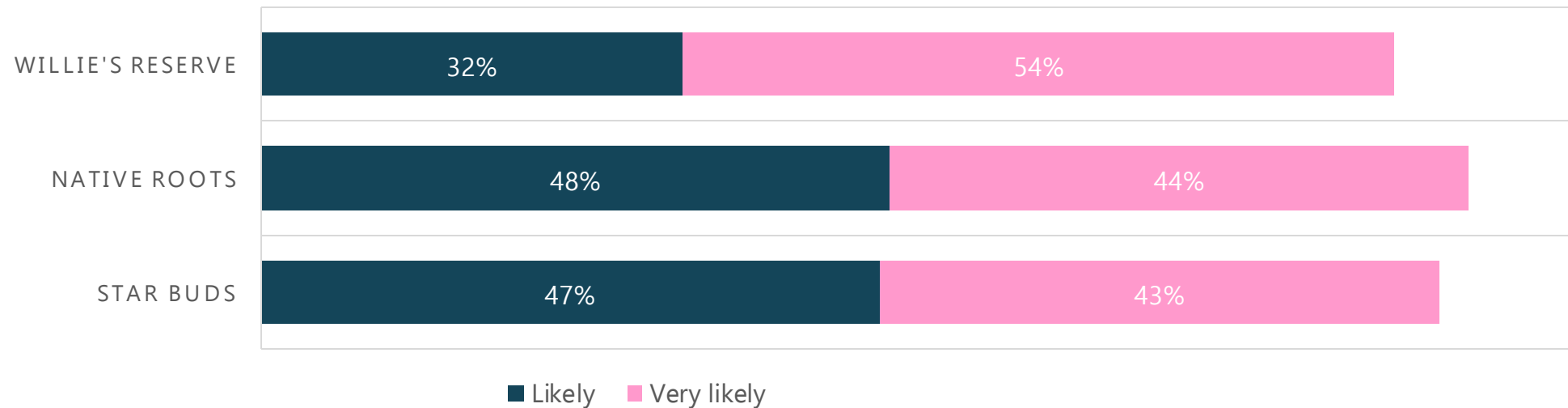
Willie's users are more likely to go out of their way to find the brand, but more Native Roots users see that brand as worth the cost



Native Roots n=214
 Star Buds n=160
 Willies' Reserve n=63

More Willie's Reserve users were very likely to recommend whereas more Native Roots users were likely or very likely to recommend

LIKELY TO RECOMMEND



Native Roots n=214
 Star Buds n=160
 Willies' Reserve n=63

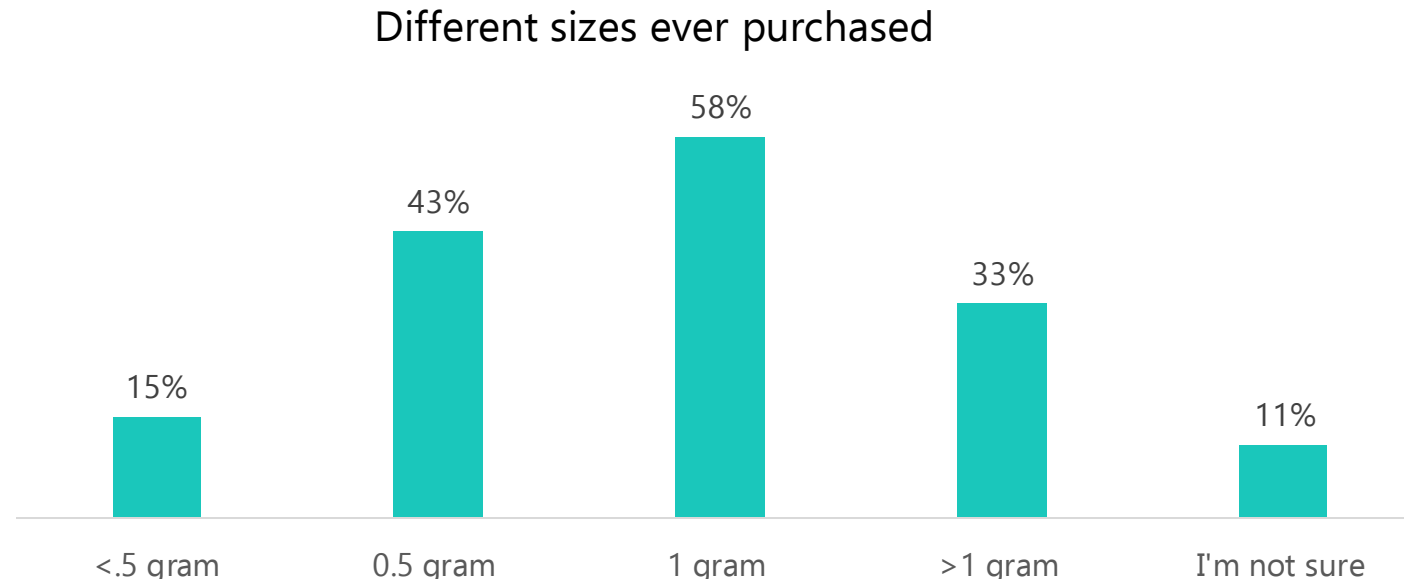
Pre-rolls

California





1 gram is the most common size purchased for pre-rolls



Pre-Roll Brand Purchase Funnel

Cookies had the highest unaided and aided awareness among the brands tracked and also the best conversion through the funnel. Caliva also had very strong conversion through the funnel.

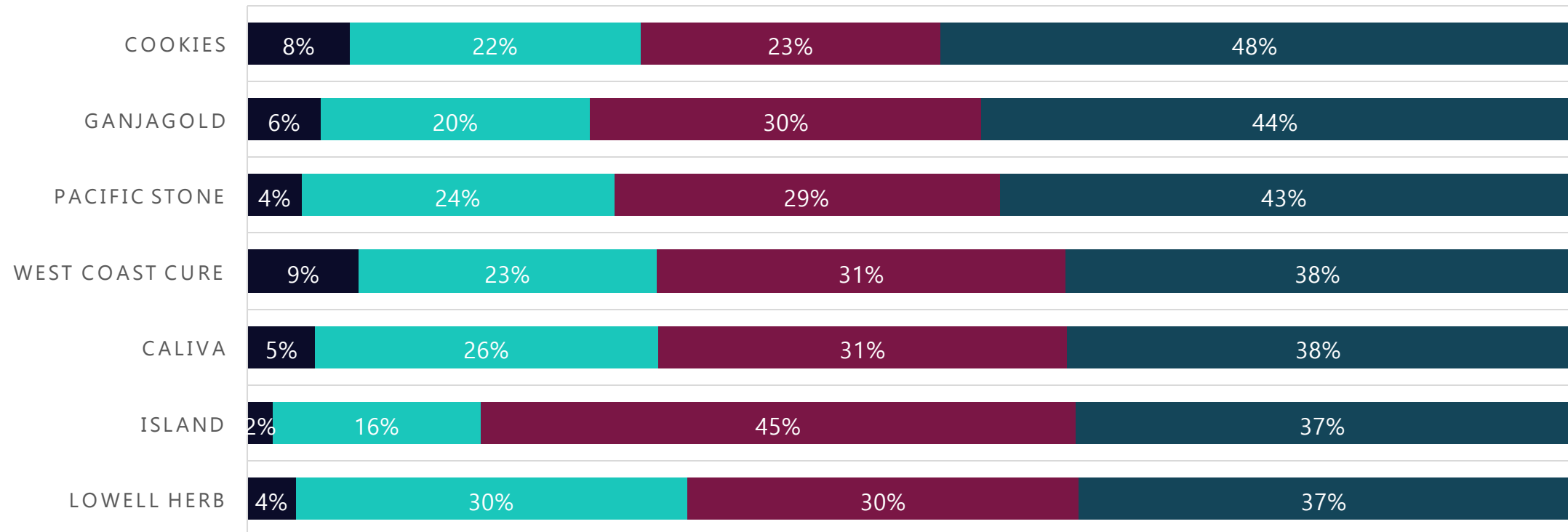
<i>Unaided Awareness</i>		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
6.7%	Cookies	50%	41%	33%	30%	27%	82%	81%	92%	89%	68%
2.9%	Pacific Stone	36%	24%	18%	16%	14%	66%	76%	91%	84%	49%
1.6%	West Coast Cure	33%	24%	18%	16%	14%	73%	73%	89%	86%	55%
5.7%	Lowell Herb	27%	19%	14%	12%	10%	70%	75%	87%	83%	43%
1.2%	Caliva	27%	20%	14%	12%	11%	74%	71%	89%	89%	45%
0.0%	Marley Natural	26%	17%	13%	11%	9%	66%	73%	86%	79%	40%
0.2%	Ganja Gold	26%	18%	13%	12%	10%	71%	73%	93%	83%	48%
2.9%	Island	23%	15%	12%	11%	10%	68%	78%	92%	89%	51%
0.2%	Jeeter	16%	11%	9%	7%	7%	67%	80%	84%	95%	50%
	None of the above	13%	16%	8%	2%	7%					
	Average number of brands	2.6	1.9	1.4	1.3	1.1					

Which of the following brands are you aware of? Select all that apply.
 Which brands have you considered purchasing?
 Which brands have you purchased?
 Which brands will you purchase again?
 Which of the following brands have you purchased in the past 3 months?
 Which pre-roll brand is your favorite? N=355 (only shown to those who have purchased a brand we listed)

The majority of Cookies users have purchased the brand at least 5 times

PURCHASE FREQUENCY

■ 1 ■ 2 to 3 ■ 4 to 5 ■ >5

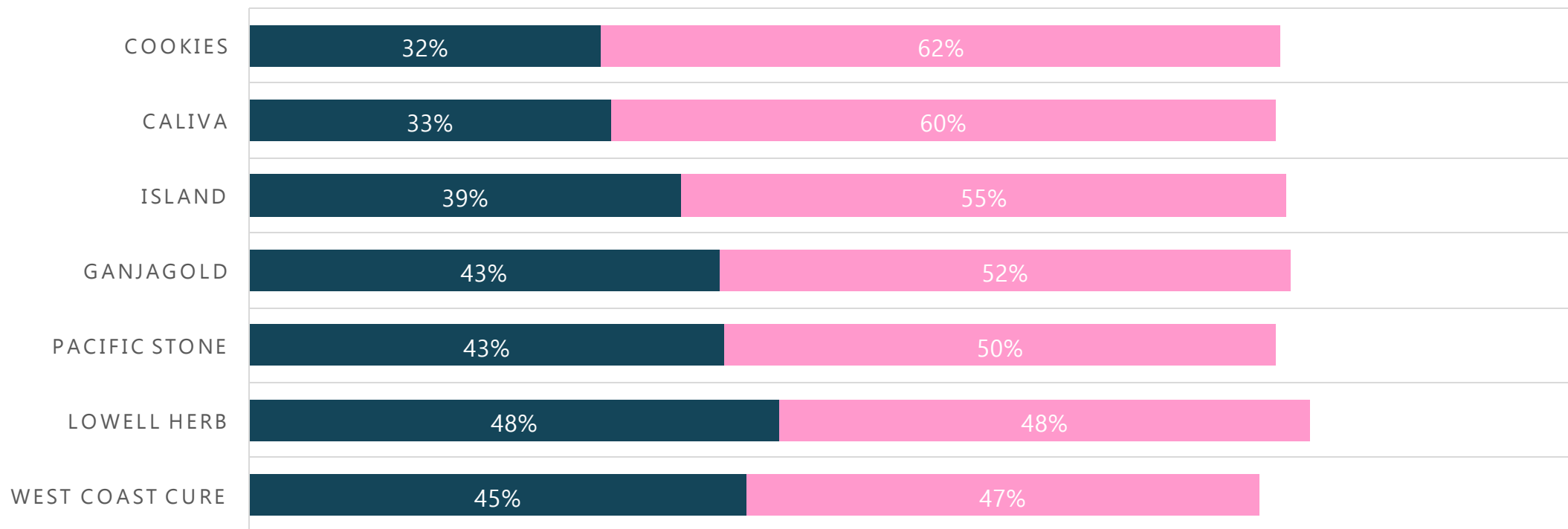


Cookies n=101
 Pacific Stone n=72
 West Coast Cure n=71
 Caliva n =58
 Ganjagold n=54
 Lowell Herb n=54
 Island n=51

Cookies and Caliva have the highest satisfaction

BRAND SATISFACTION

■ Satisfied ■ Very satisfied



Cookies n=101
 Pacific Stone n=72
 West Coast Cure n=71
 Caliva n =58
 Ganjagold n=54
 Lowell Herb n=54
 Island n=51

Recommendations and ingredient quality are spurring brand trial

What made them try the brand	Cookies	Pacific Stone	West Coast Cure	Lowell	Caliva	Ganja Gold	Island
Friend or family recommended it	43%	34%	40%	34%	32%	41%	32%
Quality of ingredients	39%	25%	39%	39%	45%	48%	30%
I had heard of the brand before	35%	26%	27%	22%	37%	33%	38%
I had used the brand before	35%	31%	28%	30%	36%	30%	30%
Store associate recommended it	26%	36%	37%	31%	32%	41%	37%
Special promotional price	22%	29%	24%	30%	25%	30%	32%
Packaging stood out	20%	27%	23%	42%	35%	33%	41%
Price point per item	20%	34%	27%	25%	35%	24%	33%
The strains or terpene profiles	18%	23%	24%	27%	25%	22%	19%
From a socially responsible company	13%	18%	15%	28%	24%	26%	14%
From a scientifically advanced company	10%	9%	17%	10%	21%	17%	19%

Cookies n=101
 Pacific Stone n=72
 West Coast Cure n=71
 Caliva n =58
 Ganjagold n=54
 Lowell Herb n=54
 Island n=51

Relax/unwind, sleep and manage stress are top desired effects

Desired Effect	Cookies	Pacific Stone	West Coast Cure	Lowell	Caliva	Ganja Gold	Island
Relax / unwind	52%	47%	43%	48%	43%	41%	37%
Sleep better	45%	57%	42%	37%	41%	39%	29%
Manage stress	45%	51%	35%	40%	37%	37%	40%
Have fun	33%	29%	31%	40%	37%	26%	29%
Just get high	30%	30%	28%	28%	33%	22%	25%
Improve general wellbeing	28%	18%	22%	30%	25%	20%	21%
Improve my quality of life	27%	25%	26%	18%	27%	24%	22%
Relieve pain	27%	40%	24%	31%	33%	26%	33%
Relieve chronic pain (medical need)	26%	22%	19%	16%	15%	22%	21%
Manage mental health issues (medical need)	24%	20%	22%	19%	23%	22%	19%
Enhance creativity	23%	13%	17%	21%	16%	19%	19%
Increase appetite	21%	23%	18%	16%	16%	22%	14%
Escape reality	21%	29%	20%	24%	23%	24%	18%
Energize myself	20%	23%	21%	27%	24%	32%	22%
Relieve menstrual cramps	20%	16%	17%	9%	19%	9%	22%
Be social	19%	23%	22%	21%	16%	28%	22%
Improve focus	17%	17%	14%	18%	20%	20%	16%
Gain a different perspective	15%	14%	15%	16%	15%	19%	16%
Improve sexual experience	14%	16%	15%	16%	20%	17%	11%
Manage other health issue	13%	17%	9%	10%	16%	15%	18%
Improve athletic performance	8%	14%	7%	10%	13%	15%	16%

Cookies n=101
 Pacific Stone n=72
 West Coast Cure n=71
 Caliva n =58
 Ganjagold n=54
 Lowell Herb n=54
 Island n=51

When using this brand, what is the desired effect are you looking to achieve? *Select all that apply.**

Why they continue to use the brand

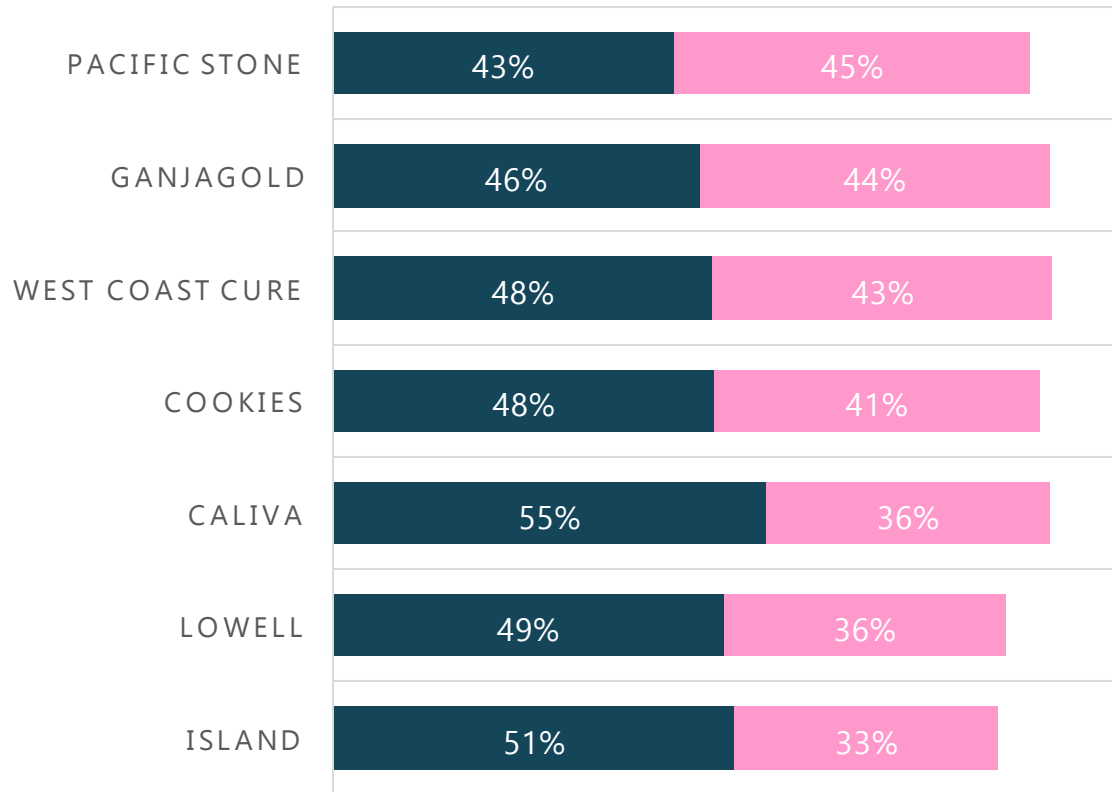
Why they continue to use the brand	Cookies	Pacific Stone	West Coast Cure	Lowell	Caliva	Ganja Gold	Island
Brand I trust	37%	30%	35%	30%	29%	26%	18%
Consistent every time	27%	22%	25%	24%	19%	37%	19%
Good value for the money	25%	32%	29%	24%	27%	20%	21%
Easy to use	24%	24%	24%	36%	23%	28%	27%
Popular/well-known brand	23%	14%	12%	18%	19%	19%	19%
Freshness	22%	19%	23%	21%	25%	26%	19%
Desired effect it promises	20%	22%	18%	16%	11%	15%	18%
Easy to take with me	19%	16%	16%	15%	13%	20%	19%
High THC content	18%	19%	17%	18%	13%	22%	14%
Fast acting	17%	14%	22%	13%	21%	20%	11%
Premium product	17%	16%	21%	19%	20%	20%	19%
Known to be potent	16%	15%	13%	18%	16%	32%	8%
Strong cannabis heritage	15%	11%	4%	13%	20%	9%	13%
Duration of the high	14%	12%	19%	10%	21%	22%	10%
Strain specific	14%	13%	16%	6%	19%	9%	14%
Natural ingredients	13%	14%	11%	21%	21%	20%	14%
Appealing packaging	13%	12%	10%	25%	16%	19%	25%
Recommended by a store clerk/budtender	13%	12%	12%	8%	7%	13%	11%
All-natural products	13%	9%	12%	13%	8%	28%	11%
Recommended by friends or family	12%	17%	11%	15%	13%	24%	11%
Category specific (e.g., sativa)	12%	11%	9%	12%	17%	2%	13%
Made with high quality inputs	11%	15%	14%	18%	16%	17%	8%
Easy to get the right dose	10%	14%	10%	13%	13%	7%	11%
Terpene profiles	10%	12%	13%	10%	7%	11%	10%
Organic products	8%	9%	12%	12%	15%	15%	11%
Non-GMO ingredients	8%	4%	6%	3%	11%	4%	5%
Innovative company	8%	13%	13%	15%	13%	9%	16%
High CBD content	7%	4%	17%	5%	19%	13%	6%
Discreet packaging	5%	4%	12%	6%	7%	7%	2%
Environmentally friendly	4%	4%	7%	10%	11%	20%	16%

Cookies n=101
 Pacific Stone n=72
 West Coast Cure n=71
 Caliva n =58
 Ganjagold n=54
 Lowell Herb n=54
 Island n=51

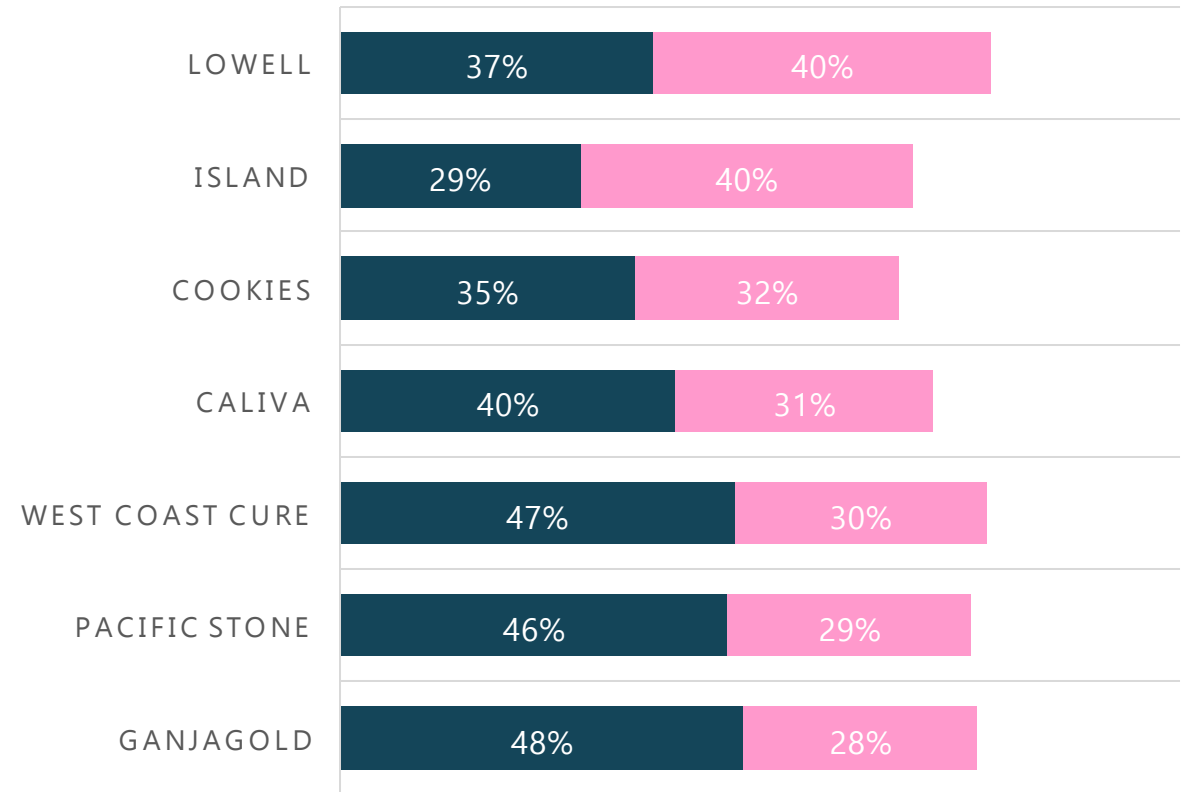


Ganjagold users are most likely to agree the brand is worth the cost but Lowell and Island users go out of their way to find the brand

THIS BRAND IS WELL WORTH THE COST



I GO OUT OF MY WAY TO FIND/BUY THIS BRAND



Agree Completely agree

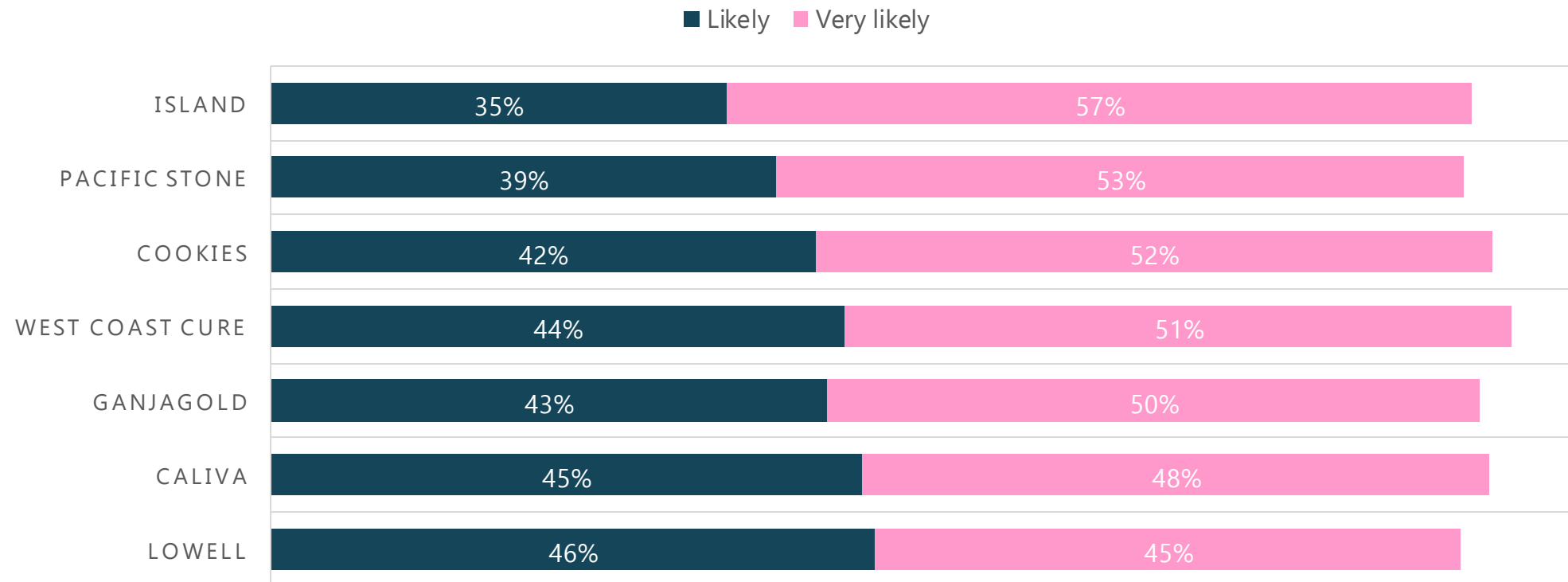
How much do you agree with the following statements about ____?

Cookies n=101
Pacific Stone n=72
West Coast Cure n=71

Caliva n =58
Ganjagold n=54
Lowell Herb n=54
Island n=51

Most brands had over half of users saying they are very likely to recommend the brand, with Island leading the pack

HOW LIKELY WOULD YOU BE TO RECOMMEND TO A FRIEND?



