



CENTER FOR  
**ALCOHOL POLICY**

# HEMP-DERIVED THC BEVERAGE SURVEY

The Center **does not take a position on the legalization of these products**, but seeks to provide policymakers and stakeholders with information relevant to this debate.

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In partnership with New Bridge Strategies, the Center commissioned a new national survey to better understand Americans' views on beverages containing hemp-derived THC and their regulation.

The survey explored public awareness, availability, perceived intoxicating effects, and attitudes toward potential regulation of these products.

Three major findings emerged...

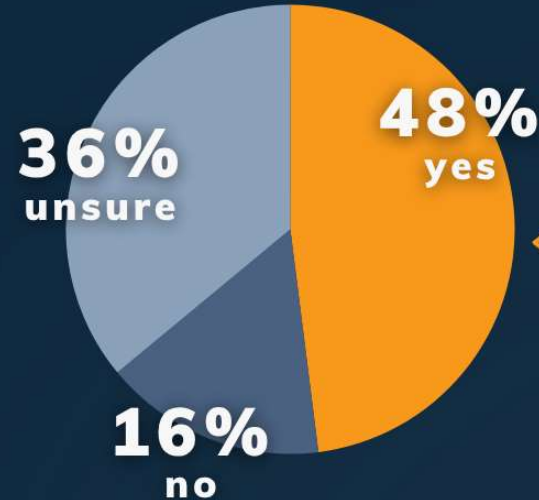
- 1 Lack of general public awareness
- 2 Support for regulation
- 3 Alcohol regulation seen as effective model

# HEMP DERIVED THC BEVERAGES

Baseline lack of  
understanding surrounds  
hemp beverages



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“Hemp-  
derived Delta  
9 THC is  
intoxicating.”

“Beverages  
containing hemp THC  
are available in states  
that have not  
legalized recreational  
marijuana.”



# BACKGROUND PROVIDED

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Hemp is a type of plant that has been used commercially for centuries across a variety of sectors, including building materials, rope and clothing. In 2018, Congress legalized hemp to ensure production of those products.

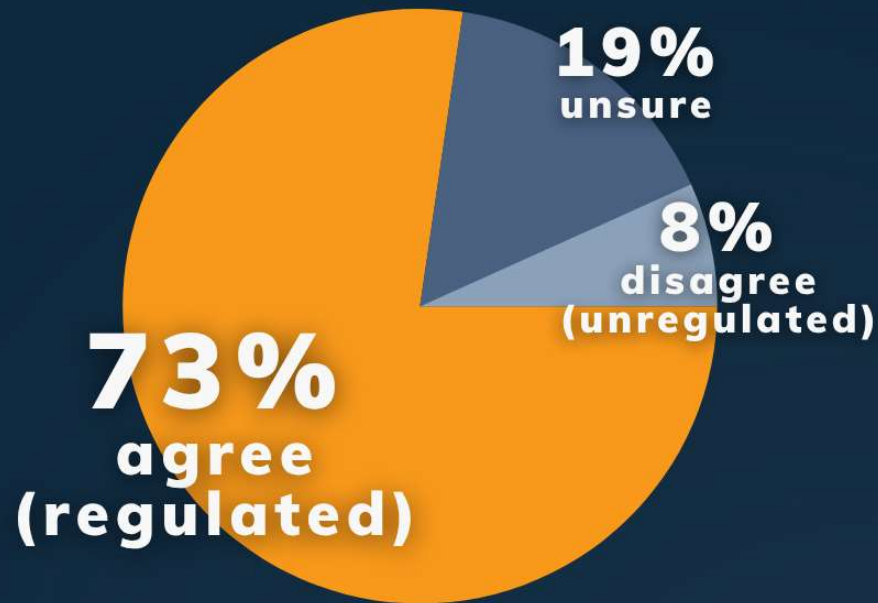
However, hemp contains a small amount of THC, which is the chemical in marijuana that produces a “high.” As a result of this change in the law and new technology, some companies are taking the THC derived from hemp and using it to produce intoxicating beverages.

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# WITH THIS INFORMATION IN MIND...

The public **supports regulation** and looks to **alcohol** as an effective model



Hemp  
derived THC  
beverages  
should be  
regulated



These  
beverages  
should be  
regulated the  
same as or  
more strictly  
than alcohol

# ALCOHOL'S TRACK RECORD MAY PROVIDE GUIDANCE

Lessons from 90+  
years of success and  
safety



## SUPPORT FOR HEMP THC BEVERAGE REGULATION

**LIMIT TO DISPENSARIES**

**67%**

**LIMIT POTENCY OF PRODUCT**

**77%**

**TAX LIKE ALCOHOL**

**78%**

**MINIMUM DRINKING AGE 21**

**86%**

**REQUIRE SALES THROUGH LICENSED  
PRODUCTION & DISTRIBUTION SYSTEM,  
SIMILAR TO ALCOHOL**

**86%**



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