Cookies n=101
 Pacific Stone n=72
 West Coast Cure n=71

Caliva n =58
 Ganjagold n=54
 Lowell Herb n=54
 Island n=51

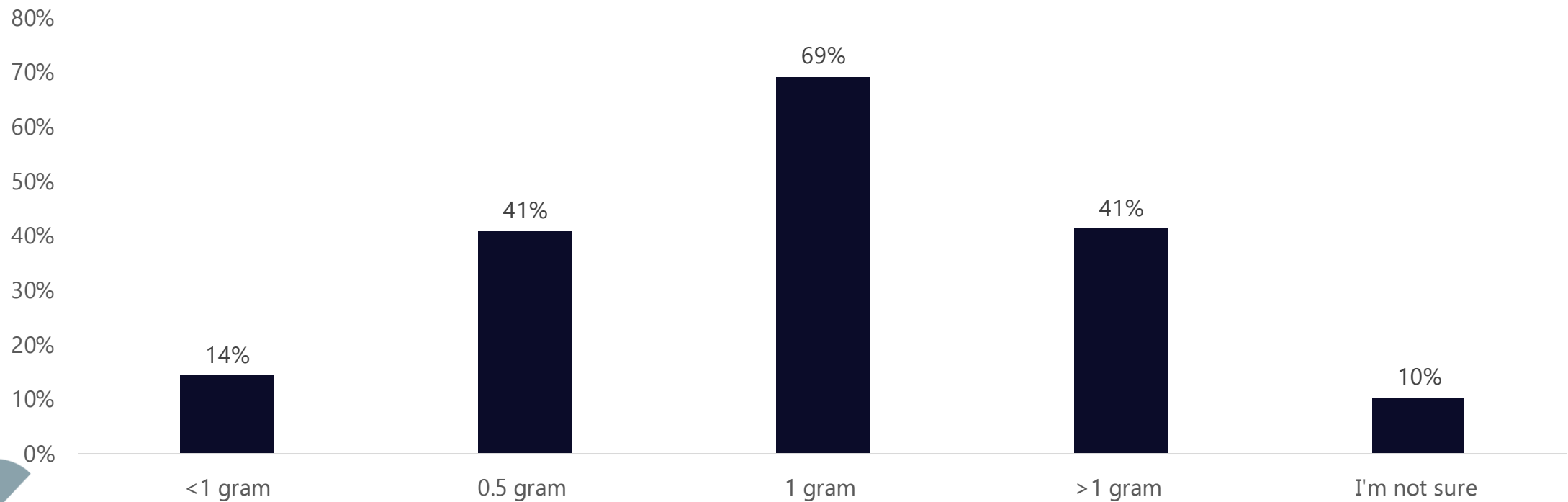
Pre-rolls

Colorado 



One-gram pre-rolls are most popular in Colorado

Pre-roll sizes purchased



Pre-roll Brand Purchase Funnel

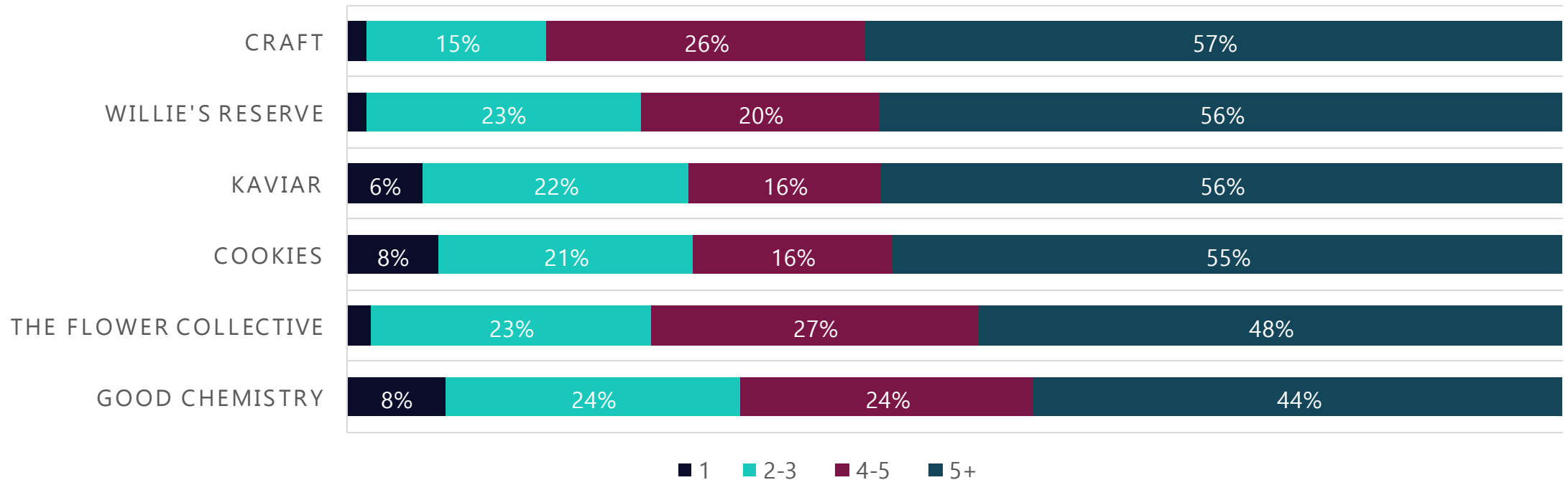
Willie's Reserve had extremely high unaided awareness and relatively healthy brand purchase funnel. Kaviar also had a strong conversion through the funnel. Cookies had a narrow start to the funnel but had the best conversion from purchase again to purchase in past 3 months

Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
4.9%	Kaviar	49%	50%	43%	42%	31%	85%	86%	97%	74%	64%
15.7%	Willie's Reserve	49%	47%	36%	34%	29%	81%	76%	95%	86%	52%
1.6%	Craft	29%	24%	19%	18%	13%	68%	81%	92%	72%	28%
1.3%	Cookies	26%	24%	17%	15%	14%	77%	73%	89%	92%	55%
0.4%	Good Chemistry	24%	21%	17%	16%	13%	71%	82%	95%	82%	38%
0.2%	The Flower Collective	22%	18%	15%	15%	11%	67%	83%	97%	75%	41%
0.4%	Mezz	13%	8%	4%	4%	2%	53%	53%	85%	59%	20%
	None of the above	17%	6%	8%	1%	11%					
	Average number of brands	2.1	1.6	1.2	1.2	0.92					

Which of the following brands are you aware of? Select all that apply. n=571
 Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again?
 Which of the following cannabis brands have you purchased in the past 3 months? Which brand is your favorite? (only shown to users) n=352

Good Chemistry consumers are most likely to be less frequent users of the brand

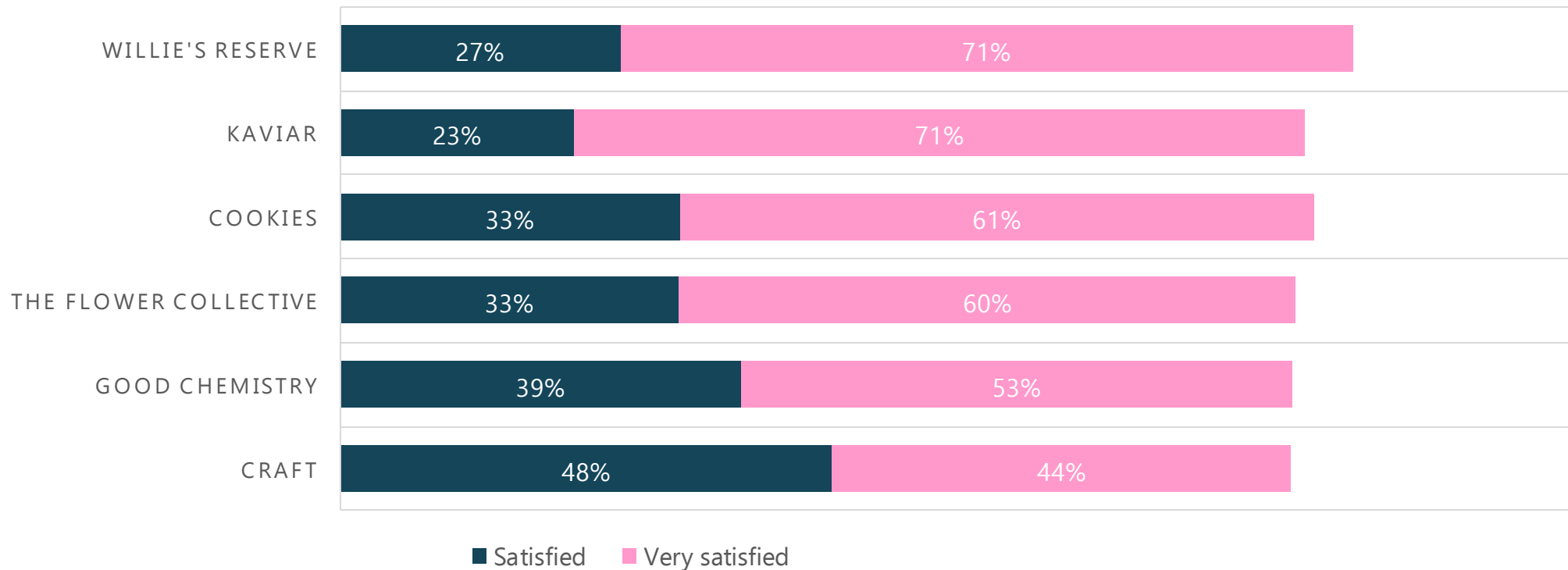
BRAND USAGE FREQUENCY



Cookies n=67
Kaviar n=146
Willie's Reserve n=137
The Flower Collective n=52
Good Chemistry n=62
Craft n= 61

Both Willie's Reserve and Kaviar have the highest brand satisfaction with 71% saying they are very satisfied

BRAND SATISFACTION



Cookies n=67
Kaviar n=146
Willie's Reserve n=137
The Flower Collective n=52
Good Chemistry n=62
Craft n= 61

Recommendations and quality ingredients were the top drivers for all brands but Craft and Good Chemistry

Price was top for Craft and recommendations was top for Good Chemistry

	Kaviar	The Flower Collective	Good Chemistry	Craft	Cookies	Willie's Reserve
Quality of ingredients	36%	42%	36%	26%	33%	33%
Friend or family recommended it	36%	46%	45%	36%	30%	35%
Store associate recommended it	33%	31%	47%	48%	27%	35%
I had used the brand before	30%	21%	24%	28%	31%	29%
Special promotional price	26%	31%	40%	34%	28%	27%
The strains or terpene profiles	26%	21%	26%	25%	34%	19%
I had heard of the brand before	23%	23%	29%	34%	28%	39%
Price point per item	22%	35%	39%	51%	28%	28%
Packaging stood out	13%	35%	27%	25%	28%	29%
From a socially responsible company	8%	15%	16%	13%	19%	14%
From a scientifically advanced company	5%	12%	13%	8%	16%	7%
Other	3%	0%	0%	0%	2%	2%

Cookies n=67
 Kaviar n=146
 Willie's Reserve n=137
 The Flower Collective n=52
 Good Chemistry n=62
 Craft n=61

Relax is the top desired effect for all brands except Cookies and Good Chemistry (those users are looking to relieve pain)

	Kaviar	The Flower Collective	Good Chemistry	Craft	Cookies	Willie's Reserve
Relax / unwind	56%	62%	50%	67%	42%	55%
Manage stress	44%	48%	55%	57%	42%	42%
Sleep better	44%	40%	52%	54%	39%	45%
Relieve pain	43%	48%	53%	54%	46%	40%
Just get high	40%	27%	40%	44%	25%	39%
Have fun	40%	40%	47%	34%	28%	35%
Relieve chronic pain (medical need)	30%	44%	23%	34%	22%	31%
Improve general wellbeing	29%	37%	31%	33%	24%	30%
Manage mental health issues (medical need)	26%	33%	29%	33%	19%	26%
Escape reality	25%	19%	26%	18%	22%	18%
Enhance creativity	24%	25%	26%	23%	28%	22%
Improve my quality of life	24%	33%	31%	34%	27%	23%
Be social	23%	33%	34%	38%	19%	21%
Energize myself	20%	25%	26%	23%	16%	22%
Increase appetite	20%	33%	29%	39%	30%	24%
Manage other health issue	19%	25%	16%	26%	16%	14%
Relieve menstrual cramps	17%	21%	16%	21%	18%	13%
Gain a different perspective	16%	25%	21%	25%	13%	18%
Improve focus	16%	25%	26%	26%	24%	24%
Improve sexual experience	14%	21%	19%	12%	12%	18%
Improve athletic performance	8%	8%	11%	5%	13%	5%
Not get too high	4%	6%	8%	5%	9%	9%
Other	1%	2%	0%	3%	0%	

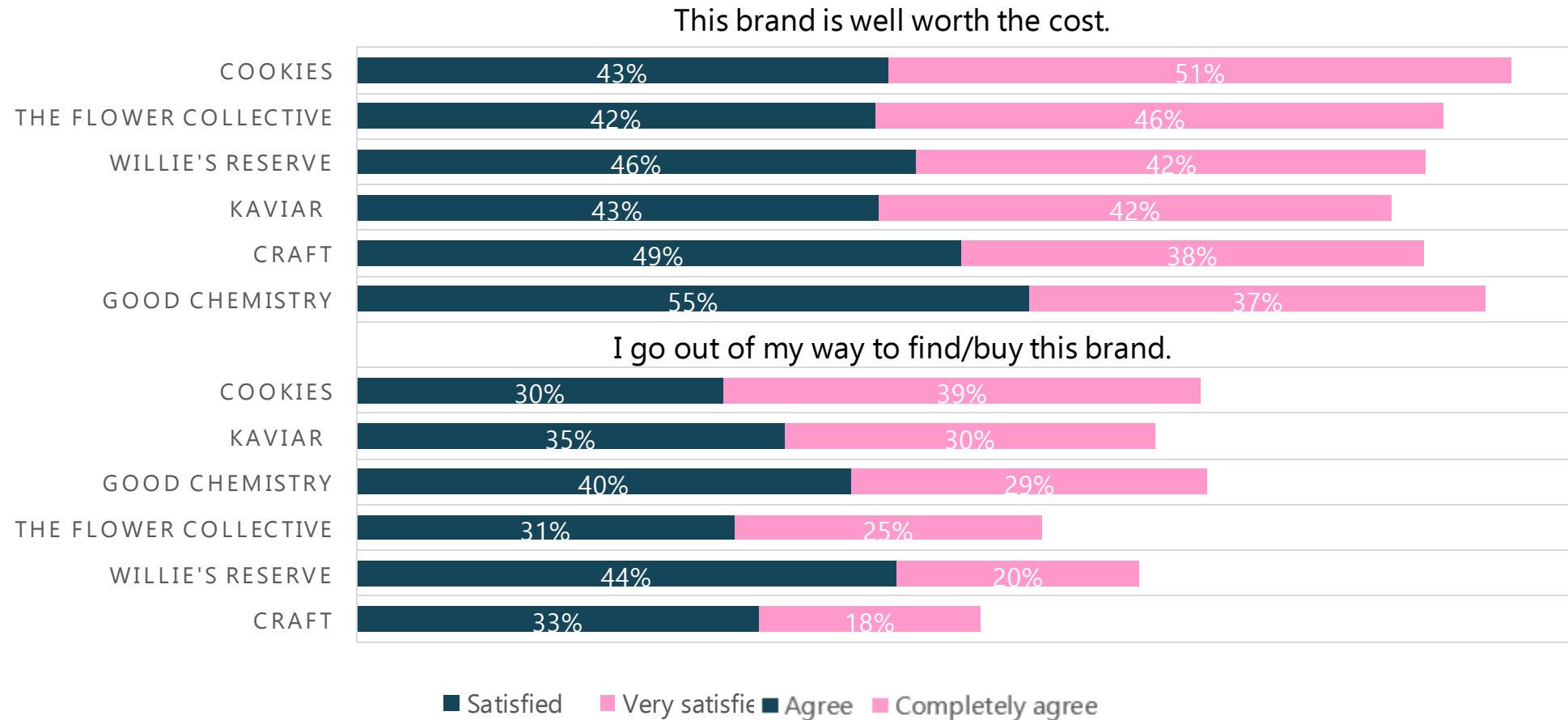
Cookies n=67
 Kaviar n=146
 Willie's Reserve n=137
 The Flower Collective n=52
 Good Chemistry n=62
 Craft n= 61

Users gave varying reasons for why they continue to use a brand

	Kaviar	The Flower Collective	Good Chemistry	Craft	Cookies	Willie's Reserve
High THC content	39%	31%	18%	31%	18%	31%
Known to be potent	37%	25%	16%	26%	18%	28%
Consistent every time	33%	33%	34%	28%	22%	32%
Brand I trust	30%	35%	37%	36%	30%	40%
Easy to use	29%	42%	37%	36%	25%	31%
Premium product	27%	25%	24%	20%	27%	27%
Desired effect it promises	25%	23%	24%	26%	27%	29%
Easy to take with me (portability)	25%	29%	23%	38%	18%	21%
Good value for the money	25%	35%	29%	51%	24%	36%
Duration of the high	22%	21%	19%	21%	13%	19%
Category specific (i.e. sativa, indica, hybrid)	21%	21%	16%	21%	13%	20%
Fast acting	21%	35%	26%	23%	15%	21%
Freshness	20%	37%	31%	21%	25%	19%
Popular/well-known brand	20%	12%	21%	31%	24%	22%
Strain specific (e.g. Gelato, Pineapple Express)	20%	21%	16%	23%	18%	19%
Made with high quality inputs	19%	15%	15%	8%	9%	16%
Recommended by a store clerk/budtender	15%	14%	19%	20%	8%	19%
Appealing packaging	13%	8%	18%	15%	22%	13%
Recommended by friends or family	13%	14%	19%	8%	10%	14%
Strong cannabis heritage	13%	15%	13%	15%	18%	15%
Terpene profiles	12%	10%	7%	2%	9%	10%
Other cannabinoids (THCV, CBG, CBN, etc.)	10%	4%	10%	5%	8%	7%
All-natural products	9%	10%	7%	12%	15%	12%
Easy to get the right dose	9%	10%	19%	15%	12%	10%
High CBD content	8%	6%	8%	5%	8%	7%
Natural ingredients	8%	14%	15%	12%	13%	12%
Innovative company	7%	12%	13%	7%	9%	9%
Non-GMO ingredients	7%	4%	8%	7%	6%	5%
Organic products	7%	12%	11%	10%	15%	10%
Environmentally friendly	6%	12%	10%	13%	8%	6%
Discreet packaging	3%	6%	5%	12%	8%	4%
Low/no CBD content	2%	6%	3%	3%	9%	2%
Low/no THC content	1%	2%	3%	5%	3%	1%
None of the above	1%	0%	0%	2%	5%	0%

Cookies n=67
 Kaviar n=146
 Willie's Reserve n=137
 The Flower Collective n=52
 Good Chemistry n=62
 Craft n= 61

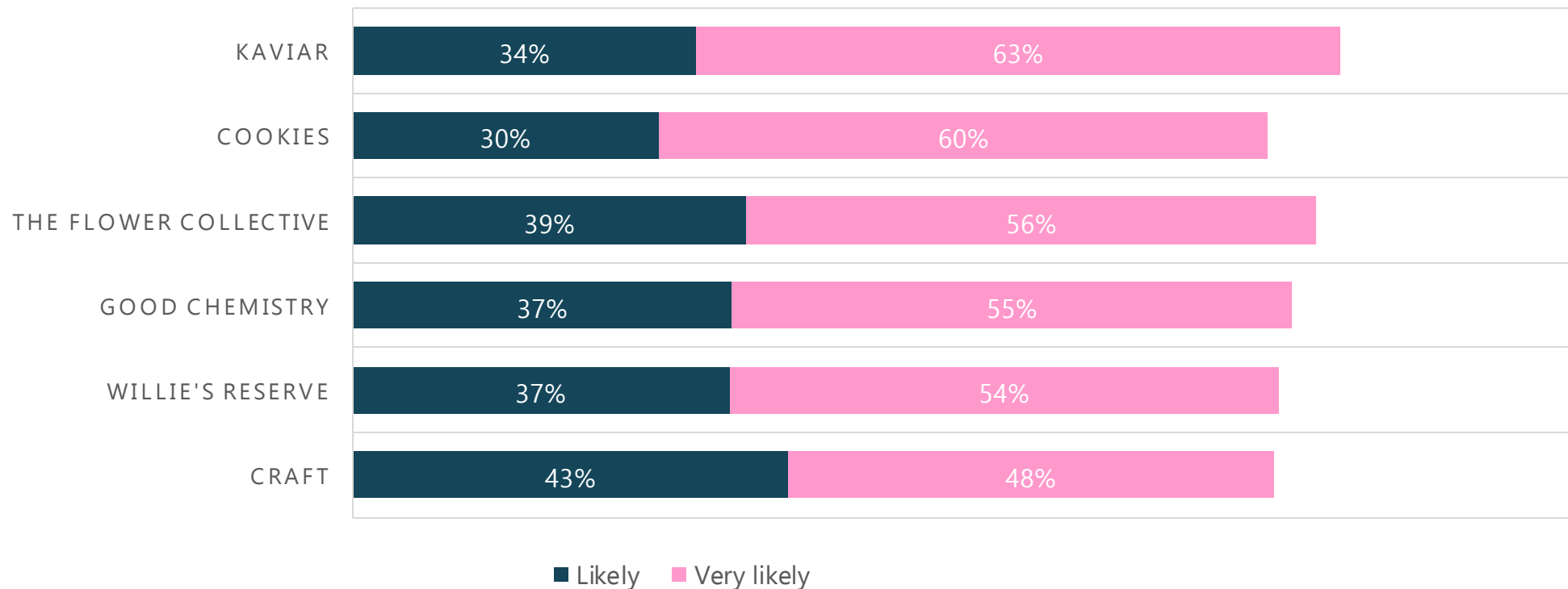
Cookies users are most likely to completely agree that they'll go out of their way for the brand and that the brand is well worth the cost



Cookies n=67
 Kaviar n=146
 Willie's Reserve n=137
 The Flower Collective n=52
 Good Chemistry n=62
 Craft n= 61

All brands are likely or very likely to be recommended by over 80% of consumers

LIKELY TO RECOMMEND



Cookies n=67
Kaviar n=146
Willie's Reserve n=137
The Flower Collective n=52
Good Chemistry n=62
Craft n= 61

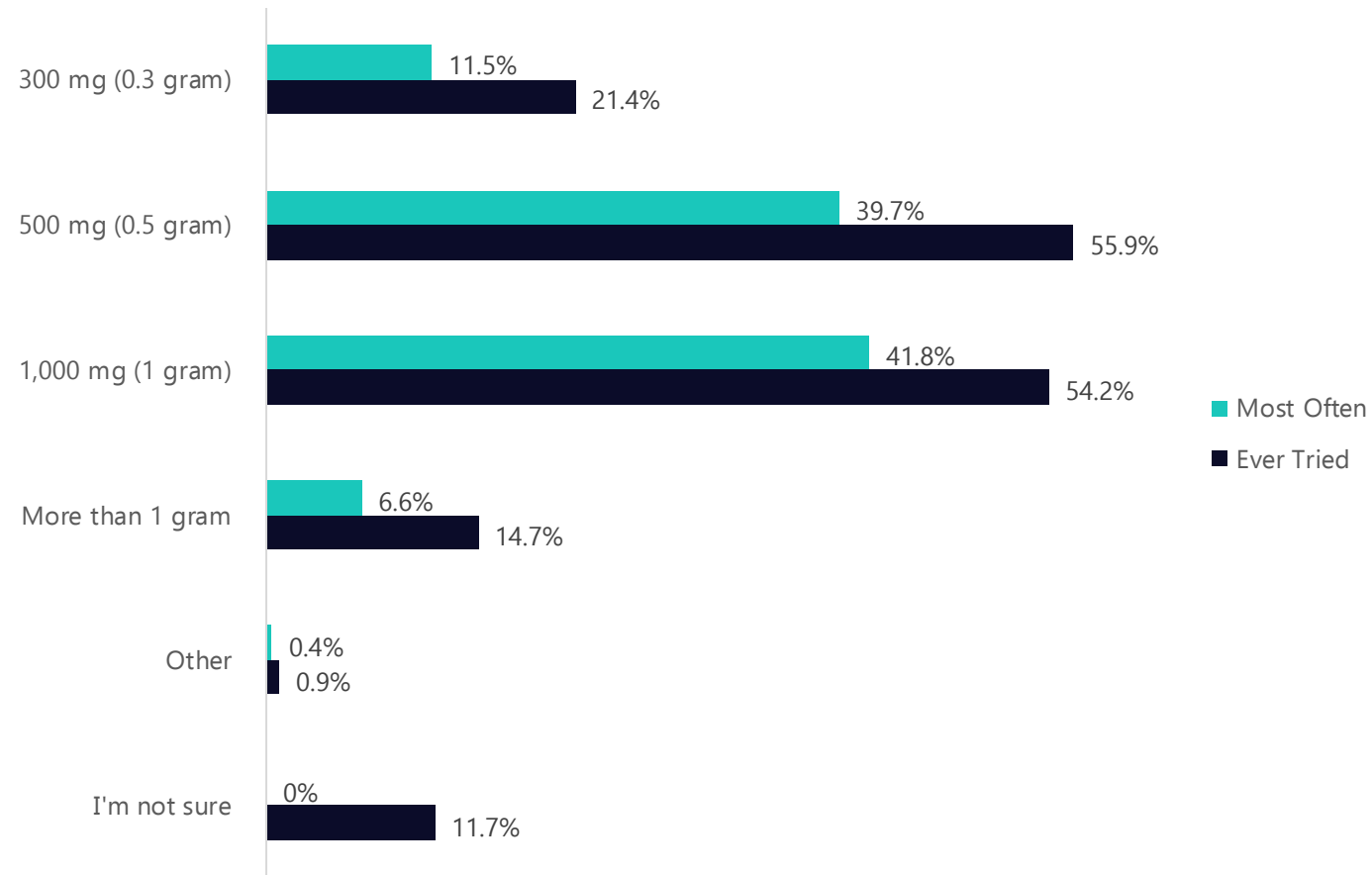
Vape Cartridges

California 





500 and 1,000mg are the most popular vape cartridge sizes



Disposable vape pens, cartridges and pods are available in different sizes. Please select all of the different sizes you have ever tried. Select which size you use most often. N=439

Vape Cartridge Brand Purchase Funnel

STIIZY had the highest unaided and aided awareness among the brands tracked and also the best conversion through the funnel. Heavy Hitters and Raw Garden also had very strong conversion through the funnel. While Friendly Farms, had a rough start in the funnel, it had the highest conversions from purchase again to purchase in the past 3 months.

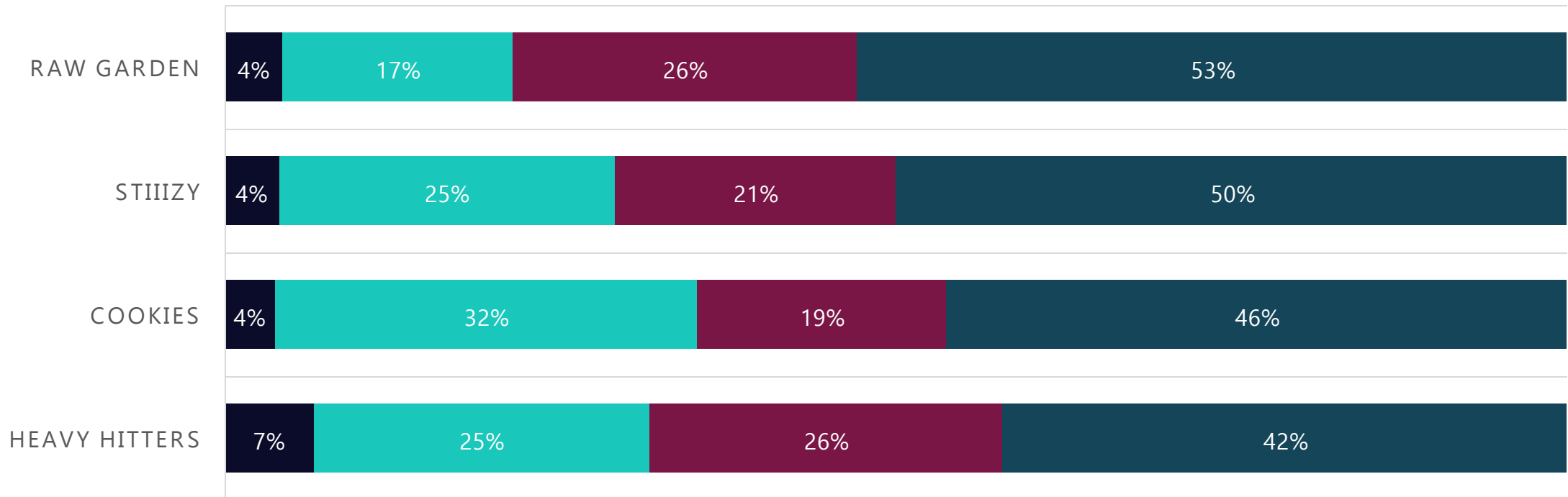
<i>Unaided Awareness</i>		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Purchase Again	Purchase Again - Past 3 Months	Favorite Brand
21.7%	STIIZY	54%	41%	33%	31%	28%	76%	79%	94%	91%	69%
6.6%	Heavy Hitters	49%	36%	28%	23%	17%	73%	80%	81%	75%	48%
5.4%	Cookies	39%	27%	18%	14%	12%	70%	67%	76%	90%	47%
4.7%	Raw Garden	34%	25%	20%	18%	16%	74%	80%	90%	88%	59%
0.9%	Pure Vape	27%	18%	13%	12%	10%	67%	73%	88%	88%	65%
1.2%	West Coast Cure	27%	18%	13%	11%	8%	67%	69%	87%	77%	44%
4.5%	Select	24%	17%	14%	11%	9%	70%	81%	78%	81%	49%
0.9%	AbsoluteXtracts	22%	12%	9%	8%	6%	56%	72%	95%	75%	39%
0.0%	Friendly Farms	16%	11%	9%	7%	6%	67%	83%	74%	97%	31%
0.2%	Cresco	13%	7%	5%	4%	3%	54%	69%	82%	83%	28%
	None of the above	7%	10%	8%	1%	8%					
	Average number of brands	3.0	2.1	1.6	1.4	1.2					

Which of the following brands are you aware of? Select all that apply. Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months?

More Raw Garden and STIIIZY users have purchased the brand 5+ times

BRAND PURCHASE FREQUENCY

■ 1 ■ 2 to 3 ■ 4 to 5 ■ >5



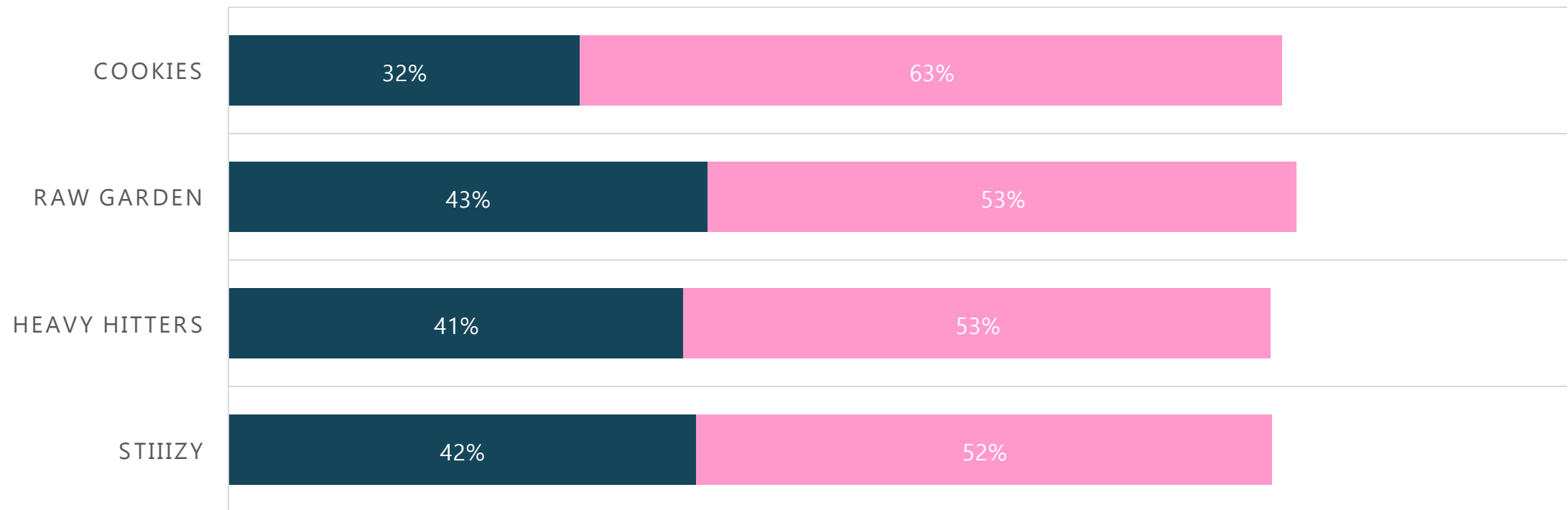
STIIIZY n=124
 Raw Garden n=70
 Heavy Hitters n=76
 Cookies n=54

How many times have you purchased this brand?

All brands had high top box satisfaction, but Cookies users were the highest

OVERALL BRAND SATISFACTION

■ Satisfied ■ Very satisfied



STIIIZY n=124
 Raw Garden n=70
 Heavy Hitters n=76
 Cookies n=54

How would you rate your overall satisfaction with each brand?

Price was a driver for Heavy Hitters users while ingredient quality influenced Raw Garden and Cookies users

What made them try the brand	STIIZY	Heavy Hitters	Cookies	Raw Garden
Friend or family recommended it	50%	34%	39%	27%
I had heard of the brand before	35%	31%	22%	21%
Quality of ingredients	31%	26%	39%	50%
Price point per item	30%	41%	30%	31%
I had used the brand before	27%	31%	39%	34%
Store associate recommended it	25%	28%	17%	27%
Packaging stood out	24%	28%	33%	17%
The strains or terpene profiles	19%	14%	22%	34%
From a socially responsible company	18%	15%	22%	17%
Special promotional price	17%	19%	13%	17%
From a scientifically advanced company	11%	18%	4%	17%

STIIZY n=124
 Raw Garden n=70
 Heavy Hitters n=76
 Cookies n=54

What made you try _____? Select all that apply.

Relax/unwind is the top desired effect for all brands

Desired Effect	STIIIZY	Heavy Hitters	Cookies	Raw Garden
Relax / unwind	58%	41%	35%	39%
Manage stress	46%	33%	30%	34%
Sleep better	46%	37%	39%	36%
Just get high	36%	27%	24%	36%
Have fun	35%	34%	33%	17%
Improve general wellbeing	31%	27%	22%	27%
Relieve pain	29%	29%	35%	33%
Enhance creativity	22%	8%	19%	16%
Improve my quality of life	22%	24%	15%	24%
Increase appetite	22%	25%	22%	19%
Relieve chronic pain (medical need)	22%	21%	22%	21%
Energize myself	22%	20%	17%	14%
Escape reality	21%	17%	11%	19%
Manage mental health issues (medical need)	19%	18%	17%	27%
Gain a different perspective	19%	14%	13%	13%
Be social	19%	15%	19%	19%
Improve focus	18%	18%	15%	13%
Improve sexual experience	14%	19%	11%	14%
Manage other health issue	14%	20%	13%	13%
Relieve menstrual cramps	14%	15%	13%	6%
Not get too high	14%	6%	6%	9%

STIIIZY n=124
 Raw Garden n=70
 Heavy Hitters n=76
 Cookies n=54

When using this brand, what is the desired effect are you looking to achieve? *Select all that apply.**



Top reason for continued use is easy to use and high THC content

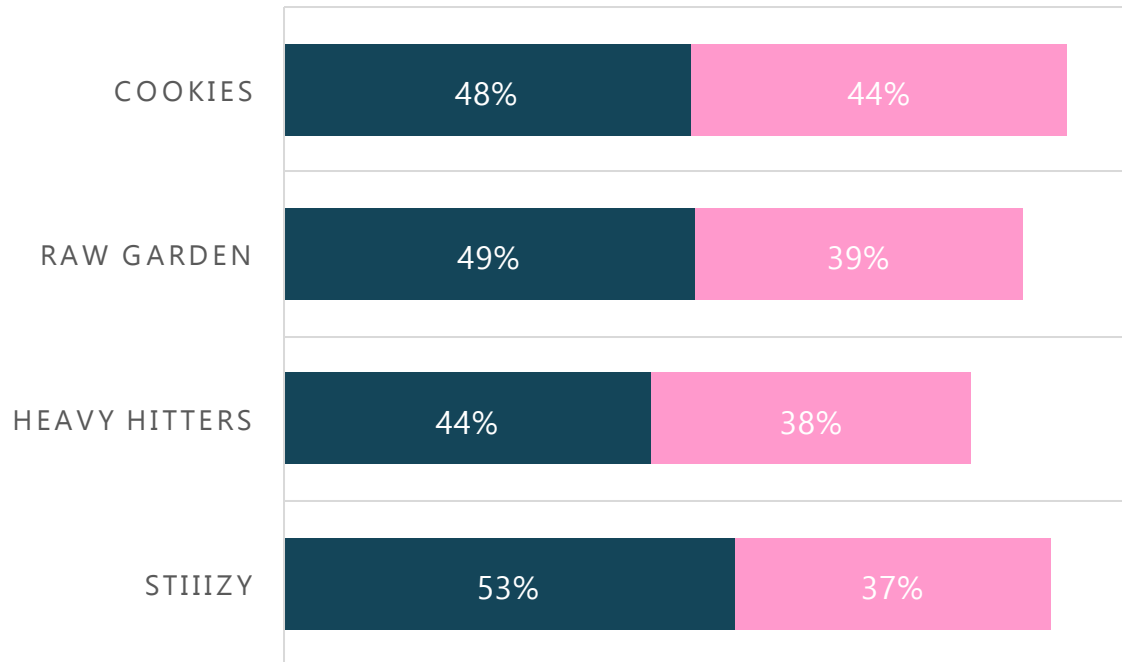
Why they continue to use the brand	STIIIZY	Heavy Hitters	Cookies	Raw Garden
Easy to use	37%	27%	26%	30%
Brand I trust	37%	29%	30%	31%
Easy to take with me	35%	20%	19%	17%
Consistent every time	34%	24%	28%	23%
Fast acting	24%	19%	22%	20%
Good value for the money	23%	25%	26%	26%
Smoothness of the hit	23%	25%	20%	27%
Desired effect it promises	22%	20%	30%	17%
High THC content	22%	35%	30%	27%
Popular/well-known brand	21%	22%	17%	14%
Easy to get the right dose	19%	12%	11%	17%
Premium product	19%	26%	28%	27%
Known to be potent	15%	18%	19%	20%
Duration of the high	15%	18%	24%	14%
Appealing packaging	14%	9%	15%	11%
Discreet packaging	14%	6%	7%	14%
Recommended by friends or family	14%	11%	11%	10%
Terpene profiles	14%	11%	11%	13%
Made with high quality inputs	14%	14%	19%	19%
Category specific (e.g., sativa)	14%	12%	13%	10%
Strain specific	14%	12%	17%	13%
Innovative company	11%	9%	11%	4%
High CBD content	10%	7%	4%	6%
All-natural products	9%	13%	11%	17%
Strong cannabis heritage	9%	8%	9%	17%
Recommended by a store clerk/budtender	9%	13%	2%	13%
Organic products	7%	12%	15%	10%
Environmentally friendly	7%	8%	7%	10%

STIIIZY n=124
 Raw Garden n=70
 Heavy Hitters n=76
 Cookies n=54

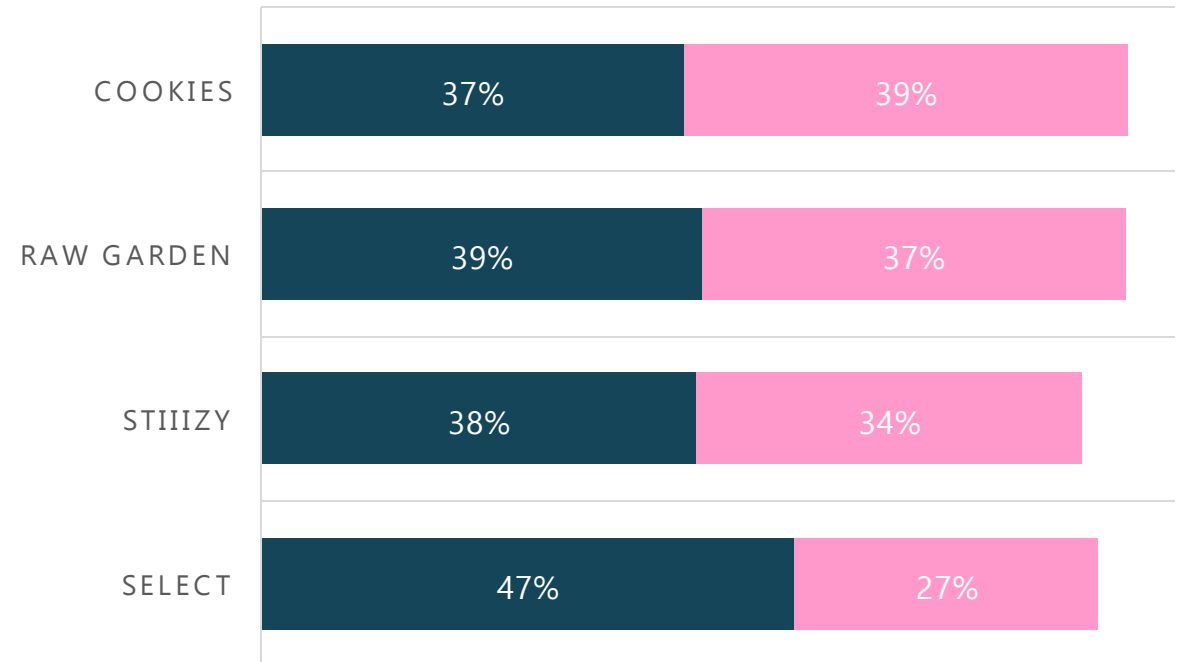


Cookies and Raw Garden users are more likely to go out of their way to find the brand

THIS BRAND IS WELL WORTH THE COST



I GO OUT OF MY WAY TO FIND/BUY THIS BRAND



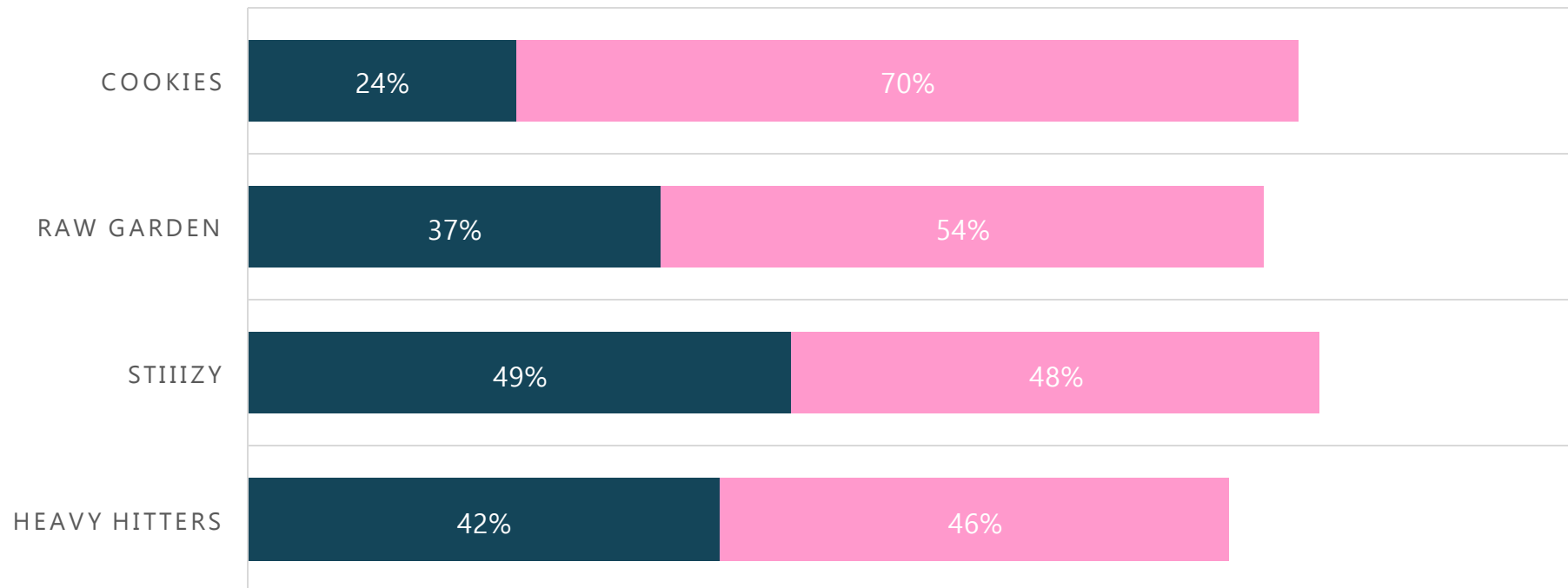
Agree Completely agree

STIIIZY n=124
Raw Garden n=70
Heavy Hitters n=76
Cookies n=54

An amazing 70% of Raw Garden users are very likely to recommend

HOW LIKELY WOULD YOU BE TO RECOMMEND TO A FRIEND?

■ Likely ■ Very likely



How likely would you be to recommend ___ to a friend?

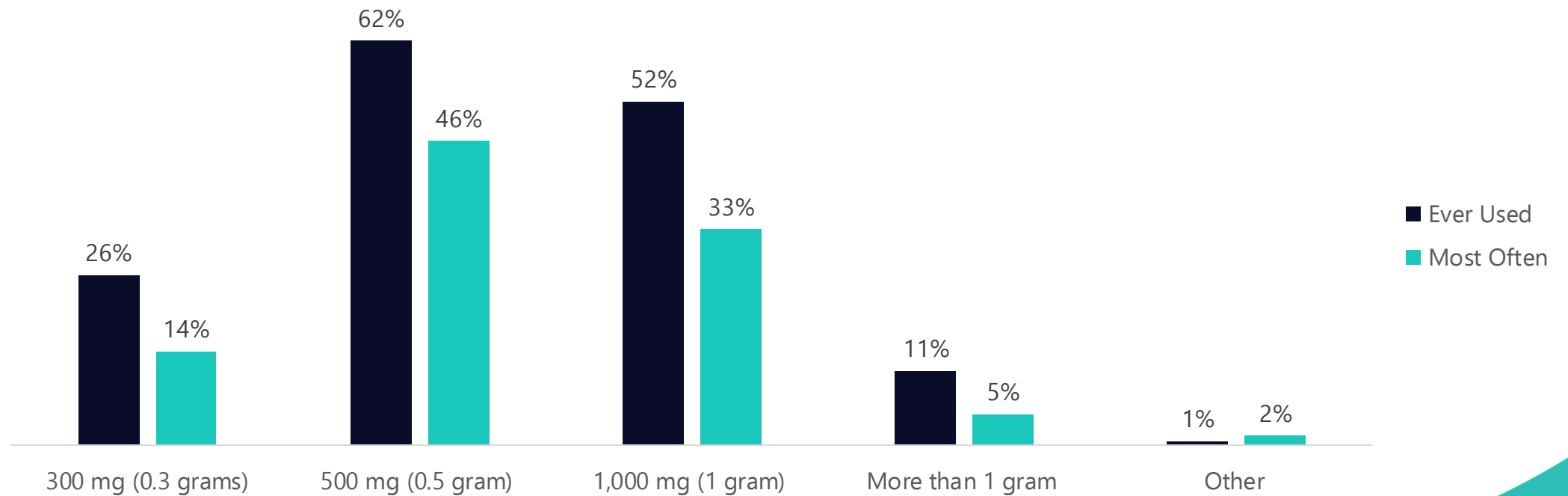
STIIIZY n=124
Raw Garden n=70
Heavy Hitters n=76
Cookies n=54

Vape Cartridges

Colorado 



500mg is the most popular size ever used and most often



Vape Cartridge Brand Purchase Funnel

Almost a fifth of vape cartridge users had never heard of any of these brands. The Clear had the highest unaided awareness followed by Evolab. Evolab also had the best conversion through the funnel

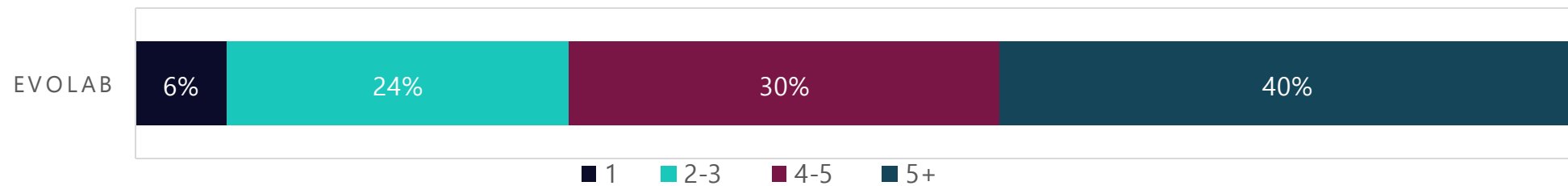
<i>Unaided Awareness</i>		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
4.8%	Evolab	52%	42%	34%	31%	22%	80%	81%	90%	70%	49%
5.3%	The Clear	36%	25%	19%	16%	13%	70%	76%	85%	82%	52%
1.4%	EUREKA	31%	21%	16%	14%	11%	68%	76%	87%	77%	58%
0.6%	The Lab	29%	20%	12%	10%	8%	67%	60%	84%	84%	45%
2.2%	Spherex	17%	11%	8%	7%	5%	65%	76%	87%	70%	52%
0.8%	Lucky Turtle	16%	12%	9%	8%	6%	75%	72%	88%	79%	64%
0.6%	Ascend	14%	9%	6%	5%	4%	65%	65%	91%	80%	27%
0.3%	Select	9%	5%	4%	3%	3%	49%	82%	79%	100%	57%
	None of the above	20%	5%	6%	4%	14%					
Average number of brands		2.0	1.4	1.1	0.93	0.68					

* Caution: Small sample size

Which of the following brands are you aware of? Select all that apply. n=372
 Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months? Which brand is your favorite? (only shown to users) n=205

Most Evolab users have purchased the brand at least 4 times and are satisfied

BRAND PURCHASE FREQUENCY



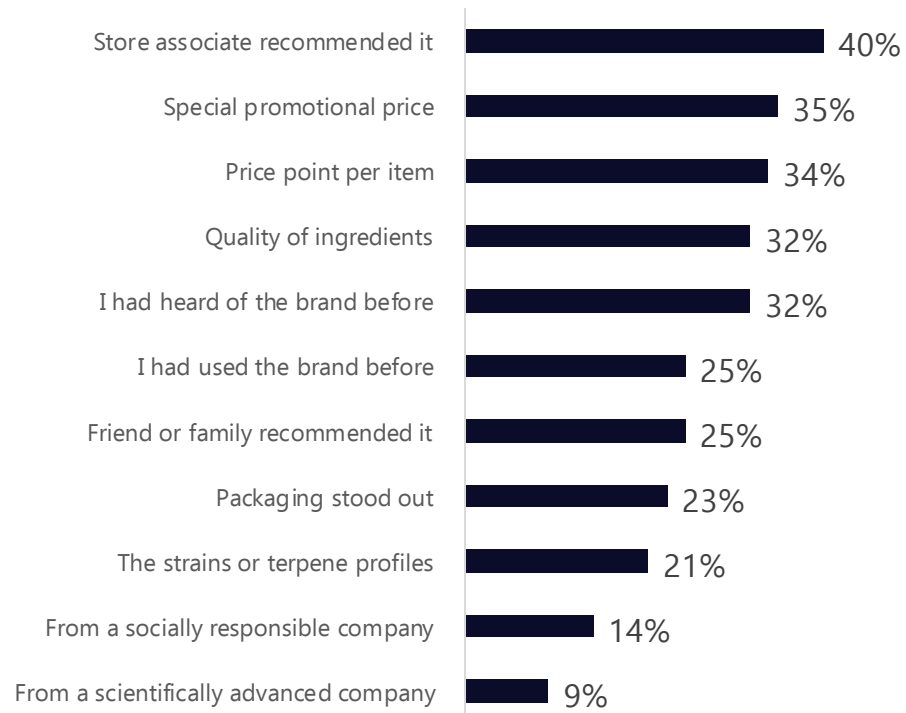
BRAND SATISFACTION



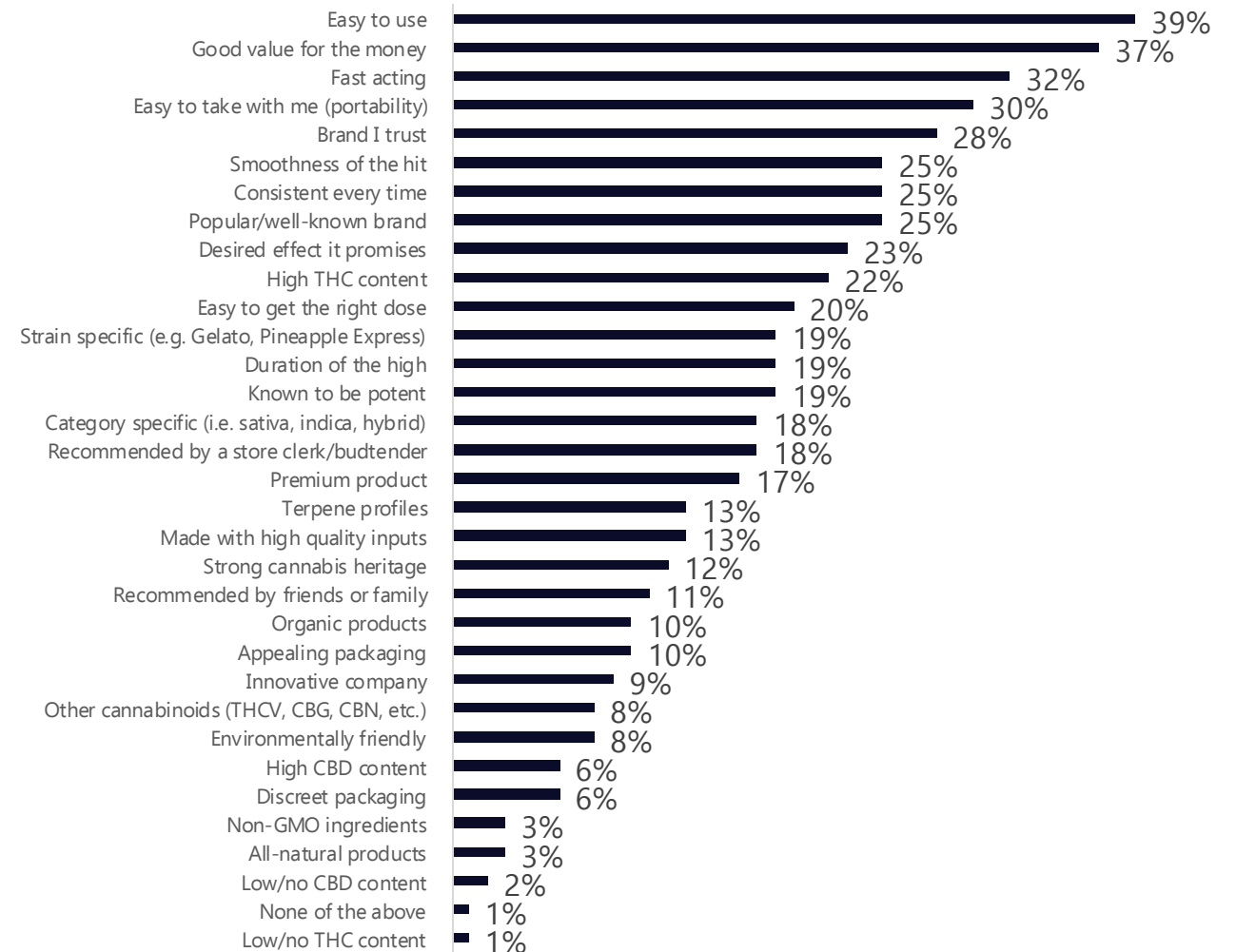
How many times have you purchased this brand? N = 97
 How would you rate your overall satisfaction with each brand? N = 97

Store associates and promotions drove users to the brand and they continue to use because of ease and value

Made them try the brand

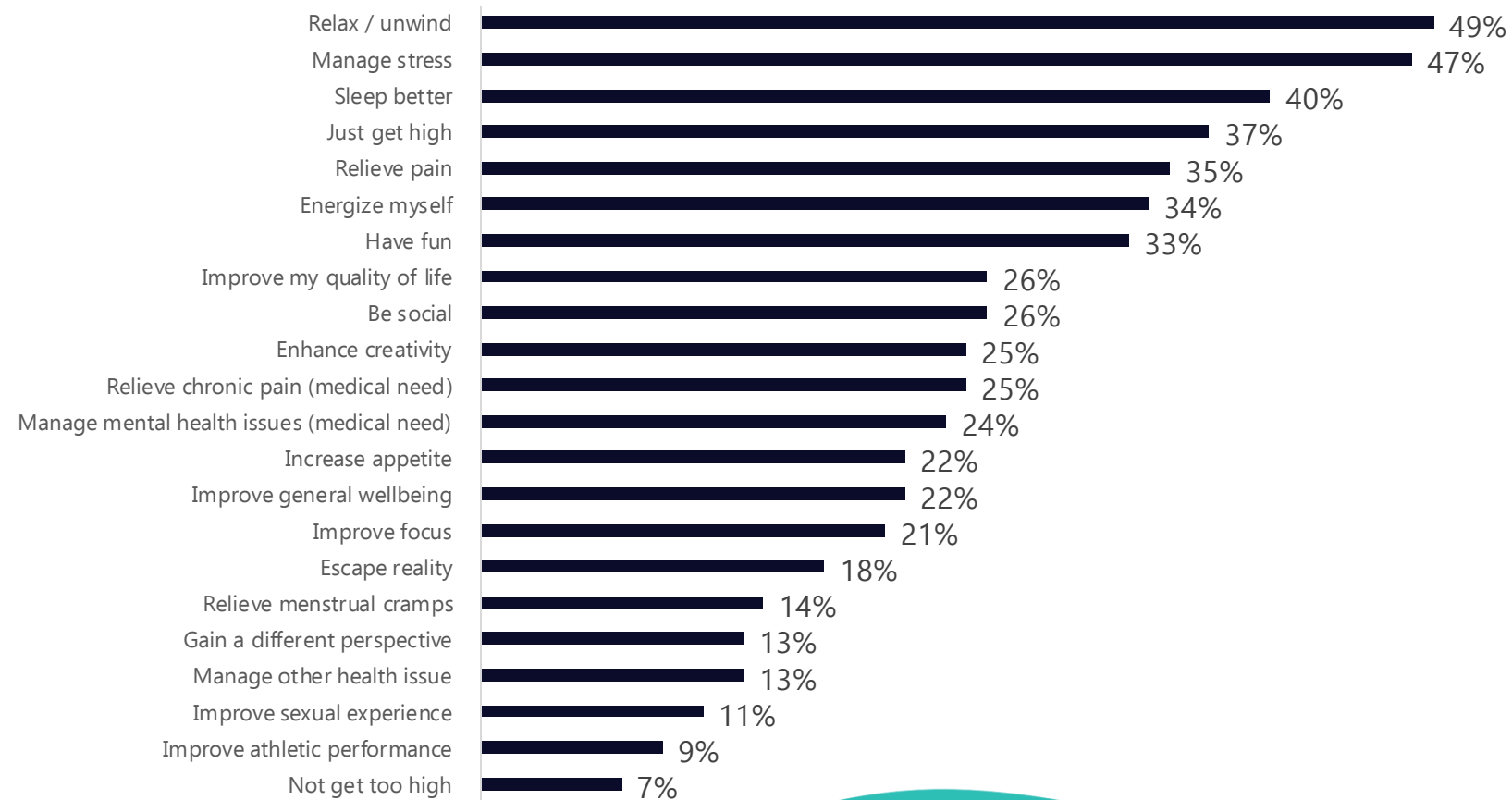


Why they continue to use

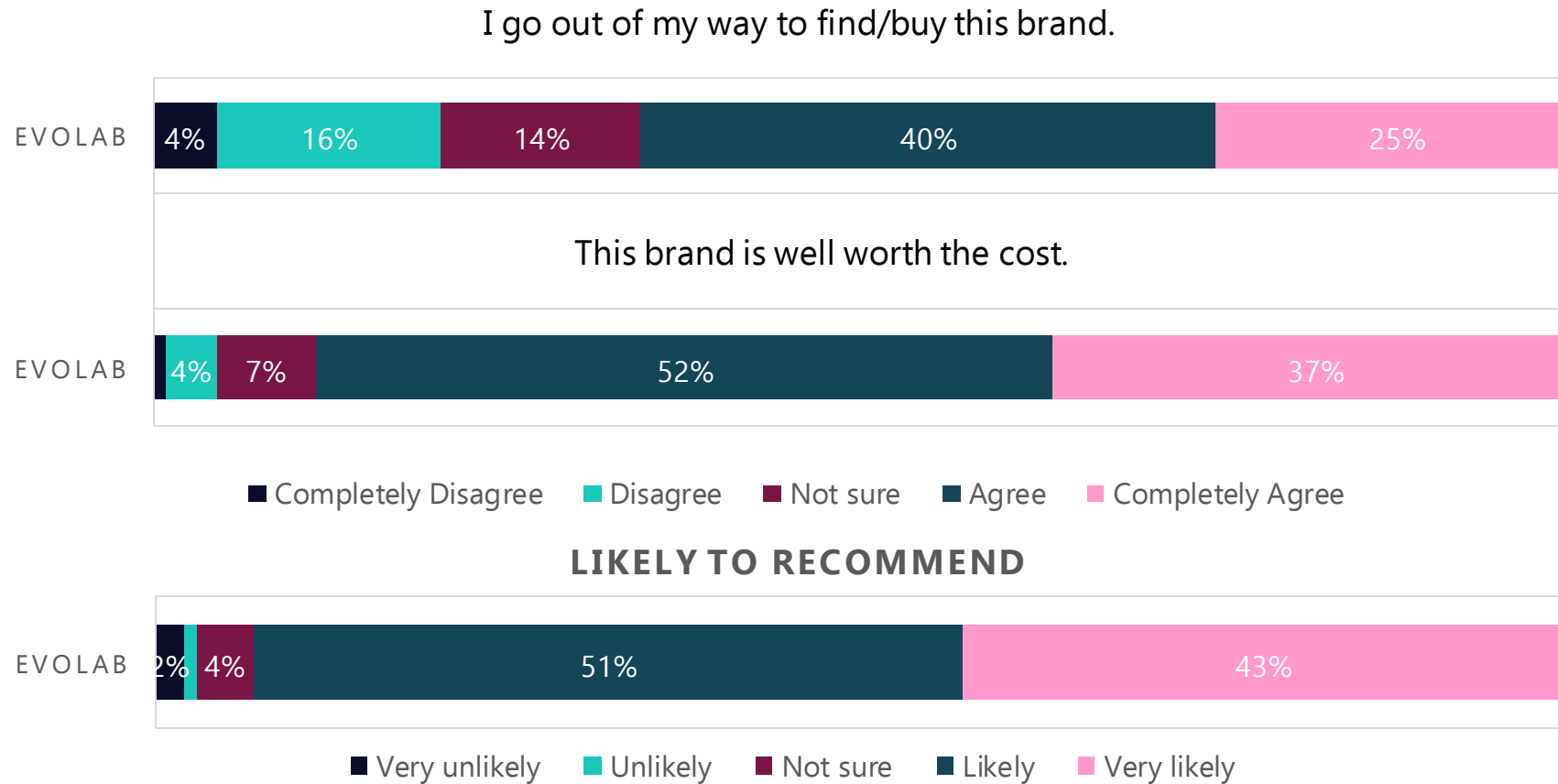


What made you try _____ vape cartridge? Select all that apply. N = 97

Evolab users are looking to relax and manage stress



The brand is thought to be worth the cost and worth recommending but just over 60% agree they will go out of their way to find the brand



How much do you agree with the following statements about ____?
 How likely would you be to recommend _____ to a friend? N=97

Disposable Vapes

California 



Disposable Vape Brand Purchase Funnel

STIIIZY had the highest unaided and aided awareness among the brands tracked and also the best conversion through the funnel. Many brands like Select, Flav and Nuvata show some promising loyalty with strong latter metrics of purchase again and purchase in past 3 months.

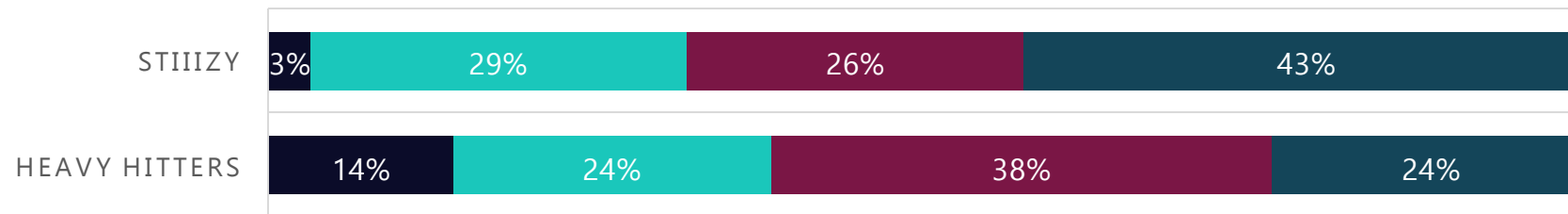
Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Purchase Again	Purchase Again - Past 3 Months	Favorite Brand
15.5%	STIIIZY	51%	43%	36%	36%	32%	84%	84%	98%	89%	81%
3.7%	Heavy Hitters	43%	28%	23%	20%	16%	66%	82%	88%	79%	44%
2.0%	ROVE	30%	20%	15%	13%	11%	67%	73%	91%	83%	51%
1.7%	Pure Vape	29%	19%	14%	11%	10%	66%	72%	83%	89%	57%
5.1%	Select	28%	16%	11%	11%	9%	58%	67%	100%	82%	52%
0.7%	Kurvana	24%	15%	11%	10%	9%	61%	73%	91%	90%	70%
3.0%	dosist	23%	16%	10%	9%	6%	71%	64%	84%	74%	37%
0.7%	Flav	17%	9%	7%	6%	6%	57%	72%	86%	100%	61%
0.0%	Nuvata	13%	9%	6%	5%	5%	70%	64%	89%	94%	56%
0.0%	stick.e.vape	11%	6%	4%	4%	3%	57%	65%	92%	83%	33%
	None of the above	10%	15%	5%	1%	6%					
Average number of brands		2.6	1.8	1.4	1.2	1.0					

N=309 Which of the following brands are you aware of? Select all that apply. Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months?

Heavy Hitters users have purchased the brand less but are equally as satisfied

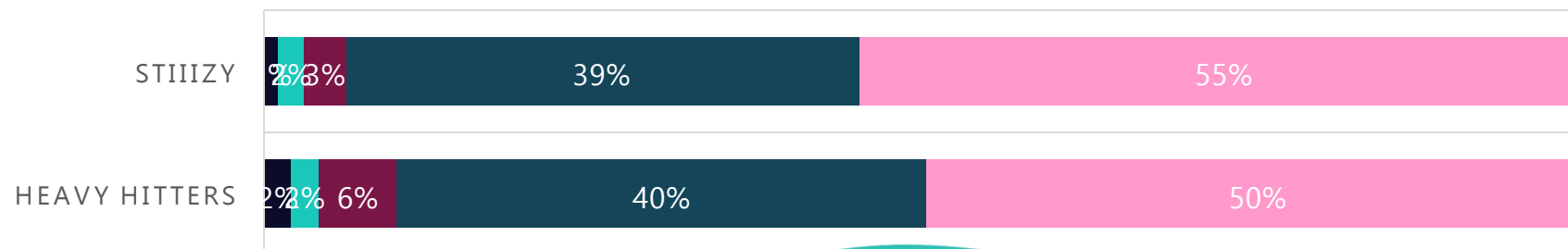
BRAND PURCHASE FREQUENCY

■ 1 ■ 2 to 3 ■ 4 to 5 ■ >5



BRAND SATISFACTION

■ Very dissatisfied ■ Dissatisfied ■ Not sure ■ Satisfied ■ Very satisfied



STIIIZY n=98
Heavy Hitters n=50

STIIIZY is more for relaxing and sleep whereas Heavy Hitters is also used to just have fun

Desired Effect	STIIIZY	Heavy Hitters
Relax / unwind	57%	32%
Sleep better	46%	32%
Manage stress	39%	29%
Have fun	33%	33%
Just get high	31%	24%
Relieve pain	26%	21%
Relieve chronic pain (medical need)	26%	12%
Energize myself	26%	21%
Improve general wellbeing	25%	26%
Improve focus	23%	18%
Manage mental health issues (medical need)	22%	12%
Improve my quality of life	22%	24%
Escape reality	22%	23%
Enhance creativity	21%	9%
Increase appetite	21%	21%
Be social	19%	12%
Gain a different perspective	18%	14%
Not get too high	15%	8%
Manage other health issue	14%	14%
Improve sexual experience	12%	18%
Relieve menstrual cramps	11%	12%

When using this brand, what is the desired effect are you looking to achieve? *Select all that apply.**

STIIIZY n=98
Heavy Hitters n=50



Brand awareness and recommendations are top brand drivers but packaging and price also made Heavy Hitters stand out

What made them try the brand	STIIIZY	Heavy Hitters
Friend or family recommended it	39%	38%
I had heard of the brand before	33%	35%
Quality of ingredients	32%	29%
Store associate recommended it	29%	26%
I had used the brand before	28%	32%
Price point per item	27%	39%
Packaging stood out	26%	38%
The strains or terpene profiles	23%	15%
Special promotional price	21%	18%
From a socially responsible company	18%	12%
From a scientifically advanced company	11%	18%

Why they continue to use the brand	STIIIZY	Heavy Hitters
Easy to take with me	37%	18%
Easy to use	36%	26%
Brand I trust	34%	26%
Consistent every time	28%	24%
Fast acting	28%	24%
Smoothness of the hit	25%	24%
Good value for the money	24%	26%
Desired effect it promises	21%	21%
Premium product	20%	27%
High THC content	19%	26%
Popular/well-known brand	18%	20%
Duration of the high	18%	17%
Known to be potent	17%	17%
Appealing packaging	17%	15%
Easy to get the right dose	17%	15%
Category specific (e.g., sativa)	16%	11%
Terpene profiles	16%	11%
Made with high quality inputs	15%	12%
Recommended by friends or family	15%	9%
Strain specific	15%	11%
Discreet packaging	14%	6%
All-natural products	12%	11%
Strong cannabis heritage	12%	9%
High CBD content	12%	5%
Innovative company	11%	15%
Organic products	9%	14%
Recommended by a store clerk/budtender	8%	11%

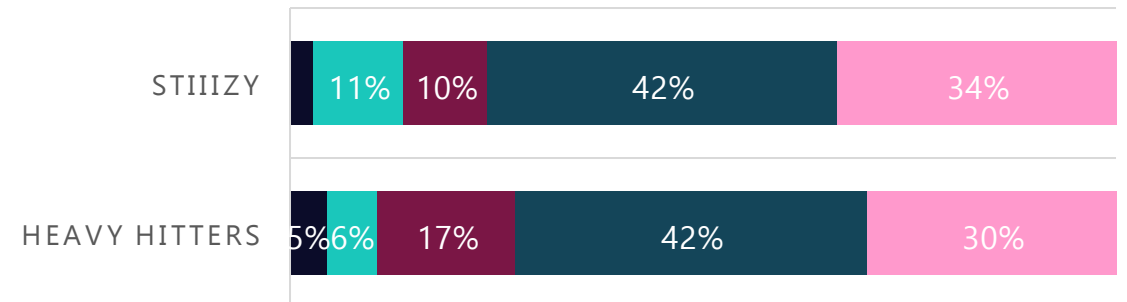
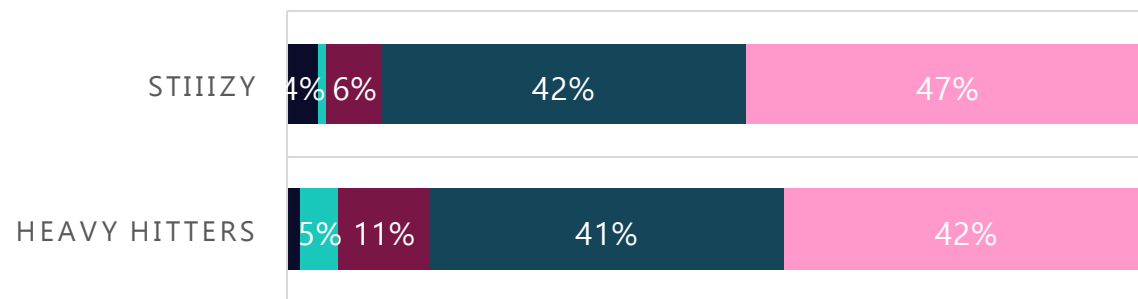
Why do you continue to use _____? Select all that apply.
 What made you try _____? Select all that apply.

STIIIZY n=98
 Heavy Hitters n=50

About half of users believe the brands are worth the cost and just over a third would go out of the way to find the brand

THIS BRAND IS WELL WORTH THE COST

I GO OUT OF MY WAY TO FIND/BUY THIS BRAND



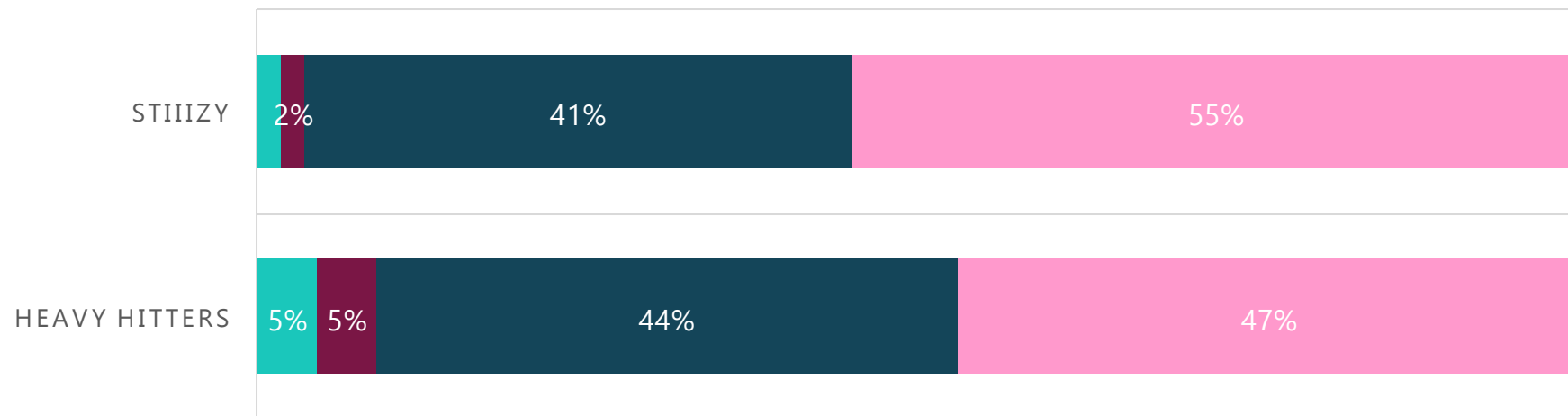
■ Completely disagree
 ■ Disagree
 ■ Not sure
 ■ Agree
 ■ Completely agree

STIIIZY n=98
Heavy Hitters n=50



More than half of users of both brands are very likely to recommend

HOW LIKELY WOULD YOU BE TO RECOMMEND TO A FRIEND?



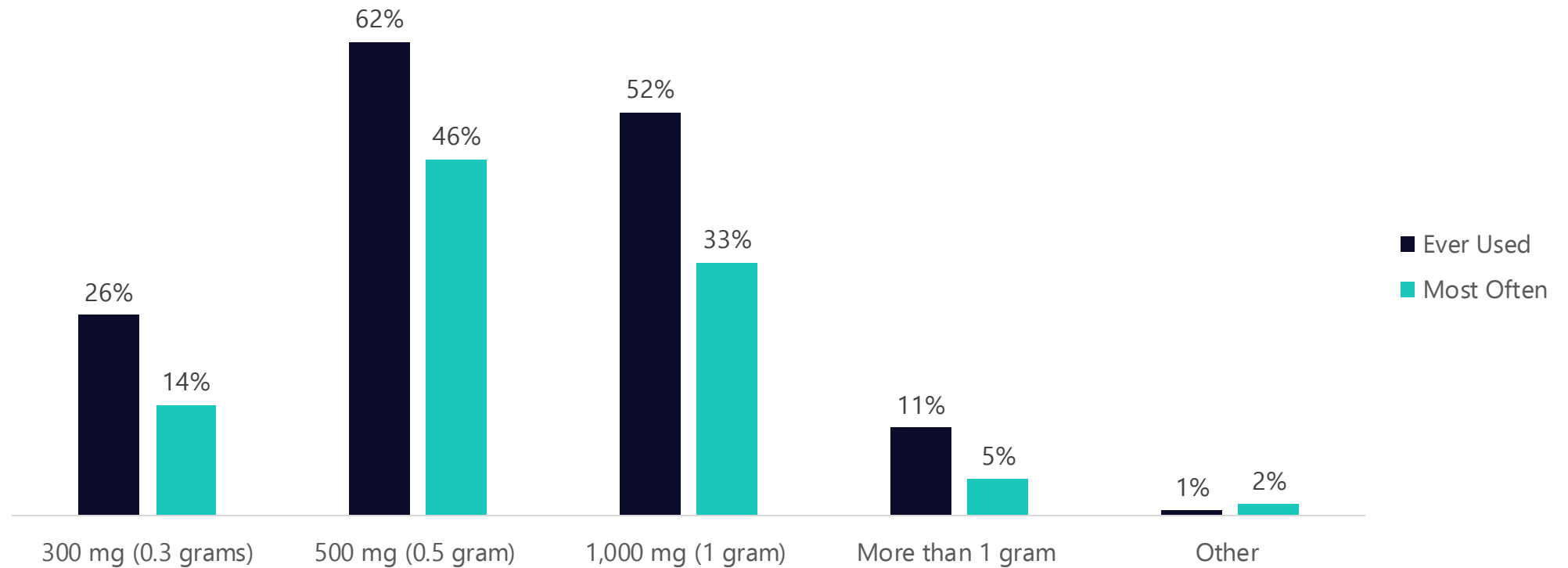
Very unlikely Unlikely Not sure Likely Very likely

Disposable Vapes

Colorado 



500mg is the most popular brand ever tried and used most often



Disposable vape pens, cartridges and pods are available in different sizes. Please select all of the different sizes you have ever tried. Select which size you use most often. N = 457

Disposable Vape Purchase Funnel

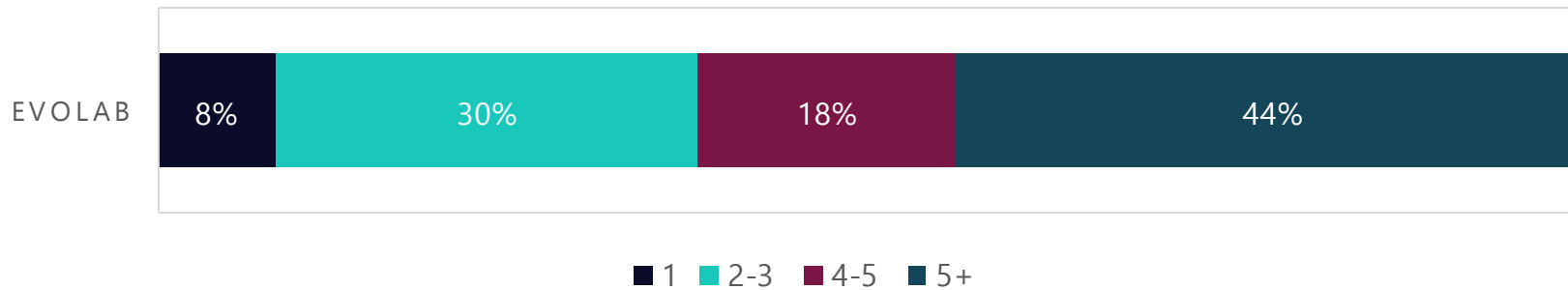
Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Purchase Again	Purchase Again - Past 3 Months	Favorite Brand
9.1%	Evolab	45%	45%	38%	31%	29%	83%	82%	94%	82%	56%
3.7%	The Clear	36%	36%	26%	20%	18%	71%	79%	87%	89%	65%
1.2%	EUREKA	30%	30%	21%	15%	14%	72%	71%	90%	80%	51%
0.8%	Select	17%	17%	9%	8%	8%	56%	88%	95%	80%	67%
1.2%	Spherex	16%	16%	12%	8%	7%	73%	70%	90%	79%	33%
1.2%	LucidMood	11%	11%	8%	6%	5%	69%	75%	87%	92%	47%
0.0%	Binske	11%	11%	7%	5%	4%	67%	78%	79%	82%	43%
0.0%	Northern Standard	10%	10%	4%	4%	3%	44%	82%	89%	88%	56%
0.0%	Beboe	7%	7%	5%	5%	4%	76%	92%	83%	80%	42%
	None of the above	22%	22%	6%	5%	3%					
Average number of brands		1.8	1.3	1.0	0.9	0.7					

* Caution: Small sample size

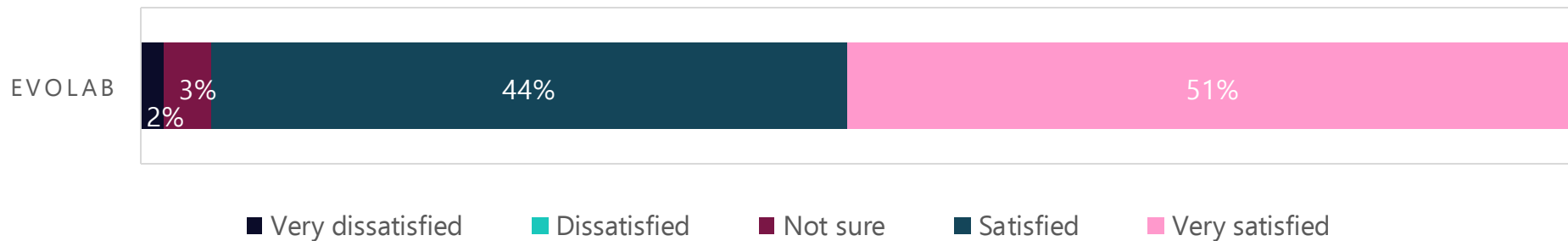
Which of the following brands are you aware of? Select all that apply. n=256
 Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months? Which brand is your favorite? (only shown to users) n=142

Overall, Evolab users are satisfied with the brand, and almost half have purchased it at least 5 times

BRAND PURCHASE FREQUENCY

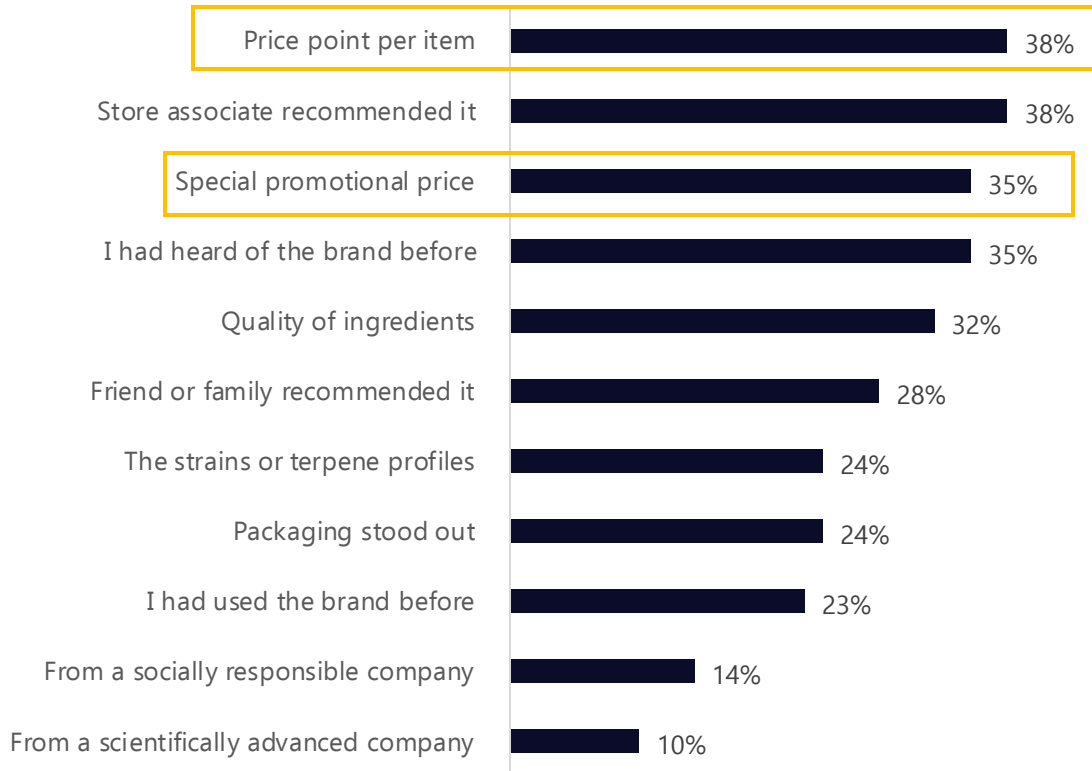


OVERALL BRAND SATISFACTION

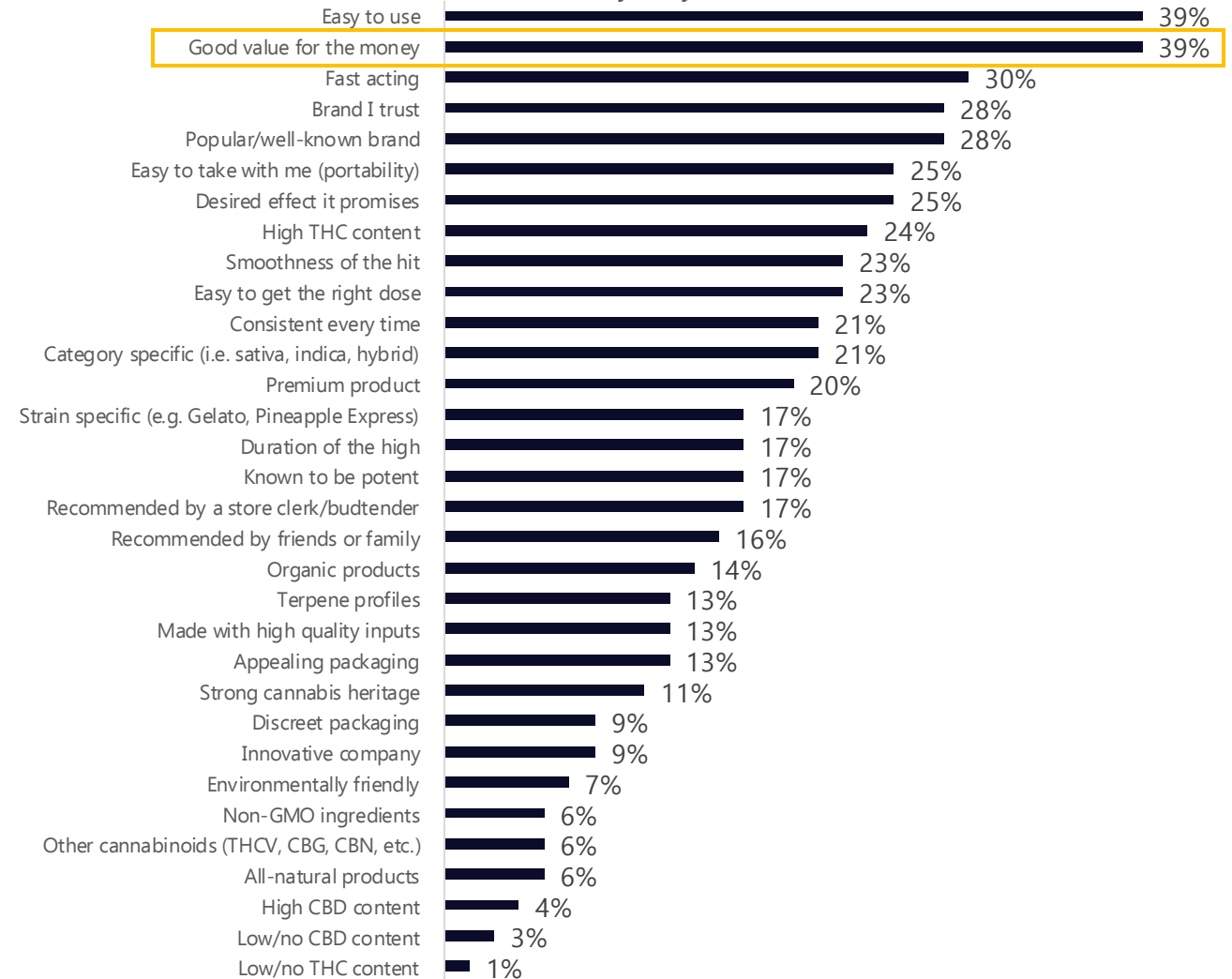


Price seems to be key for Evolab disposable vape users

Made them try the brand



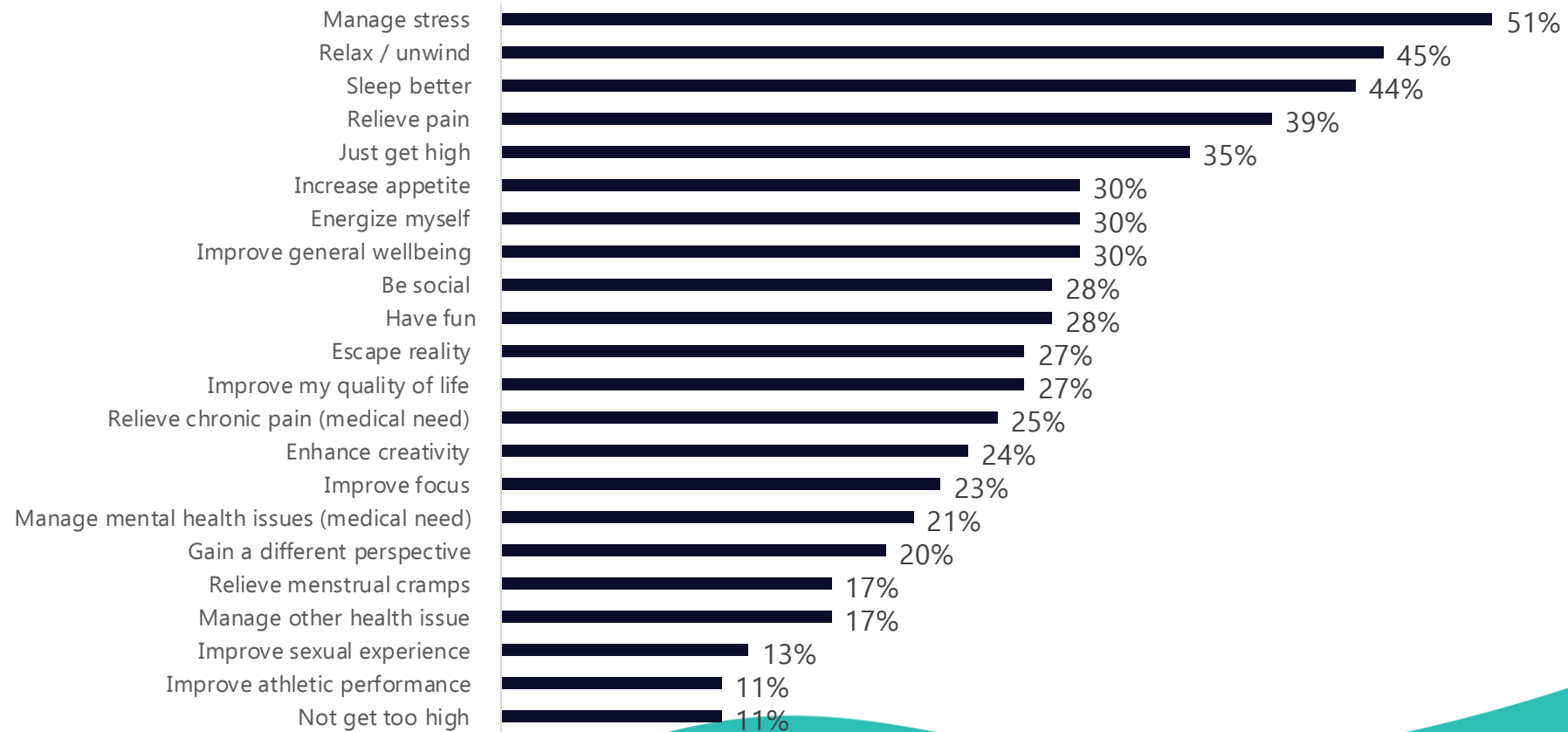
Why they continue to use



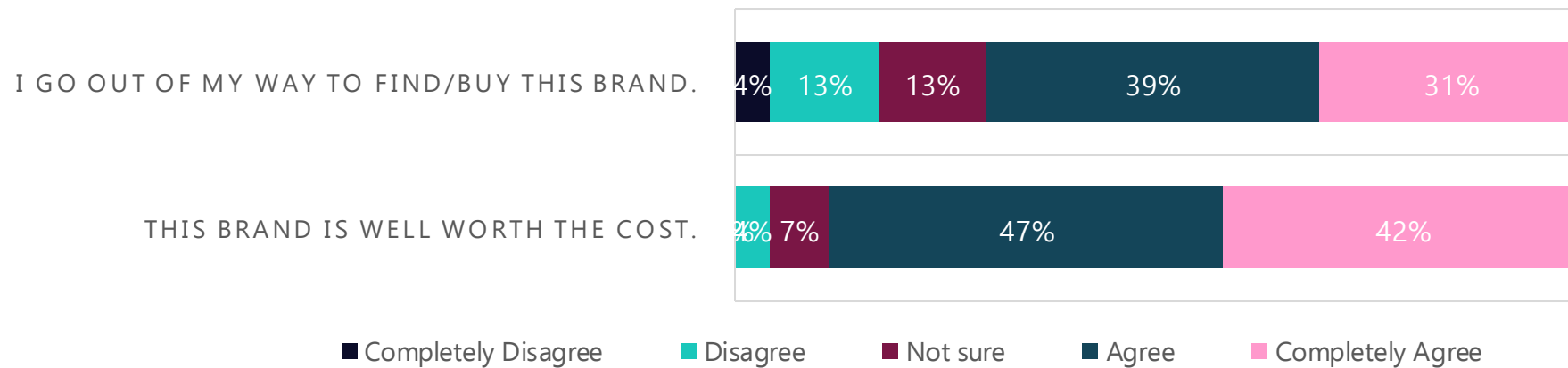
What made you try _____ vape? Select all that apply.
 Why do you continue to use _____ vape? Select all that apply.

Stress and unwinding is important for Evolab users

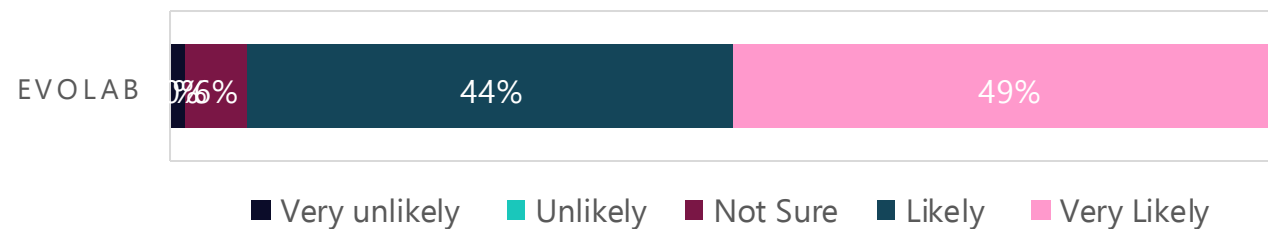
Desired Effects of Evolab Users



Less than half are very likely to recommend; only 4 in 10 think its worth the cost and even less go out of their way for this brand



LIKELY TO RECOMMEND



How much do you agree with the following statements about _____ vape?
How likely would you be to recommend _____ vape to a friend?

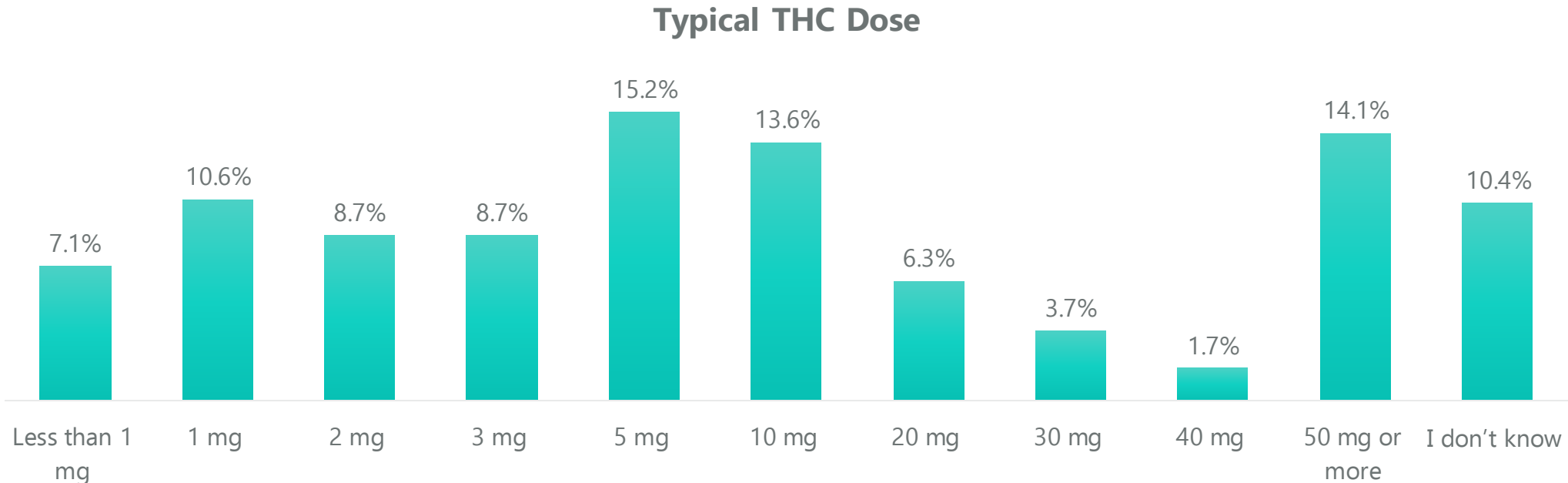
Baked Goods

California





It appears there is a 50/50 mix in wanting a low dose and a very high dose, a surprising 14% want 50mg+



Baked Goods Brand Purchase Funnel

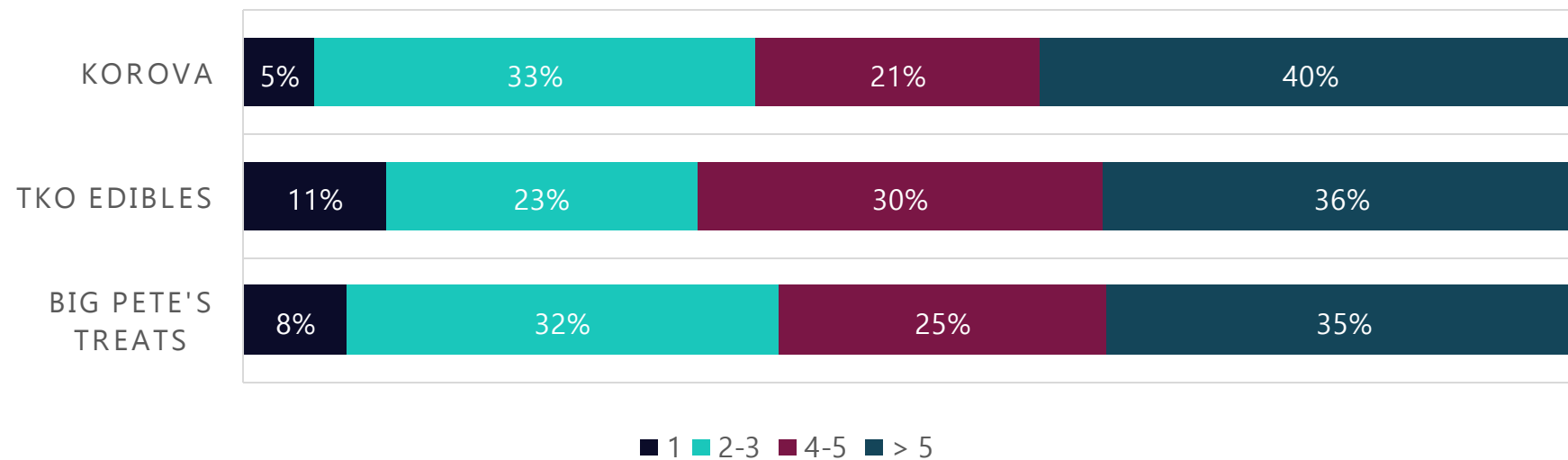
Korova had the highest unaided and aided awareness among the brands tracked and also the best conversion through the funnel. Many brands like Dr.Norm's, Heavenly Swee Medibles, and Atlas Edibles show some promising loyalty with strong latter metrics of purchase again and purchase in past 3 months.

<i>Unaided Awareness</i>		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
7.3%	Korova	36%	29%	26%	23%	20%	80%	89%	92%	87%	75%
1.8%	Big Pete's Treats	32%	25%	18%	16%	14%	78%	71%	93%	86%	62%
0.4%	TKO Edibles	30%	21%	15%	14%	12%	71%	72%	93%	85%	61%
0.4%	Dr. Norm's	22%	16%	12%	11%	11%	71%	78%	91%	96%	67%
0.9%	Heavenly Sweet Medibles	21%	16%	12%	11%	11%	73%	78%	93%	94%	62%
0.2%	Atlas Edibles	18%	14%	11%	10%	10%	78%	80%	88%	98%	49%
	None of the above	27%	33%	6%	1%	5%					
Average number of brands		1.6	1.2	0.9	0.8	0.8					

Which of the following brands are you aware of? Select all that apply.
 Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months?

Just over a third of brand users have used 5 or more times

BRAND USE FREQUENCY



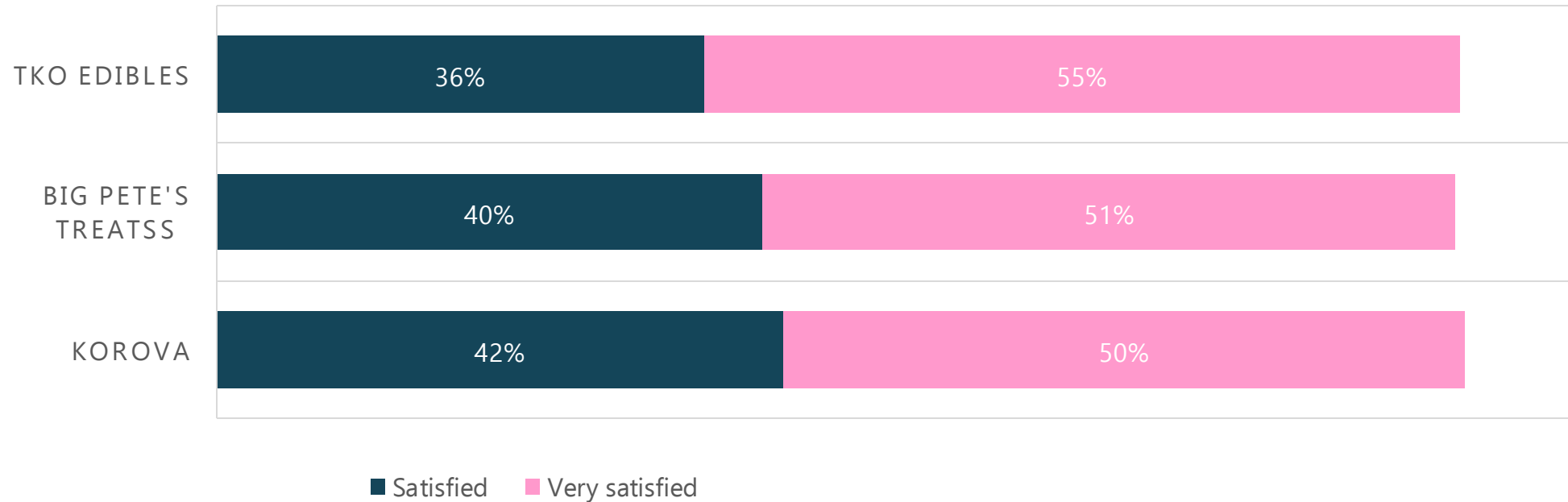
How many times have you purchased this brand?

Korova n=94
 Big Pete's Treats n=65
 TKO Edibles n=56



Half of all brand users are very satisfied with these brands

BRAND SATISFACTION



Flavors, quality ingredients and budtender recommendations are top brand drivers

<u>What made them try the brand</u>	Korova	Big Pete's Treats	TKO Edibles
Friend or family recommended it	22%	29%	34%
From a scientifically advanced company	9%	9%	7%
From a socially responsible company	14%	23%	16%
I had heard of the brand before	20%	23%	18%
I had used the brand before	22%	23%	23%
Packaging stood out	31%	23%	27%
Price point per item	28%	14%	21%
Quality of ingredients	29%	34%	36%
Special promotional price	18%	23%	20%
Store associate recommended it	28%	31%	25%
The flavors	44%	45%	39%
The strains or terpene profiles	13%	14%	11%
Other	4%	0%	0%

What made you try _____? Select all that apply.

Korova n=94
Big Pete's Treats n=65
TKO Edibles n=56



Relax and sleep are top desired effects for Korova and TKO but relieve pain is top for Big Pete's

<u>Desired Effect</u>	Korova	Big Pete's Treats	TKO Edibles
Relax / unwind	49%	35%	39%
Manage stress	35%	26%	21%
Sleep better	33%	37%	34%
Relieve pain	27%	42%	18%
Improve general wellbeing	20%	20%	16%
Just get high	20%	17%	20%
Have fun	19%	28%	25%
Escape reality	17%	20%	25%
Improve my quality of life	17%	15%	18%
Relieve chronic pain (medical need)	17%	15%	14%
Be social	16%	17%	13%
Manage other health issue	16%	15%	11%
Relieve menstrual cramps	16%	8%	13%
Increase appetite	15%	14%	11%
Improve focus	14%	22%	14%
Gain a different perspective	13%	9%	20%
Enhance creativity	12%	12%	13%
Energize myself	11%	15%	13%
Improve sexual experience	11%	11%	20%
Manage mental health issues (medical need)	10%	14%	14%
Not get too high	9%	12%	14%
Improve athletic performance	5%	12%	7%
Other	0%	0%	0%

Korova n=94
Big Pete's Treats n=65
TKO Edibles n =56

When using this brand, what is the desired effect are you looking to achieve? *Select all that apply.**



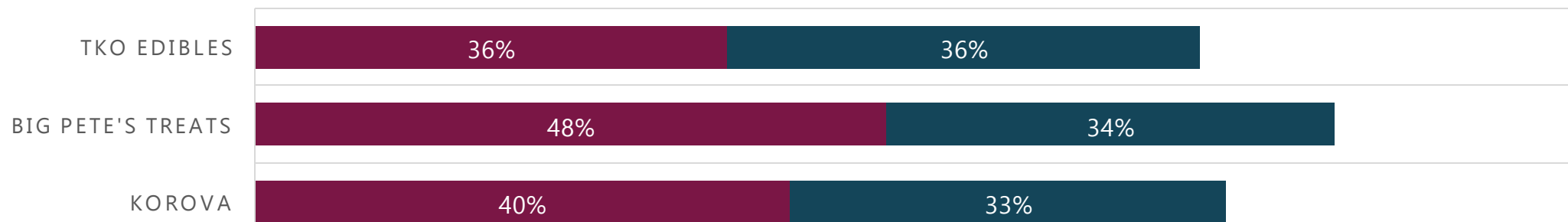
Taste is key for continued use for these baked goods brands

Why they continue to use the brand	Big Pete's		
	Korova	Treats	TKO Edibles
Taste	33%	25%	29%
Great tasting	29%	35%	25%
Flavor options	22%	20%	25%
Brand I trust	21%	28%	14%
Easy to use	21%	23%	23%
Good value for the money	21%	17%	18%
Consistent every time	20%	17%	21%
Appealing packaging	17%	9%	14%
Premium product	17%	22%	13%
Desired effect it promises	16%	15%	25%
Duration of the high	16%	15%	13%
Easy to get the right dose	15%	12%	11%
High THC content	13%	5%	9%
Made with high quality inputs	13%	11%	14%
All-natural products	11%	15%	16%
Fast acting	11%	19%	21%
Known to be potent	11%	6%	13%
Natural ingredients	11%	11%	11%
Recommended by a store clerk/budtender	11%	17%	13%
Easy to take with me (portability)	10%	15%	13%
Environmentally friendly	10%	11%	7%
Organic products	9%	11%	11%
Popular/well-known brand	9%	14%	11%
Innovative company	7%	12%	9%
Other cannabinoids (THCV, CBG, CBN, etc.)	7%	8%	9%
Category specific (i.e. sativa, indica, hybrid)	6%	8%	7%
Non-GMO ingredients	6%	5%	5%
Strong cannabis heritage	6%	6%	9%
Terpene profiles	6%	8%	7%
Vegan products	6%	6%	7%
High CBD content	5%	11%	9%
Discreet packaging	3%	11%	9%
Recommended by friends or family	3%	8%	13%
Flavor specific (e.g. Gelato, Pineapple Express)	3%	2%	14%
Low/no THC content	2%	6%	5%
Low/no CBD content	1%	3%	9%
None of the above	0%	0%	0%

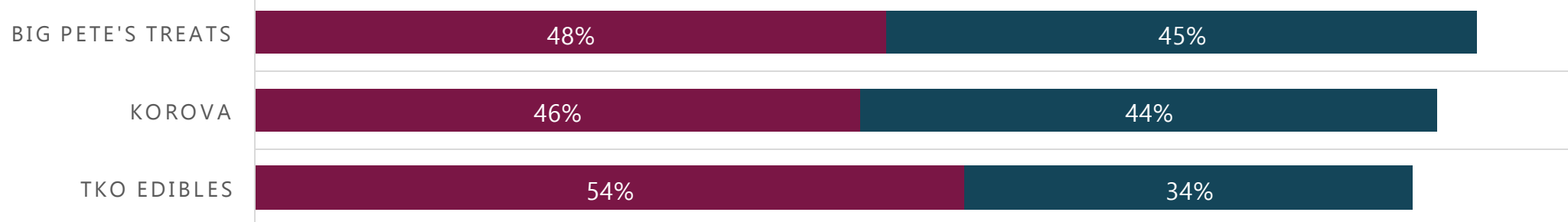
Korova n=94
 Big Pete's Treats n=65
 TKO Edibles n =56

Only a third of users completely agree that they will go out of the way to find these brands

I go out of my way to find/buy this brand.



This brand is well worth the cost.



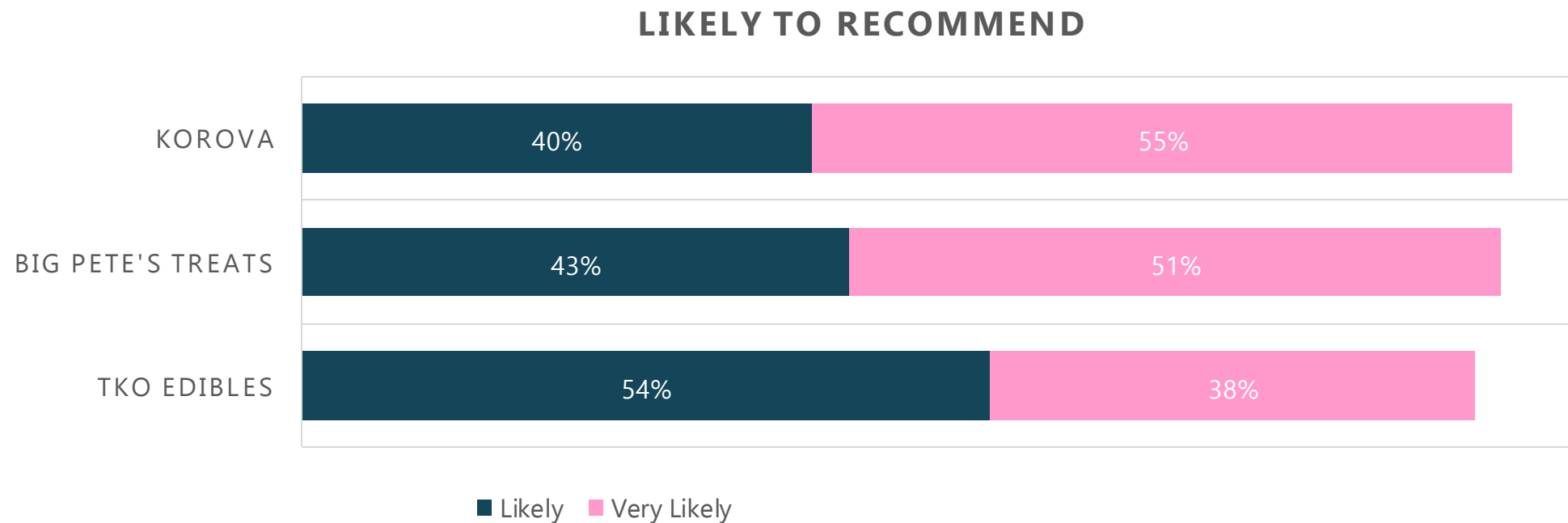
■ Agree ■ Completely Agree

How much do you agree with the following statements about ____?

Korova n=94
Big Pete's Treats n=65
TKO Edibles n=56



Over half of users are very likely to recommend Korova and Big Pete's Treats



How likely would you be to recommend ___ to a friend?

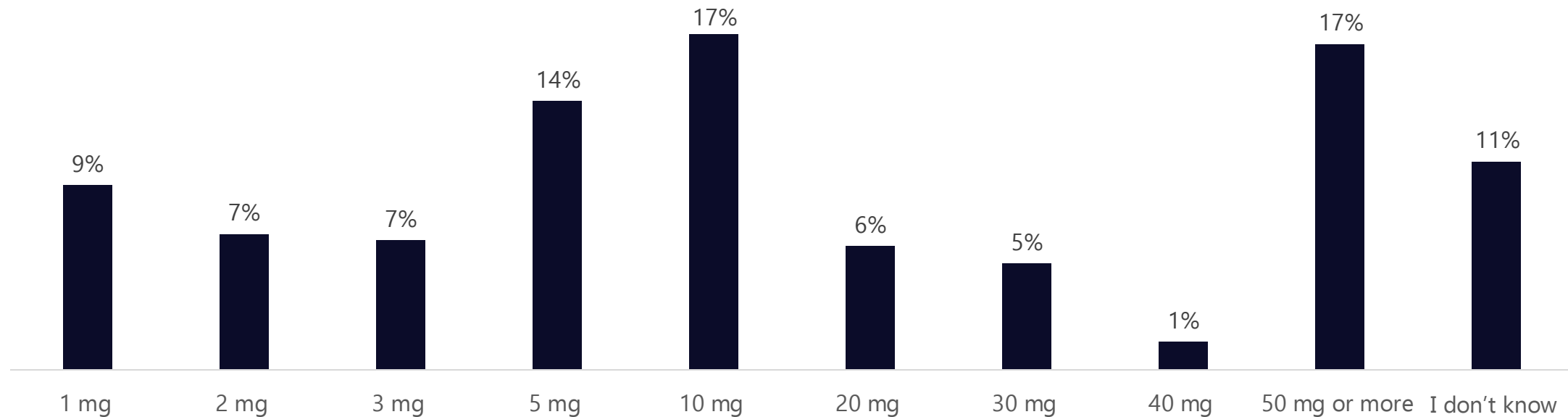
Korova n=94
Big Pete's Treats n=65
TKO Edibles n =56

Baked Goods

Colorado 



Most baked good users prefer small doses of THC but almost a fifth like very high doses (50mg+)



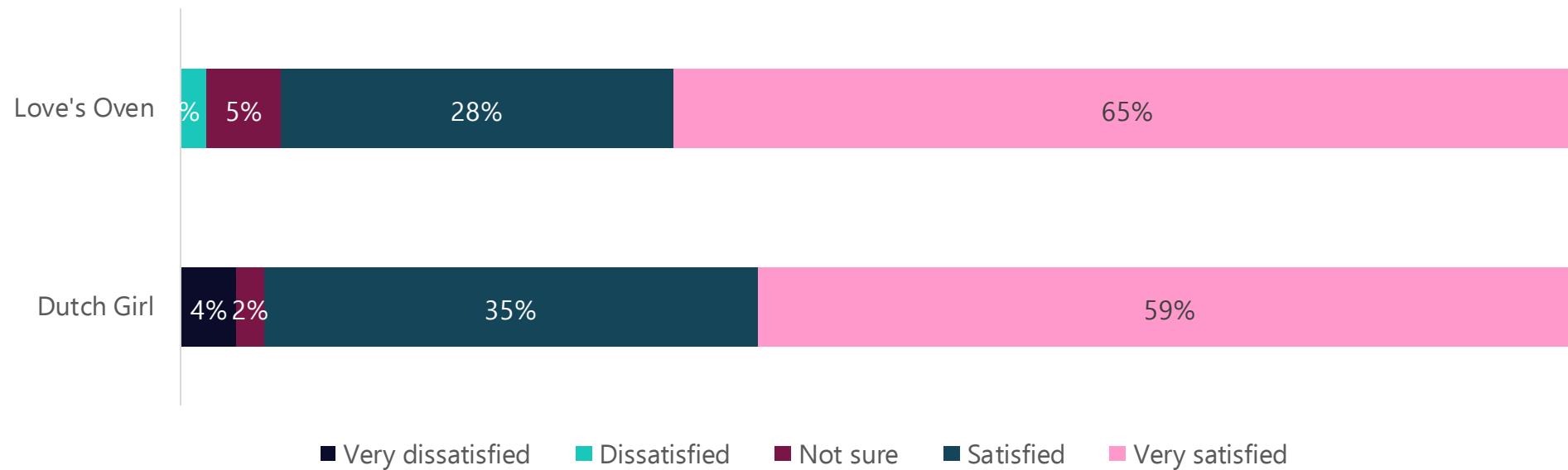
Baked Good Brand Purchase Funnel

Almost 4 in 10 respondents weren't aware of any of the baked good's brands we listed. Love's oven had the highest aided awareness, while Sweet Grass Kitchen had the highest unaided. Love's Oven also had very strong conversion through the funnel.

Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
2.4%	Love's Oven	36%	29%	23%	22%	16%	82%	79%	96%	73%	53%
0.9%	Dutch Girl	28%	21%	18%	16%	15%	77%	83%	92%	89%	75%
2.7%	Sweet Grass Kitchen	24%	17%	13%	12%	10%	68%	79%	89%	88%	76%
0.6%	BlueKudu	21%	13%	10%	8%	7%	59%	77%	85%	83%	48%
0.0%	Kaviar StarBar	19%	13%	9%	9%	8%	68%	75%	97%	88%	69%
	None of the above	37%	6%	7%	1%	7%					
	Average number of brands	1.3	0.9	0.7	0.7	0.5					

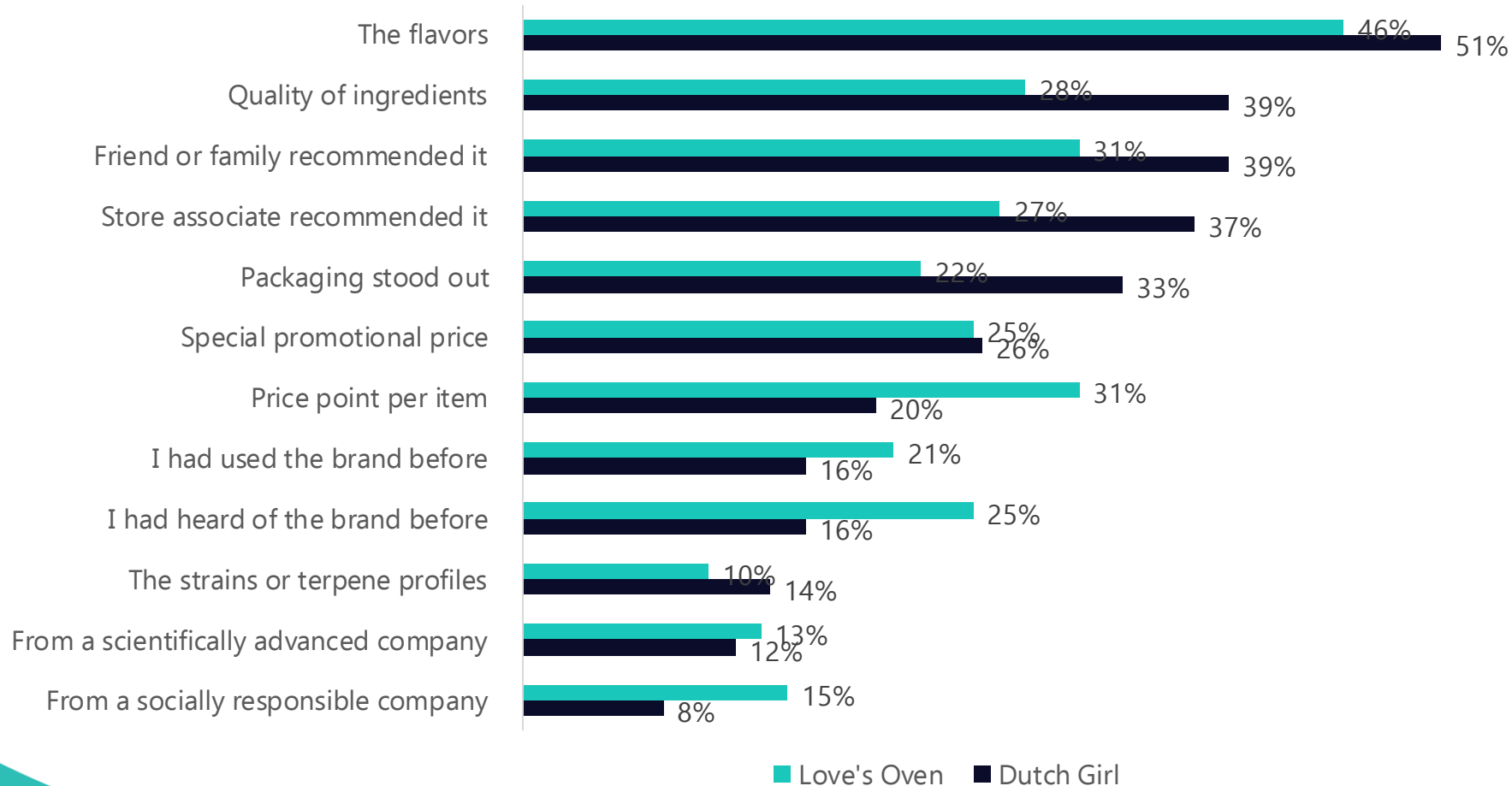
Which of the following flower brands are you aware of? Select all that apply. n= 350
 Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months? Which cannabis baked goods brand is your favorite? N = 151

Love's Oven has a slight edge in brand satisfaction over Dutch Girl



Dutch Girl n=51
Love's Oven n=57

More factors came into play in choosing Dutch Girl with flavors leading the way, while price is more important for Love's Oven consumers



What made you try _____? Select all that apply.

Dutch Girl n=51
Love's Oven n=68

Dutch Girl users just want to have fun; taste is key

	Dutch Girl	Love's Oven
Have fun	51%	25%
Relax / unwind	41%	40%
Sleep better	41%	40%
Relieve pain	37%	27%
Manage stress	29%	25%
Improve general wellbeing	28%	21%
Improve my quality of life	28%	13%
Just get high	28%	19%
Manage mental health issues (medical need)	24%	18%
Be social	22%	15%
Escape reality	22%	19%
Enhance creativity	20%	13%
Relieve chronic pain (medical need)	18%	31%
Gain a different perspective	16%	18%
Improve sexual experience	16%	12%
Manage other health issue	16%	12%
Energize myself	14%	13%
Increase appetite	14%	22%
Relieve menstrual cramps	14%	18%
Improve focus	10%	22%
Not get too high	10%	12%
Improve athletic performance	6%	10%
Other	0%	2%

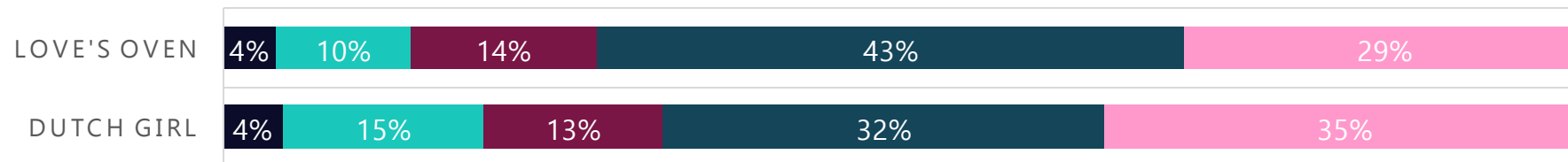
	Dutch Girl	Love's Oven
Taste	45%	28%
Great tasting	39%	29%
Flavor options	35%	25%
Desired effect it promises	29%	16%
Easy to use	29%	31%
Good value for the money	29%	16%
Brand I trust	28%	28%
Duration of the high	24%	6%
Consistent every time	22%	18%
Known to be potent	22%	13%
Premium product	20%	12%
All-natural products	14%	12%
Easy to take with me (portability)	14%	19%
High THC content	14%	13%
Natural ingredients	14%	13%
Recommended by friends or family	14%	12%
Appealing packaging	12%	12%
Category specific (i.e. sativa, indica, hybrid)	12%	6%
Fast acting	12%	16%
Made with high quality inputs	12%	12%
Organic products	12%	10%
Strain specific (e.g. Gelato, Pineapple Express)	12%	4%
Easy to get the right dose	10%	15%
High CBD content	10%	10%
Strong cannabis heritage	10%	13%
Terpene profiles	10%	6%
Discreet packaging	8%	2%
Low/no THC content	8%	4%
Non-GMO ingredients	8%	7%
Other cannabinoids (THCV, CBG, CBN, etc.)	8%	4%
Popular/well-known brand	8%	9%
Recommended by a store clerk/budtender	8%	10%
Vegan products	8%	7%
Innovative company	6%	12%
Environmentally friendly	4%	3%
Low/no CBD content	2%	4%
None of the above	0%	2%

When using _____, what is the desired effect are you looking to achieve? Select all that apply.
 Why do you continue to use _____? Select all that apply.

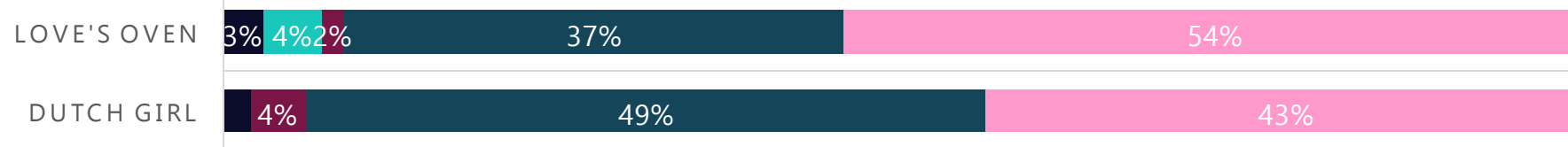
Dutch Girl n=51
 Love's Oven n=68

Over half of Love's Oven consumers are very likely to recommend the brand

I go out of my way to find/buy this brand.



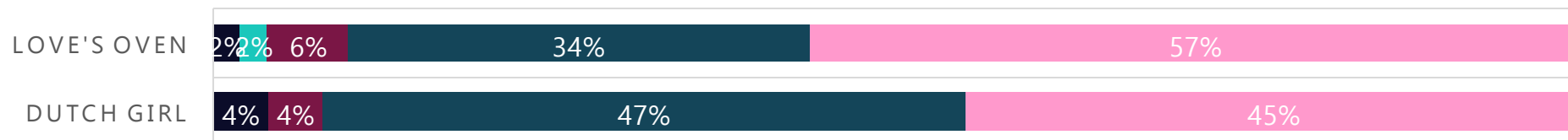
This brand is well worth the cost.



■ Completely disagree ■ Disagree ■ Not sure ■ Agree ■ Completely agree

LIKELY TO RECOMMEND

■ Very Unlikely ■ Unlikely ■ Not sure ■ Likely ■ Very Likely



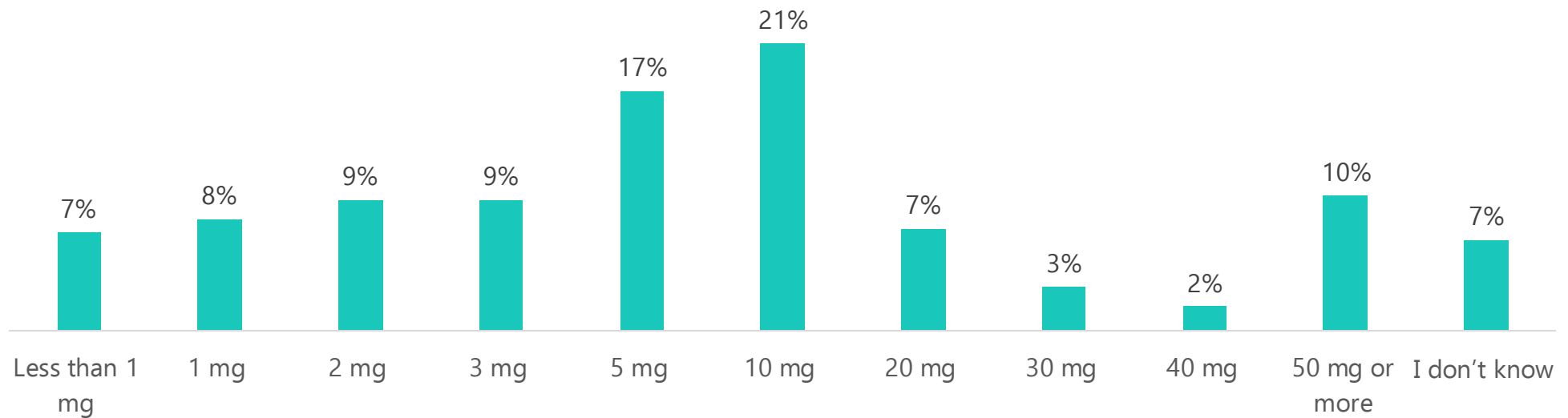
Chocolate

California



5mg and 10mg are the most common typical THC dose per session

Typical THC per session



Chocolate Brand Purchase Funnel

Kiva had the highest unaided and aided awareness among the brands tracked and also the best conversion through the funnel. Many brands like Moon and Coda show some promising loyalty with strong latter metrics of purchase again and purchase in past 3 months.

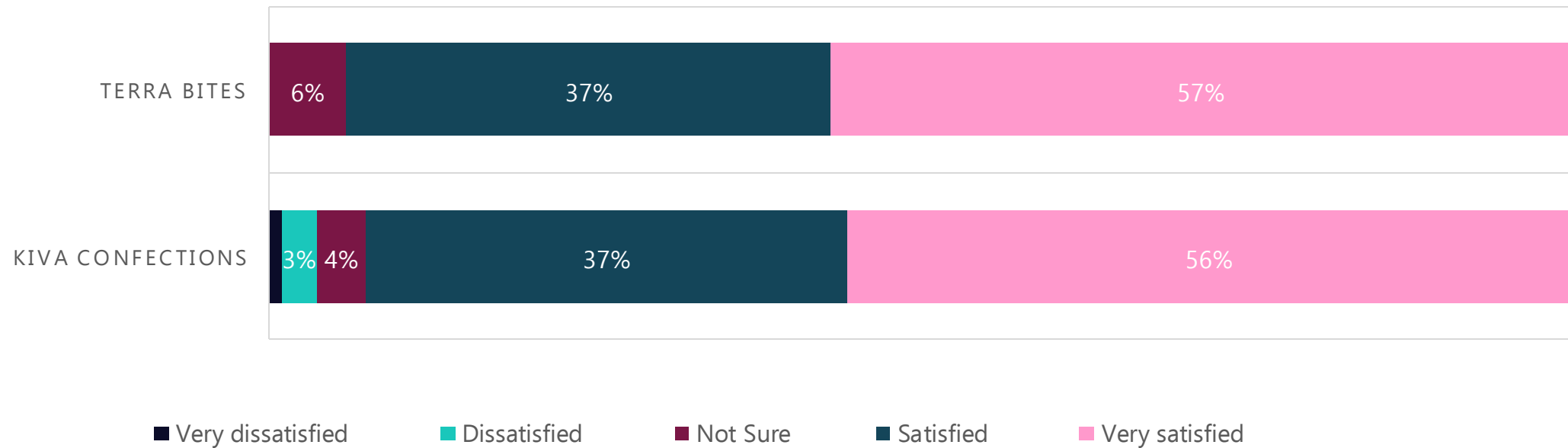
Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
17.0%	Kiva Confections	49%	42%	36%	32%	26%	85%	84%	89%	82%	70%
1.3%	Terra Bites	37%	26%	18%	15%	12%	70%	69%	88%	80%	55%
0.8%	Punch Edibles	24%	17%	15%	12%	11%	71%	90%	77%	96%	58%
1.0%	Chill	21%	14%	9%	8%	7%	64%	68%	92%	83%	54%
0.5%	Moon	20%	14%	11%	10%	10%	69%	81%	91%	95%	74%
3.8%	Coda Signature	19%	11%	7%	7%	7%	57%	67%	93%	100%	61%
0.0%	Emerald Sky	17%	12%	9%	8%	7%	67%	75%	94%	88%	68%
0.3%	Dixie	17%	9%	8%	7%	6%	54%	82%	90%	82%	61%
1.5%	Satori	16%	7%	5%	5%	4%	44%	76%	91%	85%	60%
1.0%	Serra	11%	7%	6%	5%	4%	64%	83%	79%	84%	42%
	None of the above	16%	19%	3%	2%	8%					0%
Average number of brands		2.3	1.6	1.2	1.1	0.9					

N=413 Which of the following brands are you aware of? Select all that apply. Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months?



Over half of users are very satisfied with the brand

BRAND SATISFACTION



Kiva Confections n=108
Terra Bites n=51



Flavors are key brand drivers

	Kiva Confections	TerraBites
The flavors	44%	57%
Friend or family recommended it	35%	35%
Quality of ingredients	34%	24%
Store associate recommended it	31%	28%
I had used the brand before	23%	20%
Packaging stood out	22%	24%
I had heard of the brand before	19%	20%
Price point per item	18%	16%
Special promotional price	17%	12%
From a socially responsible company	16%	16%
From a scientifically advanced company	11%	10%
The strains or terpene profiles	8%	12%
Other	0%	0%

What made you try _____? Select all that apply.
 Kiva Confections n=108
 Terra Bites n=51



Relax/unwind is the most common desired effect for both brands

	Kiva Confections	TerraBites
Relax / unwind	38%	53%
Sleep better	32%	35%
Manage stress	27%	24%
Have fun	21%	29%
Relieve pain	21%	39%
Improve general wellbeing	19%	22%
Not get too high	19%	12%
Just get high	19%	29%
Improve my quality of life	17%	20%
Improve focus	16%	16%
Escape reality	15%	14%
Energize myself	14%	22%
Relieve chronic pain (medical need)	14%	20%
Enhance creativity	13%	22%
Increase appetite	12%	8%
Be social	11%	10%
Manage mental health issues (medical need)	9%	18%
Relieve menstrual cramps	9%	8%
Improve sexual experience	7%	10%
Manage other health issue	7%	16%
Gain a different perspective	6%	8%
Improve athletic performance	5%	2%

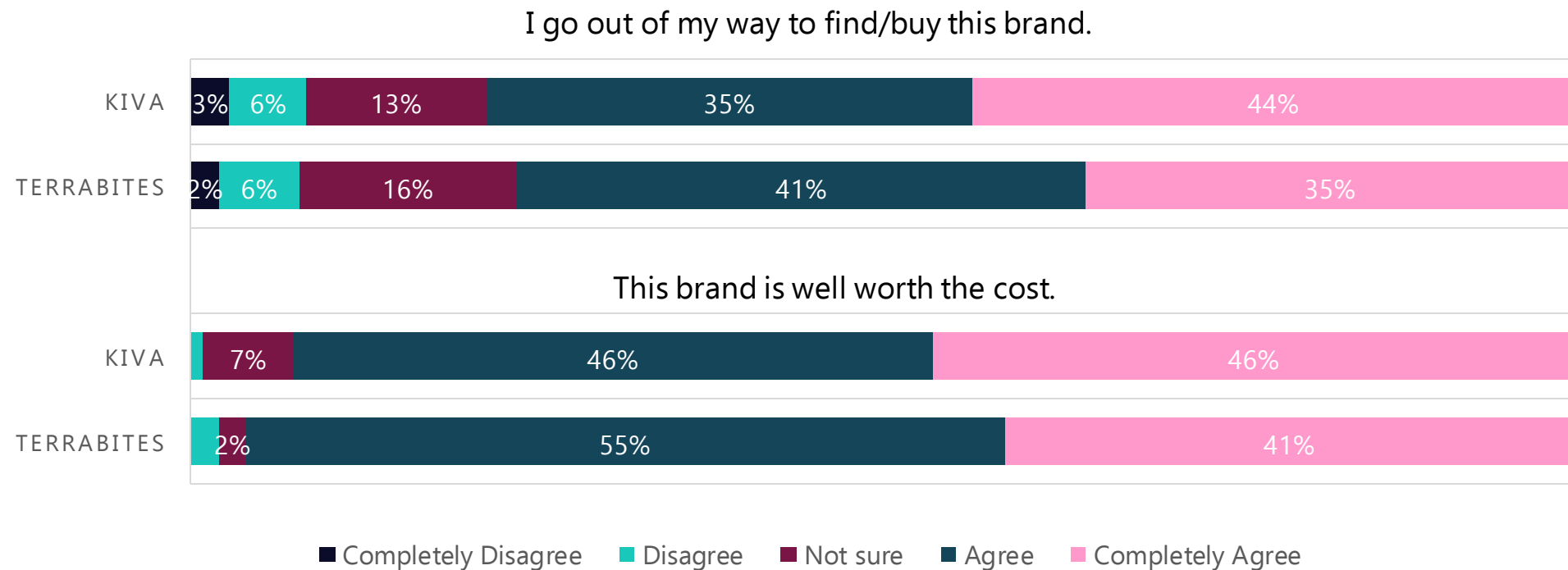


Taste is a key reason for continued use

	Kiva Confections	TerraBites
Taste	37%	37%
Great tasting	32%	39%
Brand I trust	28%	26%
Flavor options	26%	29%
Easy to use	19%	31%
Fast acting	17%	24%
Desired effect it promises	16%	20%
Premium product	15%	18%
Recommended by friends or family	15%	16%
Easy to get the right dose	14%	16%
Popular/well-known brand	14%	16%
Consistent every time	13%	16%
Appealing packaging	12%	12%
Good value for the money	12%	28%
Easy to take with me (portability)	11%	14%
Innovative company	11%	10%
Natural ingredients	11%	10%
All-natural products	10%	12%
Recommended by a store clerk/budtender	9%	16%
Duration of the high	7%	12%
High THC content	7%	14%
Organic products	7%	8%
Environmentally friendly	7%	8%
Low/no THC content	7%	2%
High CBD content	6%	8%
Non-GMO ingredients	6%	6%
Strong cannabis heritage	6%	4%
Low/no CBD content	5%	2%
Category specific (i.e. sativa, indica, hybrid)	4%	4%
Discreet packaging	4%	6%
Other cannabinoids (THCV, CBG, CBN, etc.)	4%	4%
Terpene profiles	3%	0%
Vegan products	3%	12%
Strain specific (e.g. Gelato, Pineapple Express)	2%	6%
Made with high quality inputs	1%	18%
Known to be potent	0%	4%
None of the above	9%	0%

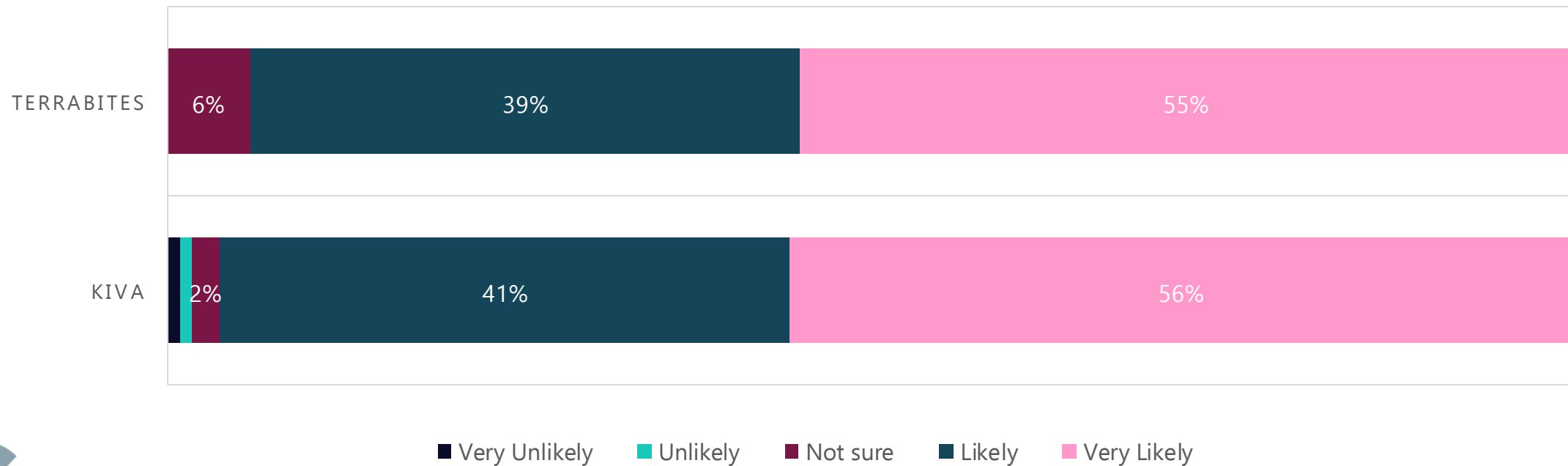
Why do you continue to use _____? Select all that apply.
 Kiva Confections n=108
 Terra Bites n=51

Less than half of users completely agree that they'd go out of their way to find these brands



Over half of users are very likely to recommend both brands

LIKELY TO RECOMMEND



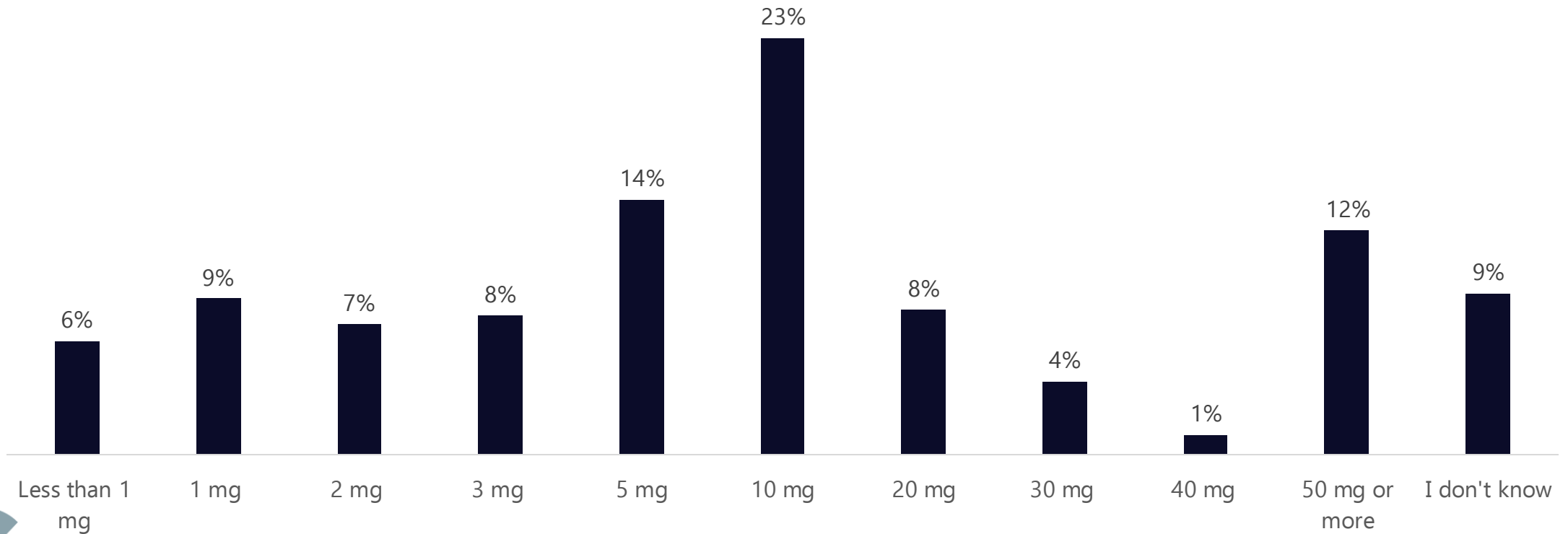
How likely would you be to recommend ___ to a friend:
Kiva Confections n=108
Terra Bites n=51

Chocolate

Colorado 



10mg is the most common THC dose for chocolates



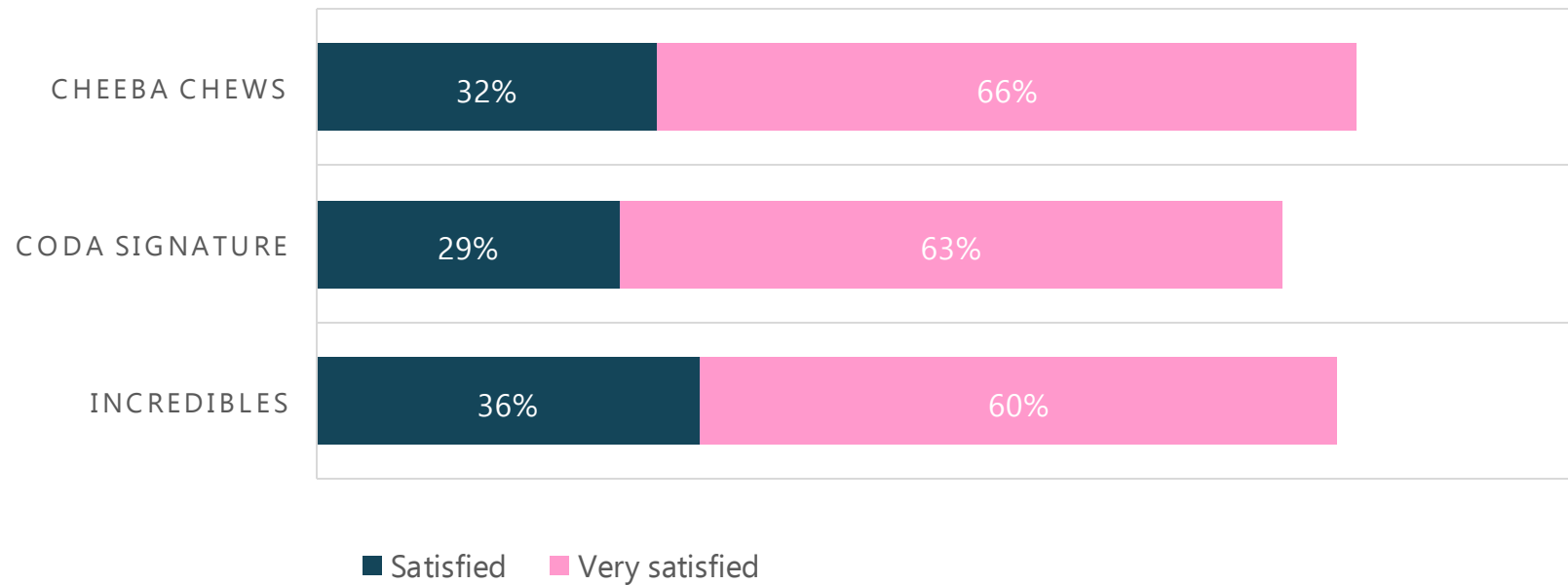
Thinking about your consumption of cannabis chocolates, how much THC do you typically consume per session? N = 353

Chocolate Brand Purchase Funnel

Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
3.9%	Cheeba Chews	54%	42%	35%	27%	16%	78%	83%	77%	59%	33%
7.7%	incredibles	50%	41%	35%	31%	24%	81%	85%	89%	77%	54%
8.9%	Coda Signature	35%	26%	21%	18%	16%	75%	79%	86%	89%	60%
4.2%	BlueKudu	25%	17%	13%	11%	8%	66%	78%	87%	73%	43%
2.1%	Dixie	20%	14%	11%	8%	7%	70%	78%	79%	77%	34%
0.3%	Dabba	18%	14%	11%	10%	6%	79%	76%	89%	59%	21%
0.9%	1906 New Highs	18%	14%	10%	8%	5%	79%	73%	75%	70%	28%
1.8%	Love's Oven (Sinsere)	17%	12%	10%	9%	6%	75%	77%	91%	71%	32%
0.6%	Bliss Edibles & Extracts*	13%	7%	4%	4%	4%	56%	60%	100%	87%	47%
0.9%	Chill*	13%	8%	7%	5%	5%	62%	82%	83%	95%	74%
0.0%	Northern Standard*	9%	5%	4%	4%	3%	59%	79%	93%	71%	33%
0.0%	None of the above	11%	3%	4%	2%	13%					
Average number of brands		2.7	2.0	1.6	1.3	0.97					

* Caution: Small sample size

60% or more of consumers are very satisfied with each of these brands



How would you rate your overall satisfaction with each brand?
Coda Signature n=56, Incredibles n=92, Cheeba Chews n=56

Coda Signature and incredibles consumers were lured in by the flavors, and continued to use the brand for its taste and flavor options

	Cheeba Chews	Coda Signature	incredibles
I had heard of the brand before	43%	20%	28%
Friend or family recommended it	39%	20%	26%
The flavors	37%	64%	51%
Store associate recommended it	36%	39%	40%
I had used the brand before	27%	23%	27%
Price point per item	27%	27%	28%
Quality of ingredients	24%	36%	29%
Packaging stood out	19%	34%	29%
Special promotional price	15%	16%	26%
The strains or terpene profiles	10%	9%	13%
From a socially responsible company	6%	7%	8%
From a scientifically advanced company	5%	2%	8%
Other	4%	4%	1%

	Coda Signature	Cheeba Chews	incredibles
Great tasting	55%	36%	38%
Taste	55%	31%	38%
Flavor options	46%	22%	42%
Consistent every time	39%	27%	24%
Desired effect it promises	36%	21%	24%
Easy to use	36%	35%	34%
Brand I trust	30%	30%	25%
Good value for the money	29%	26%	26%
Easy to get the right dose	27%	21%	23%
Premium product	25%	16%	21%
Easy to take with me (portability)	23%	25%	25%
Recommended by a store clerk/budtender	21%	14%	12%
Made with high quality inputs	18%	11%	12%
All-natural products	16%	5%	11%
Category specific (i.e. sativa, indica, hybrid)	16%	11%	11%
Duration of the high	16%	15%	23%
Recommended by friends or family	16%	20%	13%
Innovative company	14%	7%	8%
Natural ingredients	14%	9%	7%
Fast acting	13%	16%	24%
Known to be potent	13%	17%	13%
Popular/well-known brand	13%	20%	21%
Strong cannabis heritage	13%	9%	7%
Appealing packaging	11%	10%	20%
Organic products	11%	6%	10%
Vegan products	9%	4%	3%
Environmentally friendly	7%	8%	3%
High CBD content	7%	8%	7%
High THC content	7%	20%	15%

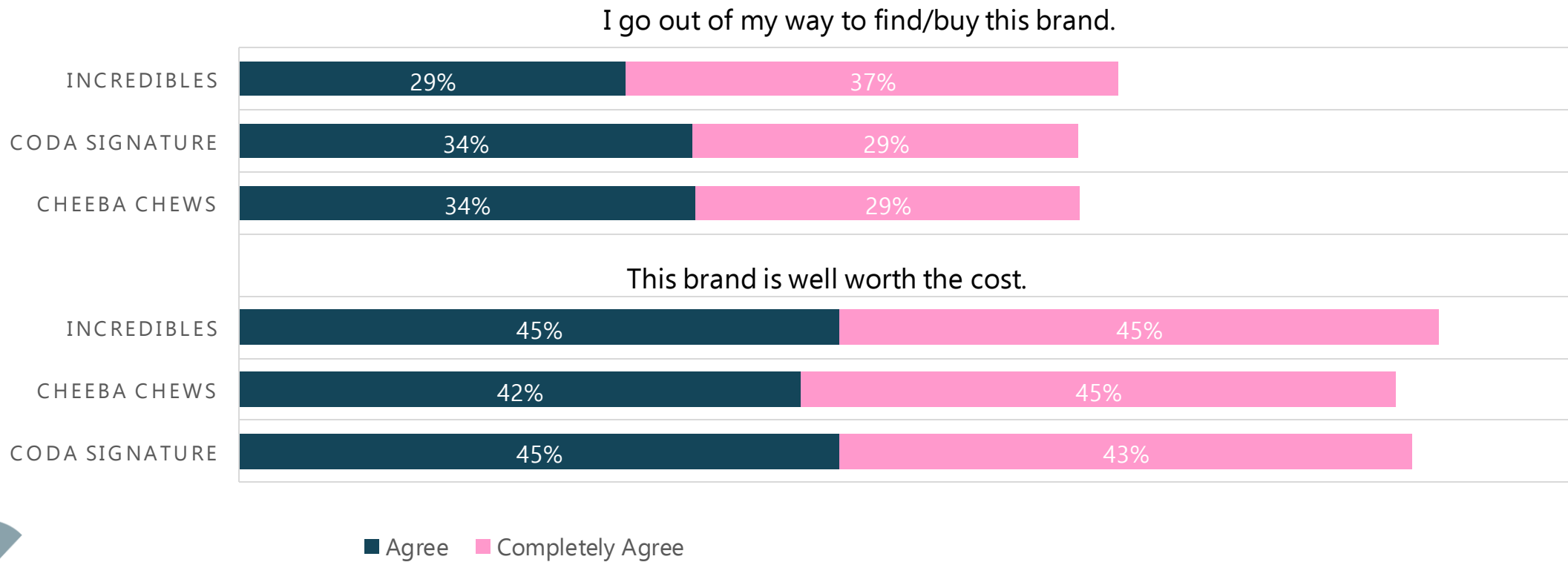
What made you try _____? Select all that apply.
 Why do you continue to use _____? Select all that apply.
 Coda Signature n=56, Incredibles n=92, Cheeba Chews n=56

Most Coda uses are looking to relax while Cheeba and Incredibles users are also looking to sleep better and manage stress

	Coda Signature	Cheeba Chews	Incredibles
Relax / unwind	70%	49%	54%
Have fun	43%	31%	35%
Manage stress	43%	40%	45%
Sleep better	43%	52%	46%
Relieve pain	38%	42%	34%
Just get high	32%	31%	20%
Relieve chronic pain (medical need)	30%	27%	17%
Improve general wellbeing	27%	29%	25%
Improve my quality of life	25%	24%	28%
Enhance creativity	23%	14%	19%
Improve sexual experience	23%	10%	12%
Gain a different perspective	20%	17%	19%
Increase appetite	18%	20%	17%
Be social	14%	25%	17%
Energize myself	14%	14%	13%
Not get too high	14%	11%	5%
Escape reality	13%	16%	21%
Improve focus	13%	16%	13%
Relieve menstrual cramps	13%	12%	13%
Manage other health issue	11%	21%	15%
Manage mental health issues (medical need)	9%	22%	14%
Improve athletic performance	5%	8%	3%
Other	0%	1%	0%

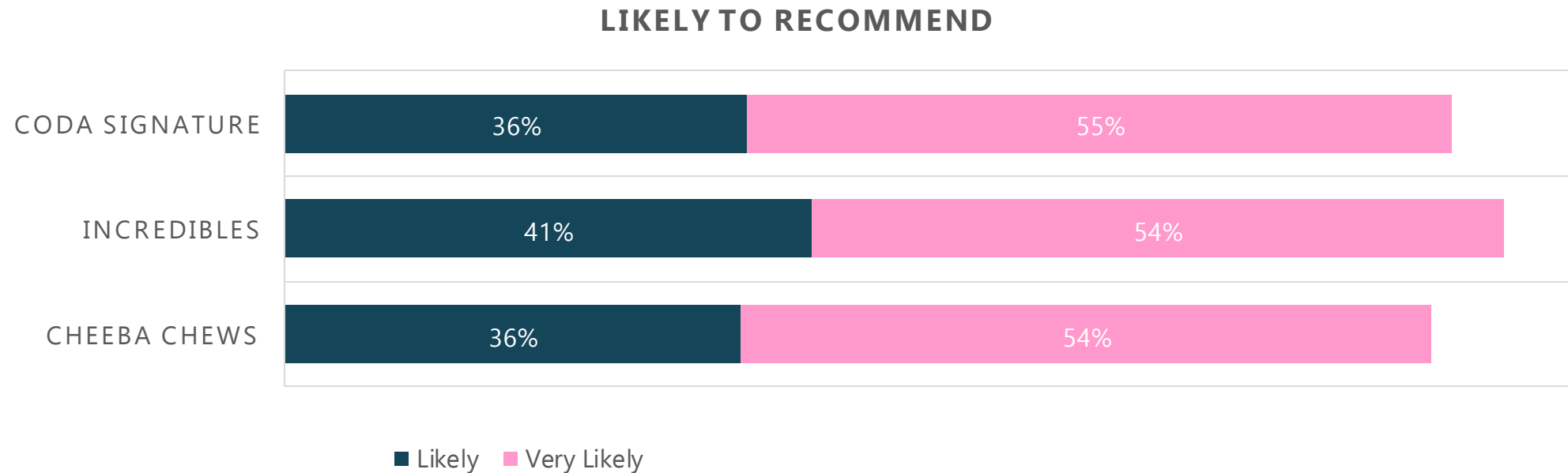
When using _____ what is the desired effect are you looking to achieve? Select all that apply.
 Coda Signature n=56, Incredibles n=92, Cheeba Chews n=56

Just over half of consumers agree that they'd go out of their way to find these brands



How much do you agree with the following statements about _____?
Coda Signature n=56, Incredibles n=92, Cheeba Chews n=56

Over half of consumers of each of these brands said they are very likely to recommend them to others



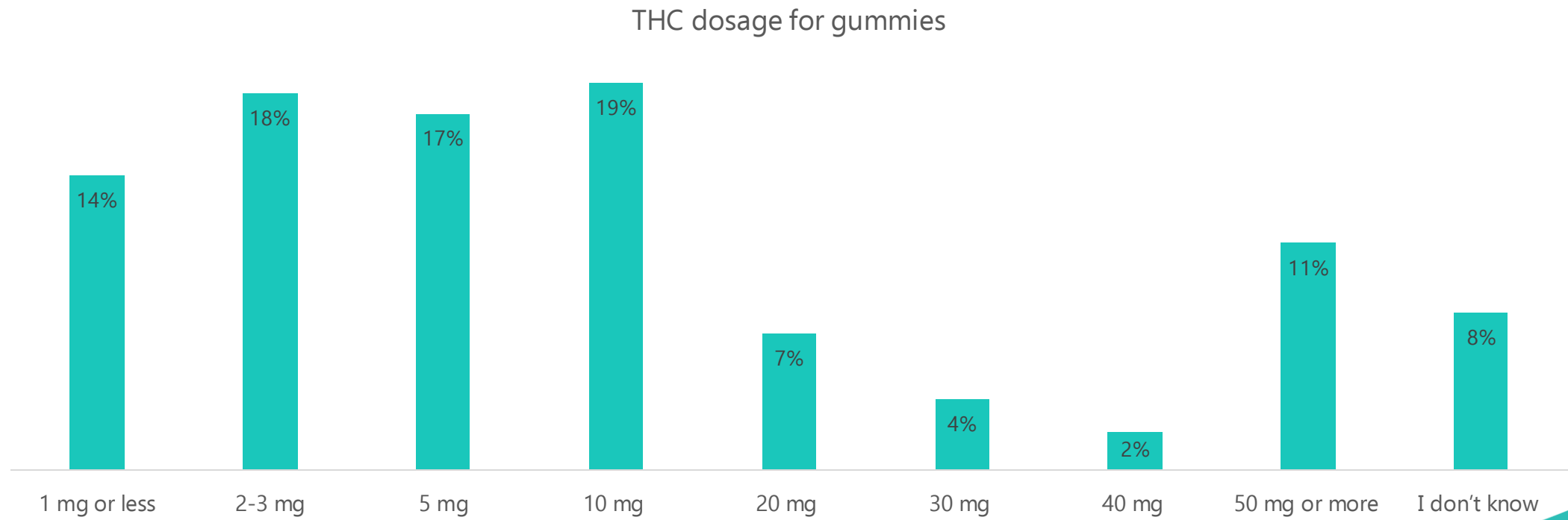
Gummies

California





Half of gummy users prefer 5 mg or less per consumption occasion





Gummies Brand Purchase Funnel

Kanha had the highest unaided and aided awareness. Kushy Punch and PLUS had the best conversion through the funnel. Wana had great conversion from purchase to purchase again.

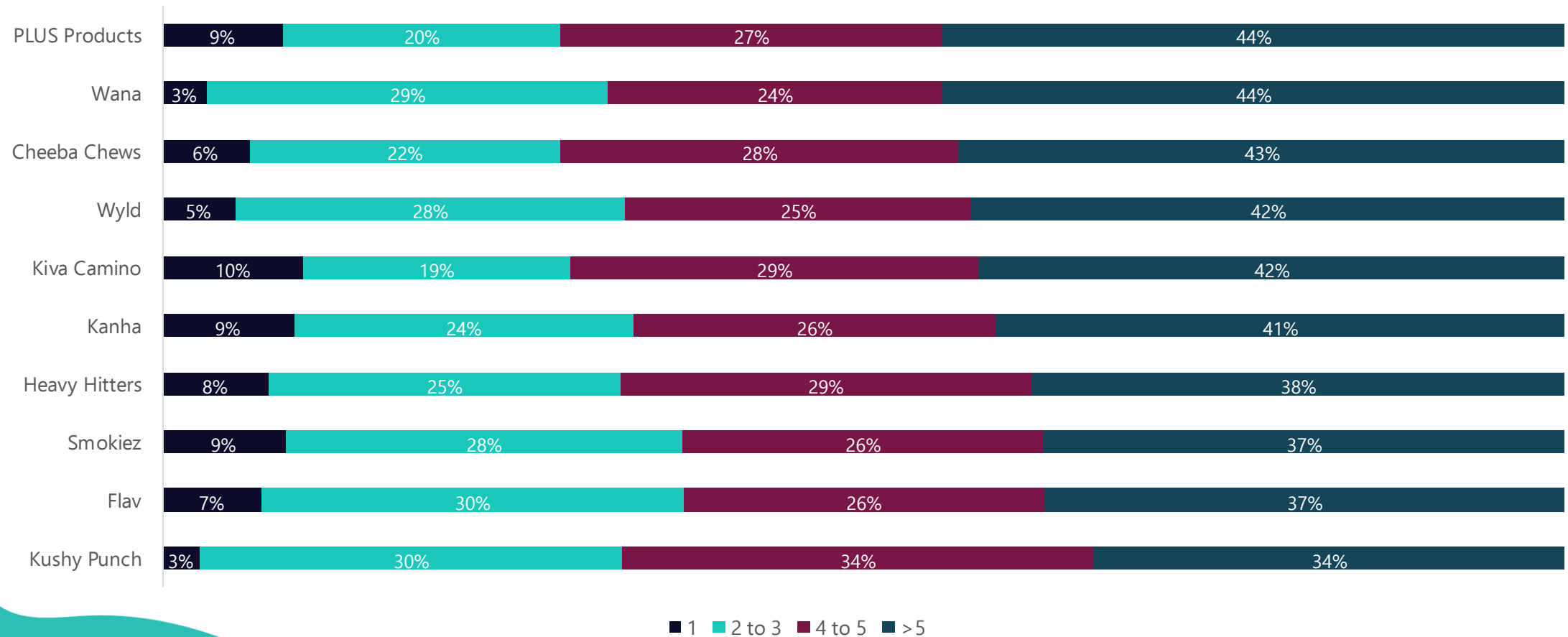
Unaided Awareness	Brand	Purchase Funnel					Conversion			Favorite
		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Purchase Again	
7.4%	Kanha	31.9%	22.4%	17.5%	16.3%	13.7%	70.3%	78.0%	93.3%	50.0%
2.7%	Smokiez	28.9%	19.6%	14.7%	13.9%	12.1%	67.9%	74.9%	94.9%	59.2%
7.1%	Kiva Camino	26.3%	18.5%	14.7%	13.3%	11.8%	70.2%	79.7%	90.5%	54.8%
1.9%	Kushy Punch	25.0%	18.8%	15.0%	13.5%	12.1%	75.1%	80.0%	90.0%	54.8%
0.3%	Cheeba Chews	25.0%	16.6%	13.1%	11.7%	8.7%	66.5%	78.7%	89.3%	55.0%
3.5%	Wyld	22.7%	15.8%	12.8%	12.0%	10.4%	69.5%	81.0%	94.1%	53.6%
0.6%	Heavy Hitters	22.6%	14.8%	11.5%	10.6%	9.9%	65.5%	77.5%	92.5%	54.5%
1.0%	Flav	22.4%	13.9%	10.6%	9.3%	7.5%	62.3%	76.2%	87.9%	42.5%
2.6%	PLUS Products	20.9%	15.2%	12.4%	11.2%	8.7%	72.9%	81.7%	89.7%	44.2%
1.7%	Wana	18.2%	12.0%	8.3%	7.4%	6.8%	66.0%	68.8%	89.6%	59.4%
1.0%	Emerald Sky	17.0%	12.0%	9.5%	7.7%	7.0%	70.7%	79.5%	80.9%	43.1%
0.0%	Papa & Barkley	15.6%	9.4%	6.5%	5.8%	5.3%	60.5%	69.3%	88.5%	48.1%
	None of the above	15.8%	2.9%	5.2%	1.6%	6.4%				

Average number of brands 2.8 1.9 1.5 1.3 1.1

N=932 Which of the following brands are you aware of? Select all that apply. Which gummy brands have you considered purchasing? Which gummy brands have you purchased? Which gummy brands will you purchase again? Which of the following cannabis gummy brands have you purchased in the past 3 months?

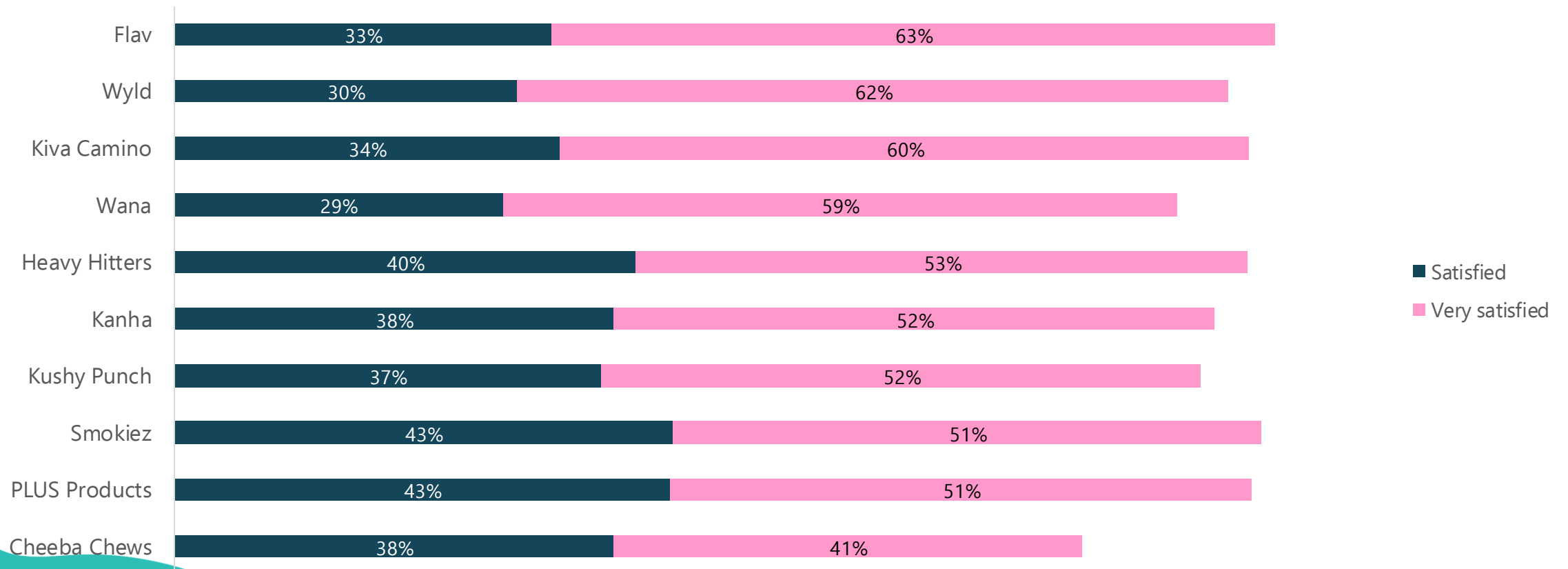
Most brands have been purchased at least 4 times by brand users

Brand Purchase Frequency



Brand satisfaction was particularly high for Wyld, Flav, Wana and Kiva Camino

Brand Overall Satisfaction



Flavors is key for brand trial for all gummy brands but Cheeba Chew; they are looking for quality

What made them try the brand	Kanha	Smokiez	Kiva Camino	Kushy Punch	Cheeba Chews	Wyld	Heavy Hitters	Flav	PLUS Products	Wana
The flavors	60%	49%	46%	43%	36%	40%	47%	61%	54%	49%
Friend or family recommended it	31%	35%	31%	37%	31%	31%	34%	20%	32%	24%
Store associate recommended it	30%	28%	31%	27%	15%	40%	22%	29%	36%	21%
Quality of ingredients	29%	32%	26%	32%	49%	29%	29%	39%	30%	44%
Packaging stood out	25%	37%	25%	21%	15%	32%	26%	20%	30%	24%
Special promotional price	23%	22%	20%	29%	21%	23%	11%	21%	14%	22%
I had used the brand before	21%	29%	26%	32%	18%	25%	26%	27%	25%	22%
Price point per item	20%	23%	21%	20%	26%	16%	20%	21%	22%	24%
From a socially responsible company	20%	13%	12%	15%	13%	8%	21%	19%	20%	22%
The strains or terpene profiles	16%	17%	12%	18%	10%	14%	21%	14%	21%	11%
I had heard of the brand before	16%	29%	23%	18%	26%	21%	32%	23%	27%	14%
From a scientifically advanced company	12%	16%	7%	16%	8%	11%	14%	13%	17%	21%

Wyld is winning the budtender recommendation war; this is likely due to their incentive programs with budtenders

What made you try _____? Select all that apply.

Kanha n=128, Smokiez n=113, Kiva Camino n=110, Kushy Punch n=113, Cheeba Chews n=81, Wyld n=97, Heavy Hitters n=92, Flav n=70, PLUS n=81, Wana n=63

Relaxation, sleep, and stress management are the top desired effects across gummy brands

Desired Effects	Kanha	Smokiez	Kiva Camino	Kushy Punch	Cheeba Chews	Wyld	Heavy Hitters	Flav	PLUS Products	Wana
Relax / unwind	52%	43%	56%	53%	23%	52%	45%	39%	52%	43%
Sleep better	48%	35%	40%	44%	23%	55%	36%	36%	38%	35%
Manage stress	41%	32%	36%	35%	18%	45%	29%	34%	37%	25%
Just get high	27%	31%	23%	26%	18%	27%	28%	24%	21%	10%
Have fun	26%	33%	31%	34%	15%	30%	25%	39%	30%	29%
Improve general wellbeing	25%	22%	20%	20%	10%	32%	20%	29%	31%	13%
Relieve pain	24%	33%	31%	36%	28%	32%	28%	26%	36%	19%
Energize myself	22%	26%	19%	12%	5%	18%	17%	20%	16%	21%
Relieve chronic pain (medical need)	20%	20%	12%	25%	15%	24%	16%	19%	26%	13%
Be social	19%	16%	12%	13%	15%	22%	11%	21%	14%	18%
Improve focus	18%	20%	13%	21%	10%	13%	14%	16%	12%	27%
Manage mental health issues (medical need)	17%	12%	13%	17%	8%	21%	11%	13%	19%	10%
Enhance creativity	16%	18%	10%	19%	8%	12%	15%	21%	12%	19%
Improve my quality of life	16%	21%	16%	22%	8%	22%	13%	27%	27%	16%
Improve sexual experience	15%	15%	9%	15%	5%	11%	14%	9%	11%	6%
Increase appetite	15%	19%	10%	18%	8%	10%	15%	13%	20%	19%
Relieve menstrual cramps	14%	13%	11%	10%	5%	18%	7%	14%	15%	14%
Gain a different perspective	14%	17%	7%	12%	3%	13%	12%	6%	6%	16%
Escape reality	11%	20%	14%	17%	13%	23%	12%	19%	12%	10%
Manage other health issue	10%	11%	8%	15%	18%	11%	11%	16%	16%	13%
Improve athletic performance	9%	11%	6%	13%	5%	5%	12%	11%	10%	14%
Not get too high	8%	9%	14%	7%	10%	19%	7%	13%	15%	2%

Smokiez users are most likely to want to just get high or use cannabis for energy

Kushy Punch users are most likely to use for pain relief

Taste, consistency, flavor, and fast acting are all important attributes for gummy brands to encourage continued use but taste isn't as important as other edible formats like baked goods and chocolates

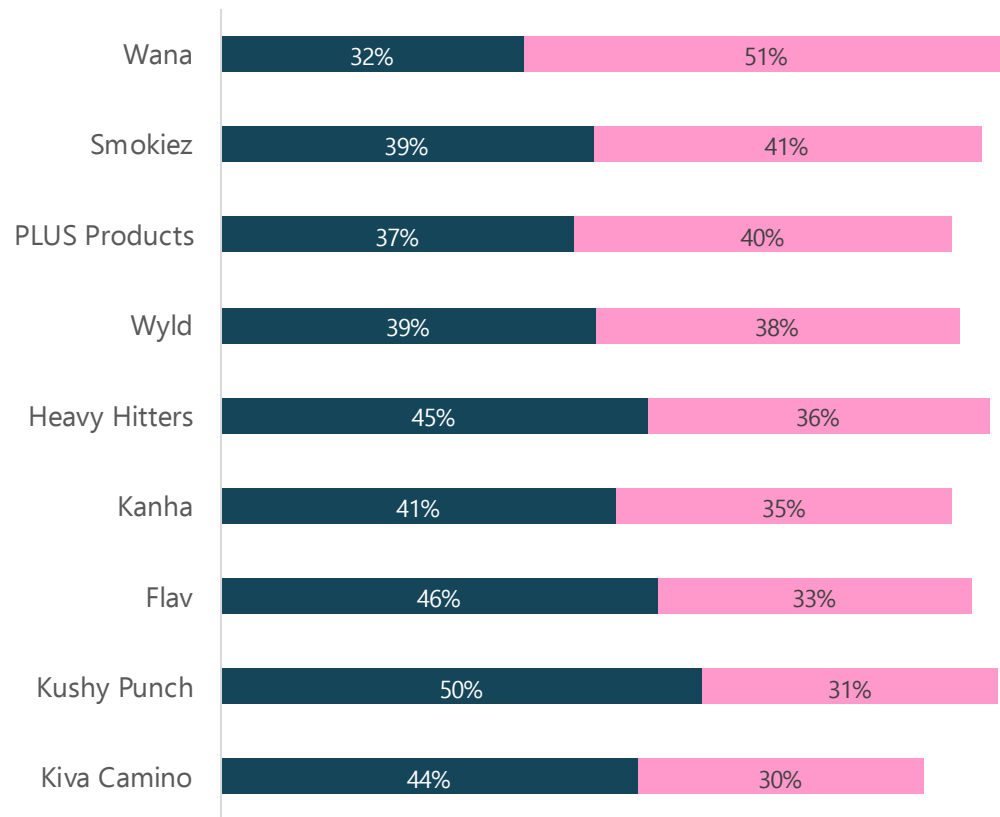
Why they continue to use the brand	Kanha	Smokiez	Kiva Camino	Kushy Punch	Cheeba Chews	Wyld	Heavy Hitters	Flav	PLUS Products	Wana
Easy to use	39%	29%	32%	32%	28%	37%	22%	23%	41%	30%
Taste	38%	38%	36%	27%	26%	42%	28%	33%	24%	21%
Great tasting	34%	35%	35%	35%	15%	41%	21%	36%	26%	19%
Consistent every time	32%	22%	26%	27%	23%	36%	15%	24%	25%	13%
Flavor options	29%	29%	31%	22%	21%	28%	19%	37%	40%	16%
Fast acting	27%	20%	19%	15%	10%	24%	16%	17%	15%	6%
Easy to take with me (portability)	24%	21%	24%	17%	15%	27%	13%	14%	21%	13%
Brand I trust	24%	28%	26%	21%	21%	37%	20%	19%	31%	22%
Desired effect it promises	23%	19%	32%	23%	10%	34%	13%	13%	28%	13%
Good value for the money	21%	21%	25%	28%	18%	21%	14%	24%	28%	22%
Easy to get the right dose	21%	20%	16%	20%	13%	32%	13%	26%	20%	13%
Premium product	20%	20%	13%	17%	13%	23%	16%	16%	16%	22%
Popular/well-known brand	18%	13%	11%	14%	8%	11%	11%	29%	21%	13%
High THC content	17%	22%	16%	18%	15%	19%	24%	17%	11%	10%
Known to be potent	16%	12%	6%	17%	8%	13%	13%	14%	12%	8%
Duration of the high	16%	18%	8%	16%	13%	19%	20%	14%	7%	13%
Appealing packaging	15%	19%	16%	12%	15%	30%	7%	14%	12%	11%
All-natural products	15%	10%	6%	8%	8%	16%	10%	16%	11%	18%
Made with high quality inputs	14%	10%	13%	7%	13%	9%	10%	11%	10%	14%
Recommended by friends or family	13%	12%	9%	14%	10%	8%	15%	6%	12%	8%
Natural ingredients	13%	12%	12%	13%	13%	20%	12%	11%	16%	18%
Category specific (e.g., sativa)	13%	14%	7%	12%	0%	18%	8%	14%	16%	13%
Recommended by a budtender	12%	12%	6%	8%	8%	17%	8%	17%	15%	3%
Organic products	11%	12%	7%	10%	8%	9%	13%	7%	5%	21%
Environmentally friendly	9%	11%	5%	10%	10%	12%	7%	10%	10%	16%
High CBD content	8%	13%	10%	12%	5%	14%	8%	9%	12%	6%
Innovative company	7%	11%	6%	12%	3%	8%	10%	11%	7%	11%
Vegan products	7%	12%	2%	11%	3%	5%	5%	10%	10%	10%
Terpene profiles	7%	13%	4%	8%	5%	3%	7%	9%	7%	2%
Strong cannabis heritage	6%	9%	3%	13%	10%	3%	12%	10%	9%	14%
Strain specific	4%	9%	8%	10%	8%	10%	10%	9%	12%	21%

Kanha n=128, Smokiez n=113, Kiva Camino n=110, Kushy Punch n=113, Cheeba Chews n=81, Wyld n=97, Heavy Hitters n=92, Flav n=70, PLUS n=81, Wana n=63

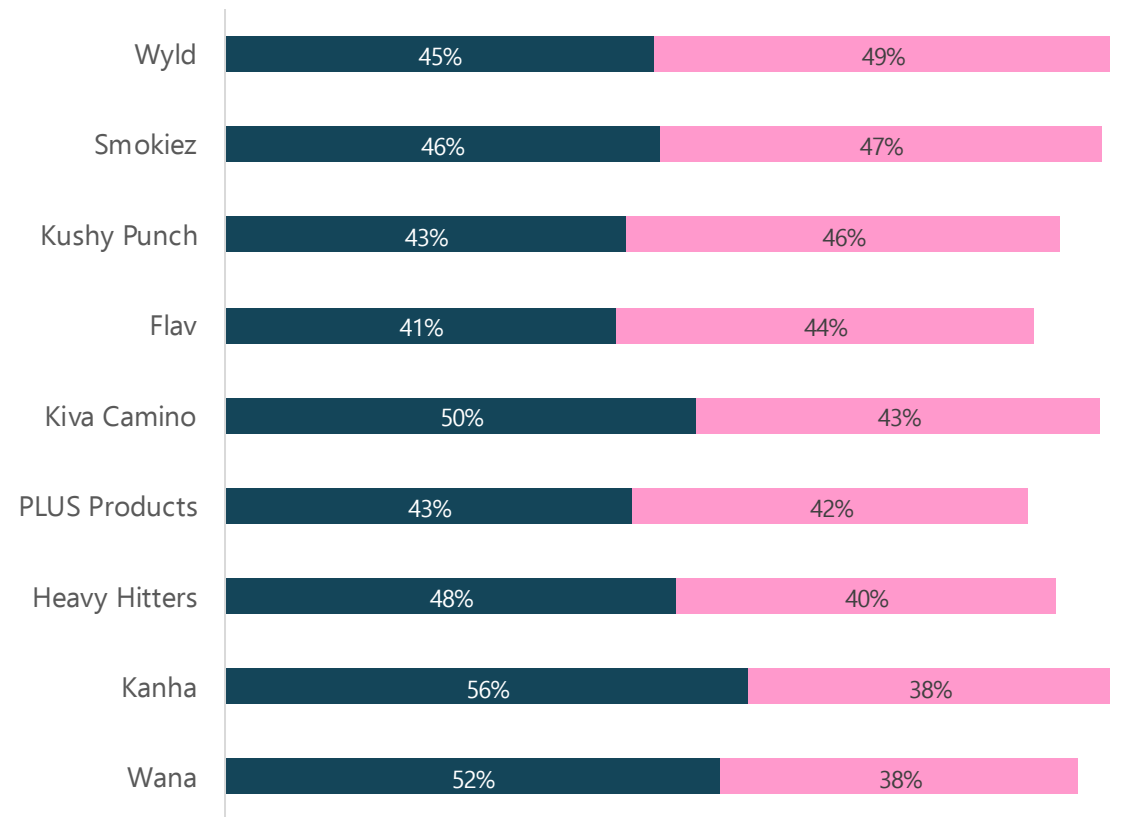


Wana users are most likely to go out of their way to find that brand

I go out of my way to find/buy this brand



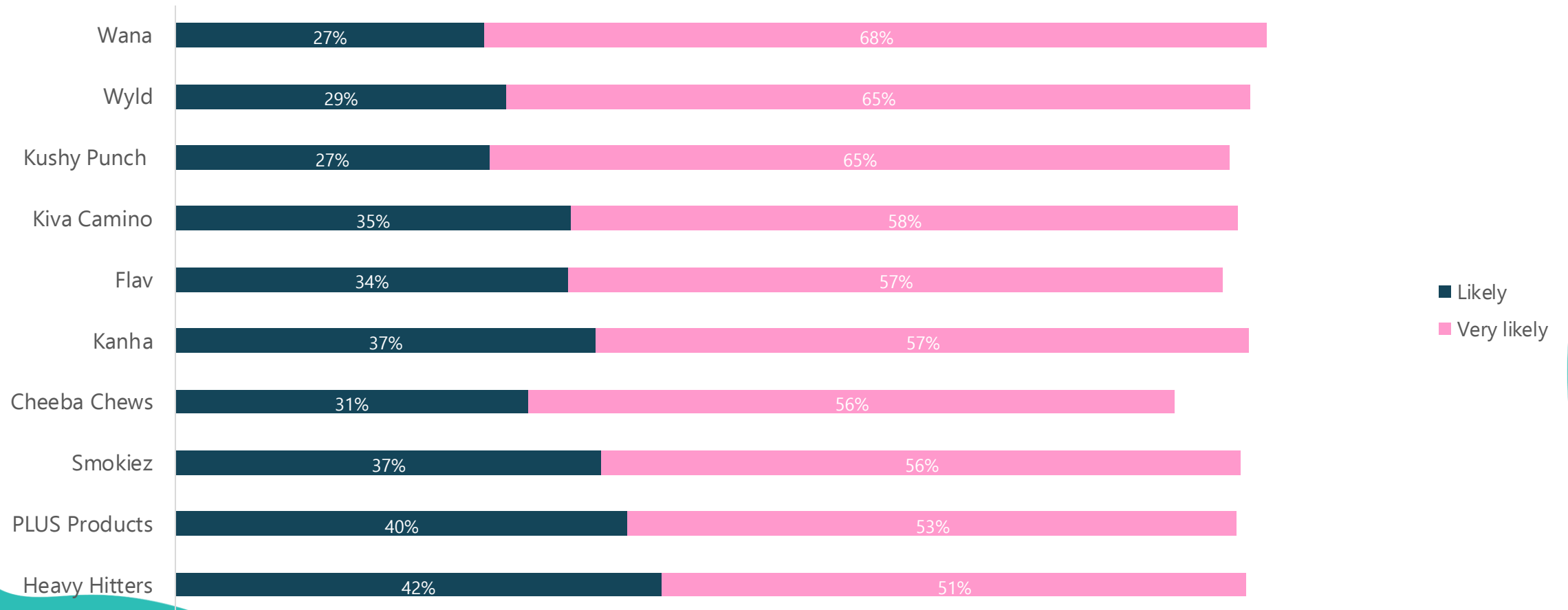
This brand is well worth the cost



■ Agree ■ Completely agree

Wana users are most likely to recommend the brand

How likely would you be to recommend this brand to a friend?



How likely would you be to recommend ___ to a friend?

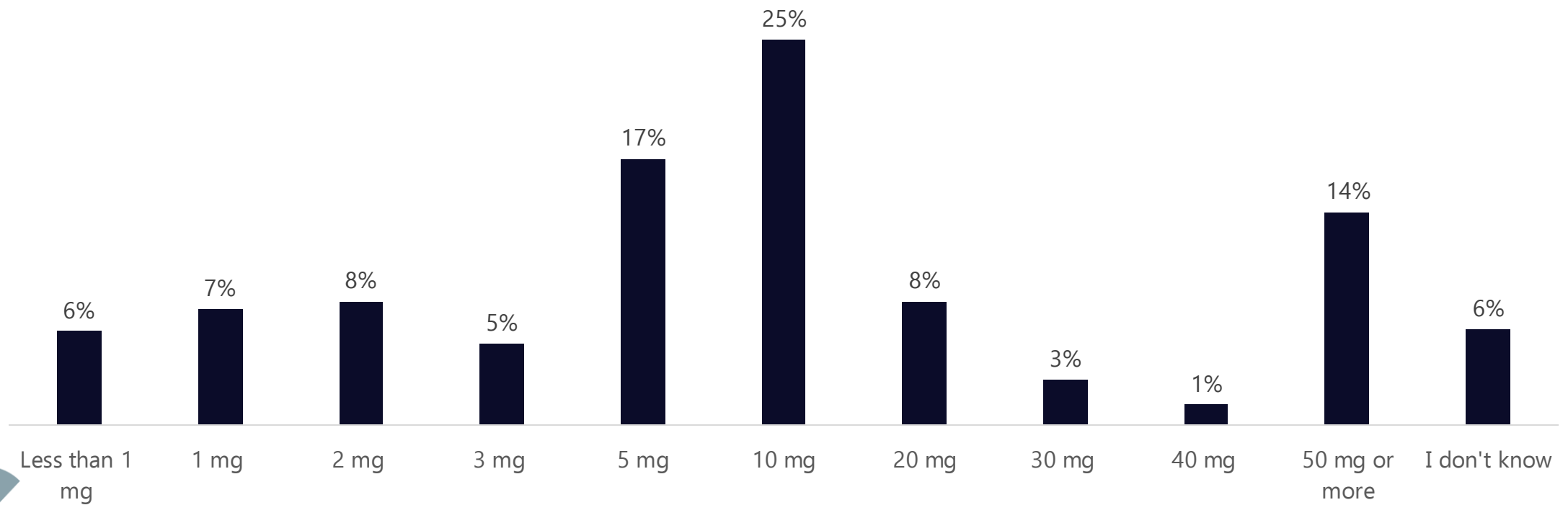
Kanha n=128, Smokiez n=113, Kiva Camino n=110, Kushy Punch n=113, Cheeba Chews n=81, Wyld n=97, Heavy Hitters n=92, Flav n=70, PLUS n=81, Wana n=63

Gummies

Colorado 



10mg is the most popular gummy size



Thinking about your consumption of cannabis gummies, how much THC do you typically consume per session? N=618

Gummy Brand Purchase Funnel

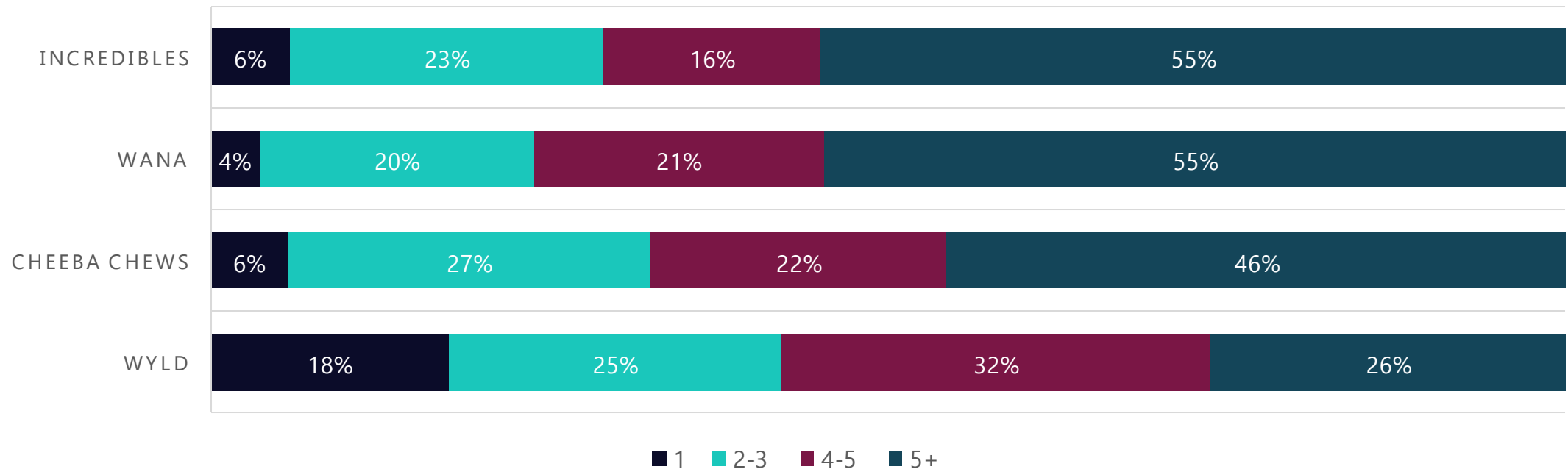
Wana leads in unaided (by over 12 pts) and aided awareness, consideration, purchase, and favorite.

Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
16.9%	Wana	56%	44%	39%	37%	27%	80%	88%	93%	74%	58%
4.7%	Cheeba Chews	50%	40%	32%	26%	17%	81%	81%	81%	65%	38%
4.7%	incredibles	35%	26%	20%	17%	11%	74%	77%	85%	67%	40%
2.0%	Dixie	25%	16%	13%	10%	8%	66%	79%	81%	73%	35%
2.2%	TasteBudz	21%	16%	12%	10%	7%	74%	75%	86%	73%	41%
2.2%	Wyld	17%	13%	12%	11%	9%	77%	91%	97%	81%	50%
3.3%	Robhots	13%	10%	9%	7%	6%	75%	85%	79%	90%	45%
0.3%	District Edibles	9%	6%	5%	5%	4%	64%	89%	91%	76%	53%
0.2%	Altus	7%	5%	4%	3%	2%	65%	87%	81%	48%	15%
0.0%	marQaha	7%	5%	2%	2%	1%	62%	54%	93%	43%	20%
	None of the above	15%	3%	4%	1%	11%					
	Average number of brands	2.4	1.8	1.5	1.3	0.9					

Which of the following brands are you aware of? Select all that apply. n=618
 Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months? Which brand is your favorite? N = 409

Wyld users have used the brand less often compared to the other brands, which may be due to this being a newer market for the brand

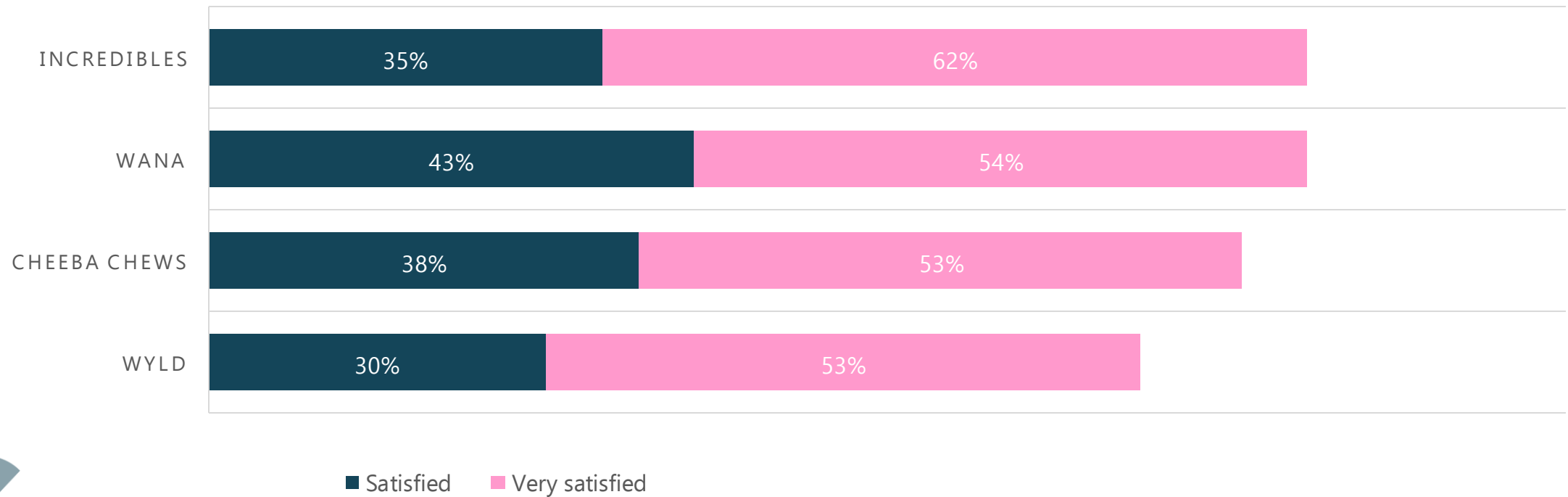
BRAND USE FREQUENCY



How many times have you ever purchased this brand?
Wana n= 168, Cheeba Chews n=105, Incredible's n=69, Wyld n=57

All brands had high top box satisfaction

BRAND SATISFACTION



How would you rate your overall satisfaction with each brand?
Wana n=168, Cheeba Chews n=105, Incredible's n=69, Wyld n=57

Cheeba Chew consumers had heard about the brand, flavors drew in Wana and incredibles consumers, and Wyld was most likely to be recommended by a budtender

	Wana	Wyld	Cheeba Chews	incredibles
The flavors	58%	37%	37%	51%
Store associate recommended it	49%	40%	36%	39%
Quality of ingredients	29%	16%	24%	28%
I had used the brand before	28%	12%	27%	26%
Price point per item	27%	32%	27%	25%
Special promotional price	26%	28%	15%	23%
Friend or family recommended it	24%	19%	39%	28%
I had heard of the brand before	20%	16%	43%	25%
Packaging stood out	17%	33%	19%	28%
From a socially responsible company	8%	9%	6%	7%
The strains or terpene profiles	8%	16%	10%	13%
From a scientifically advanced company	3%	4%	5%	7%
Other	2%	4%	4%	2%

Wyld was also most likely to be recommended by budtenders in CA

What made you try _____? Select all that apply.
 Wana n= 168, Cheeba Chews n=105, Incredibles n=69, Wyld n=57

Relax and sleep is top priority for all brands

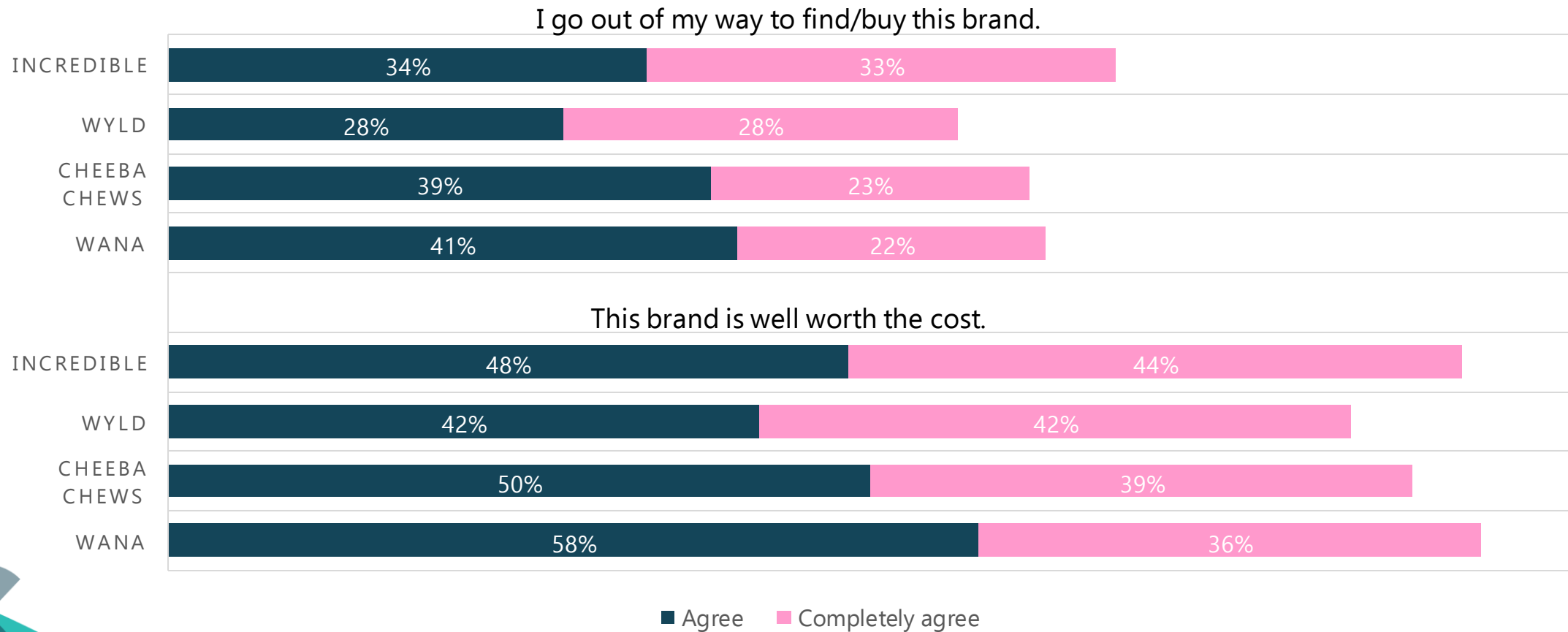
	Wana	Wyld	Cheeba Chews	incredibles
Relax / unwind	62%	51%	49%	54%
Sleep better	51%	46%	52%	48%
Manage stress	44%	37%	40%	44%
Relieve pain	42%	39%	42%	35%
Have fun	33%	28%	31%	31%
Just get high	25%	25%	31%	24%
Escape reality	23%	18%	16%	18%
Improve general wellbeing	23%	16%	29%	25%
Enhance creativity	21%	16%	14%	18%
Be social	21%	16%	25%	18%
Manage mental health issues (medical need)	21%	12%	22%	14%
Relieve chronic pain (medical need)	21%	26%	27%	17%
Improve my quality of life	20%	19%	24%	25%
Improve sexual experience	16%	14%	10%	11%
Increase appetite	16%	9%	20%	18%
Relieve menstrual cramps	15%	11%	12%	14%
Energize myself	14%	14%	14%	14%
Manage other health issue	13%	14%	21%	16%
Gain a different perspective	13%	12%	17%	14%
Improve focus	12%	9%	16%	12%
Not get too high	12%	12%	11%	6%
Improve athletic performance	4%	4%	8%	4%
Other	1%	0%	1%	0%

When using _____, what is the desired effect are you looking to achieve? Select all that apply.
 Wana n= 168, Cheeba Chews n= 105, Incredibles n= 69, Wyld n= 57

Taste , flavor, and brand trust all drive to continued use

	Wana	Wyld	Cheeba Chews	incredibles
Great tasting	43%	42%	36%	38%
Taste	40%	42%	31%	37%
Brand I trust	35%	30%	30%	29%
Flavor options	32%	30%	22%	42%
Consistent every time	31%	21%	27%	27%
Easy to use	30%	32%	35%	34%
Good value for the money	29%	30%	26%	29%
Desired effect it promises	27%	32%	21%	22%
Easy to get the right dose	26%	11%	21%	23%
Easy to take with me	21%	32%	25%	25%
Popular/well-known brand	20%	7%	20%	20%
High THC content	19%	14%	20%	17%
Fast acting	17%	19%	16%	25%
Category specific (e.g., sativa)	16%	14%	11%	12%
Duration of the high	15%	16%	15%	21%
Premium product	15%	19%	16%	18%
Recommended by a store clerk/budtender	15%	18%	14%	13%
Appealing packaging	14%	14%	10%	19%
High CBD content	11%	11%	8%	8%
Made with high quality inputs	10%	12%	11%	11%
Recommended by friends or family	10%	7%	20%	13%
Known to be potent	9%	14%	17%	14%
All-natural products	8%	7%	5%	10%
Discreet packaging	7%	5%	6%	3%
Strain specific	7%	2%	8%	6%
Natural ingredients	7%	12%	9%	5%
Environmentally friendly	6%	7%	8%	2%
Organic products	6%	9%	6%	9%
Other cannabinoids	4%	12%	5%	4%

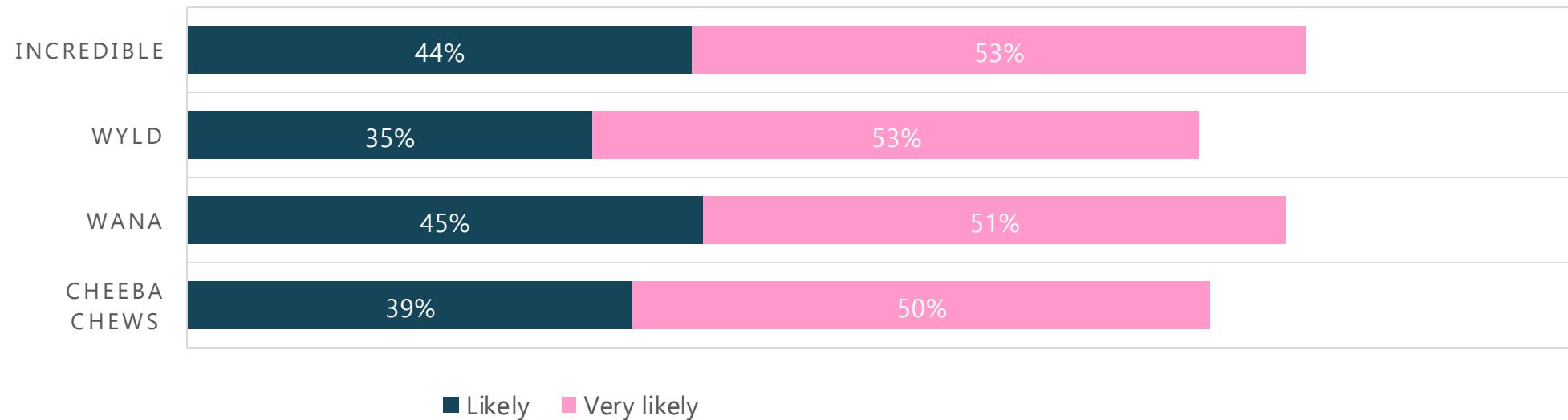
incredibles consumers are most likely to go out of their way for the brand and completely agree that the brand is well worth the cost



How much do you agree with the following statements about _____?
Wana n= 168, Cheeba Chews n=105, Incredibles n=69, Wyld n=57

More than half of users of each brand are very likely to recommend

LIKELY TO RECOMMEND



How likely would you be to recommend _____ to a friend?
Wana n= 168, Cheeba Chews n= 105, Incredibles n= 69, Wyld n= 57

Drinks

California





Drinks Brand Purchase Funnel

Keef and Lagunitas Hi-Fi Hops lead in unaided awareness. All of the drinks brands did well in conversion from purchase to purchase again and purchase to purchase in the last 3 months.

Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Purchase Again	Purchase Again - Past 3 Months	Favorite Brand
2.4%	Keef	27%	17%	13%	12%	12%	63%	75%	91%	100%	79%
0.0%	California Dreamin'	27%	21%	16%	15%	13%	78%	79%	93%	87%	55%
3.3%	Cann	26%	20%	16%	14%	13%	75%	82%	88%	92%	61%
2.0%	Cannabis Quencher	23%	14%	12%	9%	8%	62%	83%	80%	83%	47%
0.0%	Rebel Coast	21%	15%	11%	11%	9%	72%	74%	96%	89%	68%
0.8%	Dixie Elixir	20%	14%	12%	11%	9%	74%	81%	90%	89%	73%
3.3%	Lagunitas Hi-Fi Hops	19%	13%	9%	8%	8%	67%	75%	88%	95%	54%
0.8%	Subtle Tea	18%	12%	9%	8%	8%	66%	71%	91%	100%	27%
0.4%	Two Roots	18%	12%	8%	7%	7%	64%	70%	81%	100%	38%
1.2%	Kikoko	16%	8%	5%	5%	5%	51%	67%	93%	92%	64%
0.4%	Manzanita Naturals (The Fizz)	15%	8%	7%	5%	5%	57%	81%	76%	92%	35%
	None of the above	21%	24%	4%	1%	5%					

Average number of brands	2.3	1.5	1.2	1.0	1.0
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N=256 Which of the following brands are you aware of? Select all that apply. Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months?

Drinks

Colorado



Drinks Brands Purchase Funnel

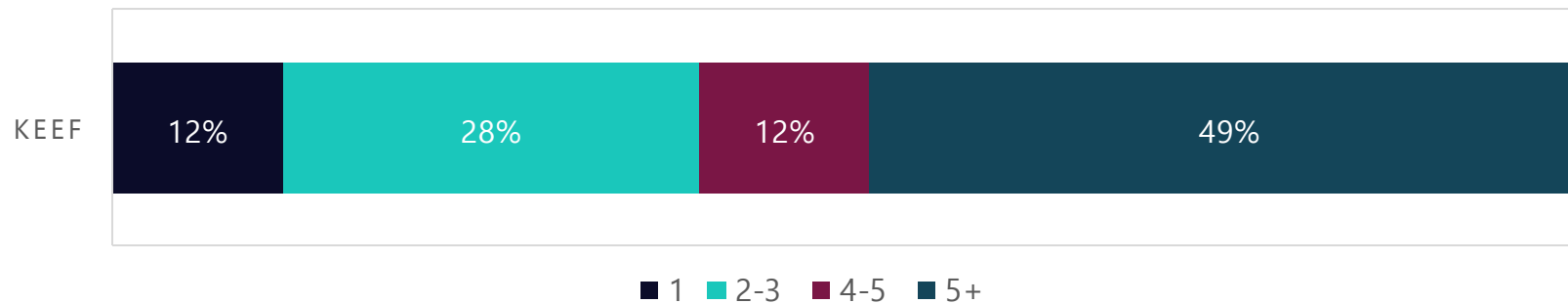
Keef had the highest aided and unaided awareness as well as the healthiest brand funnel. Cannapunch, Dixie and Stillwater also had strong conversion through the funnel but had less frequent purchasers

Unaided Awareness		Aware	Considered	Purchased	Purchase Again	Purchase P3M	Aware-Consider	Consider-Purchase	Purchase-Again	Purchase Again - Past 3 Months	Favorite Brand
13.4%	Keef	57%	47%	38%	34%	31%	83%	81%	89%	92%	71%
2.1%	Cannapunch	30%	23%	19%	16%	12%	75%	84%	85%	71%	50%
6.7%	Dixie Elixir	30%	24%	22%	18%	12%	79%	92%	85%	65%	48%
0.0%	Stillwater Ripple	21%	15%	10%	10%	7%	72%	68%	96%	72%	50%
0.0%	Ceria	19%	11%	10%	9%	8%	60%	93%	85%	91%	38%
0.8%	marQaha	14%	7%	6%	5%	4%	50%	83%	87%	69%	33%
	None of the above	18%	6%	5%	5%	12%					
Average number of brands		1.7	1.2	1.0	0.9	0.7					

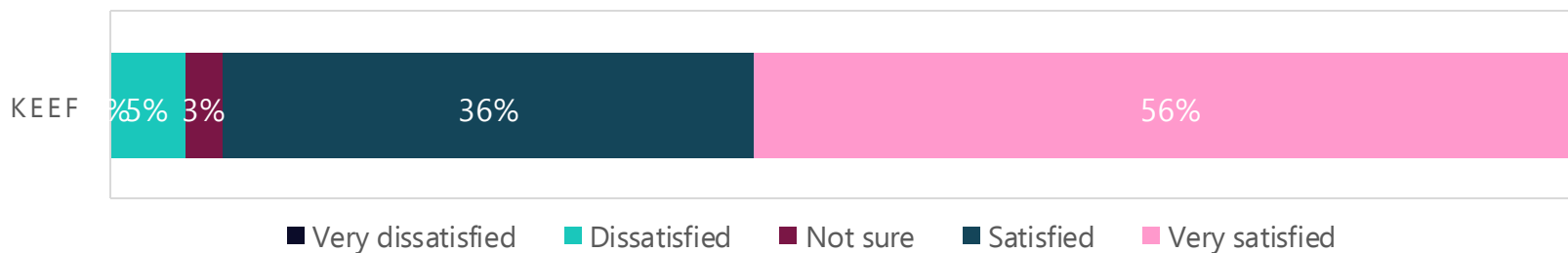
N=251 Which of the following brands are you aware of? Select all that apply. Which brands have you considered purchasing? Which brands have you purchased? Which brands will you purchase again? Which of the following cannabis brands have you purchased in the past 3 months?

The majority of Keef consumers are very satisfied overall, and about half have bought the brand more than 5 times

BRAND USE FREQUENCY



BRAND SATISFACTION

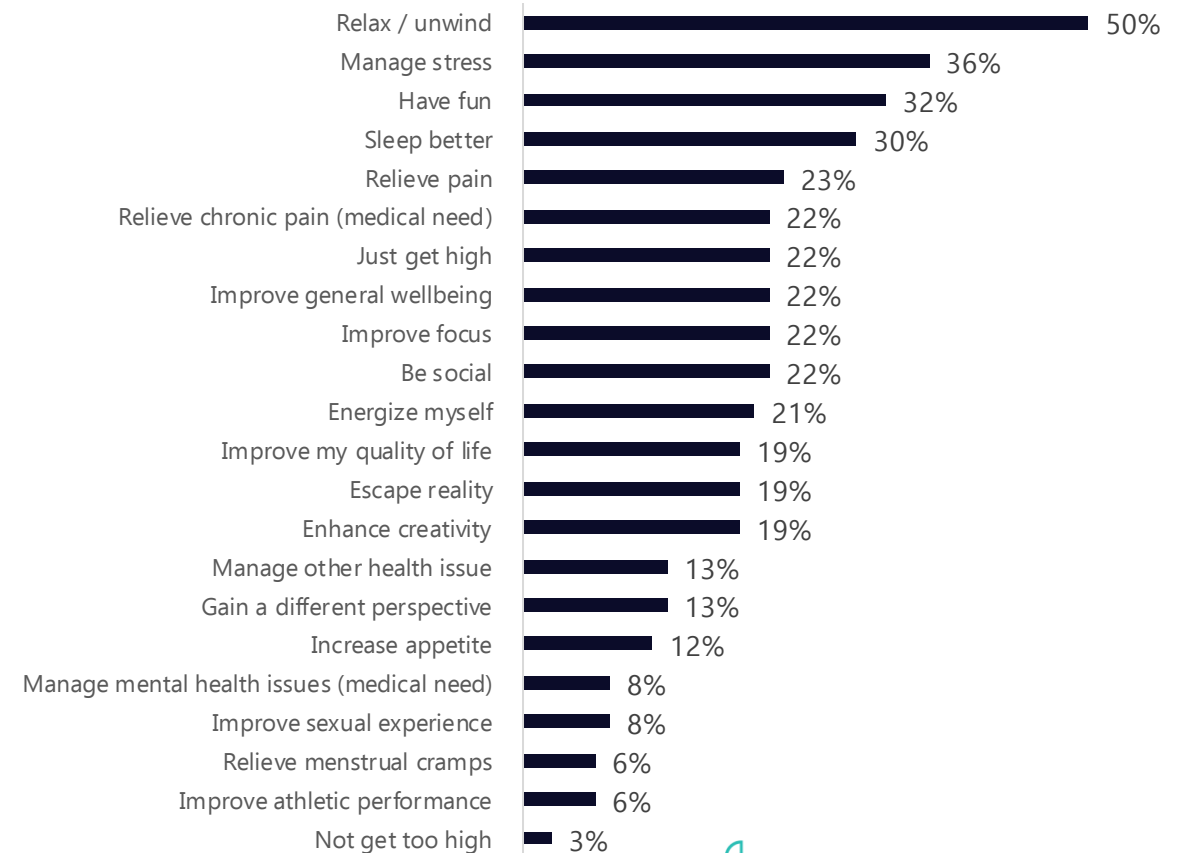


Keef users were attracted to the flavors and use the product to unwind

What made you try Keef?



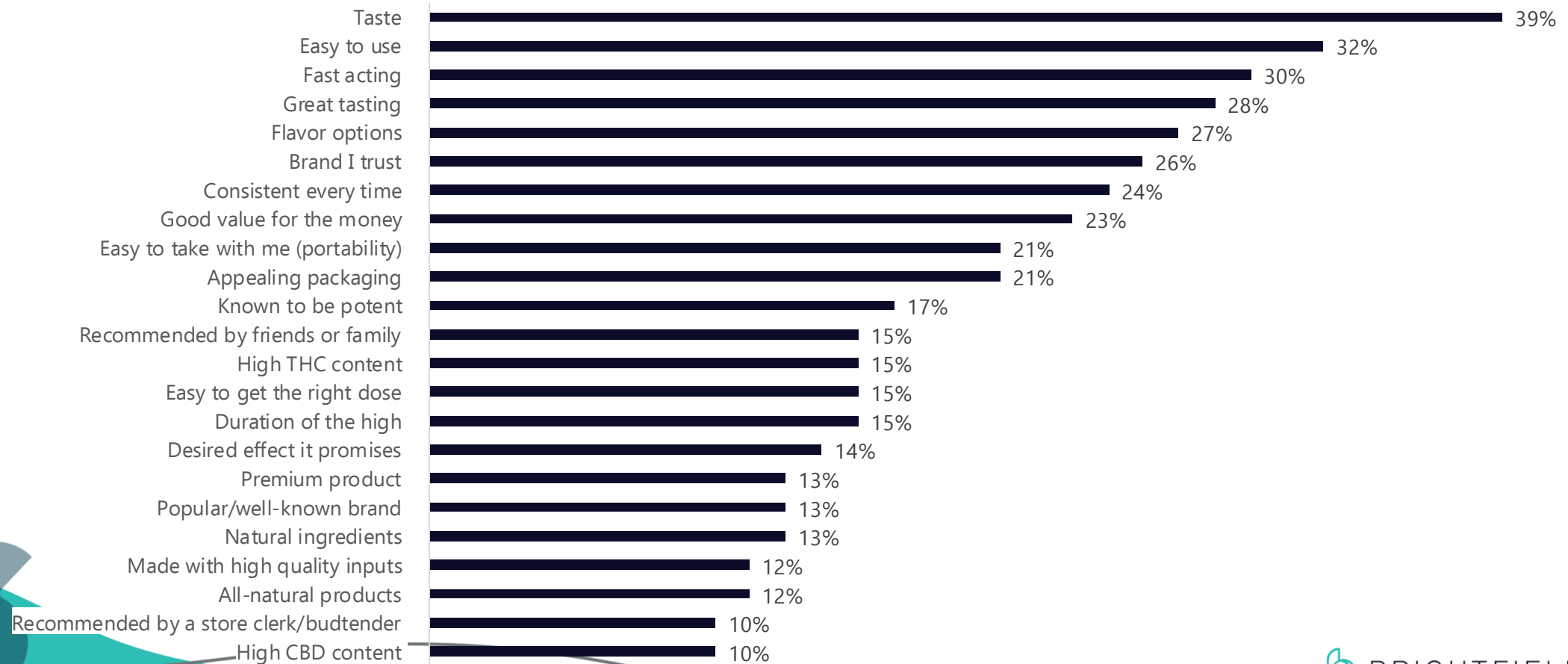
Desired Effects When Using Keef



N=78 What made you try _____? Select all that apply.
When using _____, what is the desired effect are you looking to achieve? Select all that apply.

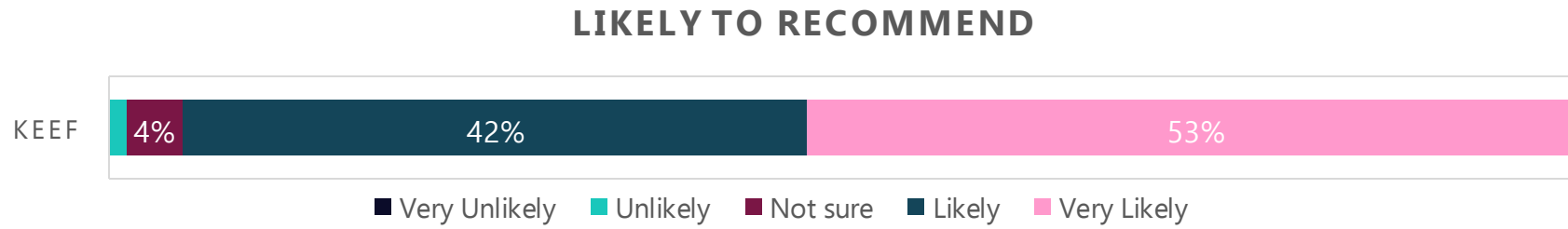
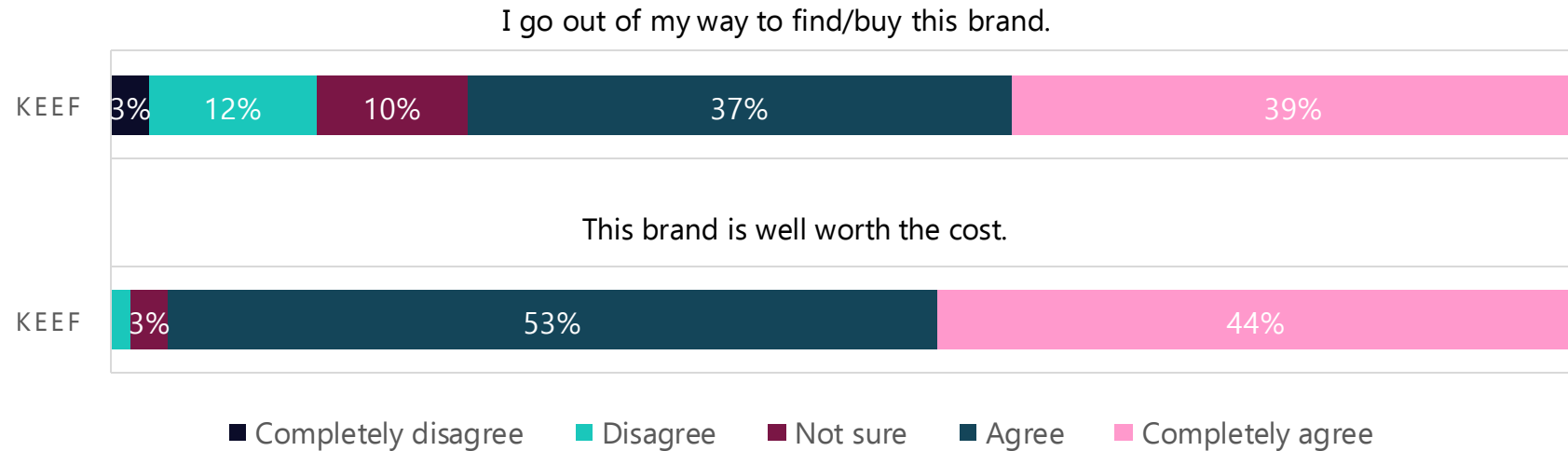
Taste is also a key reason for continued use

Reasons for Continued Use of Keef



N=78 Why do you continue to use _____? Select all that apply.

Almost all Keef consumers are likely to recommend and agree it is worth the cost, but fewer are willing to go out of their way to find the brand



N=78 How likely would you be to recommend _____ to a friend?
How much do you agree with the following statements about _____?