



PURE BLOOM HEMP SELTZERS

From Your Trusted Source



WWW.DRINKPUREBLOOM.COM
Orders: Orders@drinkpurebloom.com



“The Times, They are A-Changing”

- The public's perception of Cannabis has changed dramatically. An overwhelming majority of U.S. adults believe cannabis should be legal and **in 2015 the Federal Government legalized hemp and extended this with the 2018 Farm Bill.** *(Pew Research Center survey Oct. 10-16, 2022)*
- Regular weed use **BEATS alcohol** for first time in U.S. *(Axios- Caulkins Changes in self-reported cannabis use in the United States from 1979 to 2022. 2024).*
- **GenZ** drink on average **20% less than millennials**, who also drink less than the previous generation. In fact, an overwhelming 86% of Gen-Z consumers believe that their mental health is as significant as their physical health when considering drinking alcohol. *(Forbes Jun 27, 2023)*
- Hemp sparkling and seltzer beverages are growing at 57% and the total **Cannabis market in the U.S. is projected to reach \$37 billion in 2027**, according to investment bank TD Cowen, after reaching \$29 billion in 2023. *(Nielsen Trends 2022, CBD Beverage Data)*



Chains

Cub
LIQUOR


Brown Derby
SINCE 1937

LUEKENS | WINE
& SPIRITS

 WINE WORLD

 **RHINO**
MARKET
& DELI

CM
THE COMMON MARKET

 Triangle
Wine
Company

Total Wine
& MORE

GREEN'S

CELLAR
FINE WINE 55 CRAFT BEER
Beverage Purveyors

BRADY'S
WINE WAREHOUSE

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Basics...

Is this federally legal? **YES!**

- The Agricultural Improvement Act of 2018 (known as the **Farm Bill**) removed hemp from the definition of marijuana in the Controlled Substances Act (CSA). <https://www.fda.gov/news-events/congressional-testimony/hemp-production-and-2018-farm-bill-07252019> .

What is Hemp?

- Hemp plants and marijuana plants are both from the same species: cannabis.
- But hemp is defined as a cannabis plant containing **0.3 percent or less THC**, marijuana is a cannabis plant that contains more than 0.3 percent THC. Pure Bloom is hemp-derived, it is **NOT** marijuana.
- **Full Spectrum** is the most popular form of Hemp derived products. It is filled with cannabinoids, terpenes, flavonoids and is **not heavily filtered**. Broad Spectrum is filtered and does not contain THC. CBD Isolate is the most filtered, and only has CBD, no cannabinoids and no psychoactive effects.

PURE BLOOM

Blood Orange

5MG CBD + 5MG THC



Lime Mojito

5MG CBD + 5MG THC



Wild Berry

5MG CBD + 10MG THC



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Why PURE BLOOM?



FAMILY
PRODUCER



SOLAR
POWERED



ALCOHOL
FREE



Certificate
of Analysis



21+



- PURE BLOOM is **Full- Spectrum DELTA 9!** One 12 oz contains **5MGs of both CBD and THC** (everyone's body is different, one 12oz can of 5MG THC may have similar effects as a 5 oz glass of wine). NOT from synthesized cannabinoids.
- PURE BLOOM is **FLAVOR FIRST** and **MUCH lower in Calories than any alcohol!**
 - Fresh Appalachian mountain water.
 - Pure fruit purees.
 - Only 43-48 Calories per serving.
- PURE BLOOM is **SUSTAINABLE**, made at a family-owned, solar powered facility ensuring only the highest quality.
- Why **Trust** PUREBLOOM? There is a **QR code** on every can of Pure Bloom that takes the consumer to the latest **Certificate of Analysis**.
- Whether it's about sharing good times with friends or **AVOIDING ALCOHOL**, PURE BLOOM is a convenient way to let you be you.

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Sales Strategy

GOAL:

- **Quality**- Be the best tasting hemp seltzer in the market with finest ingredients.
- **Create**- exciting/ new ways to connect with US LDA consumers new and old.
- **Supporting**- on and off premise with replacement revenue streams to align with changing consumer behavior.
- **Representing** like-minded family producers that care about moderation, socially responsibility and mother earth.

WHERE :

OFF PREMISE

- Grocery/ Chain/ ANY and EVERYWHERE
- Hip wine retailers
- Cannabis friendly shops
- C stores- (Circle K, 7-11, Raceway)
- Health Focused Stores
 - Display
 - Cold Box
 - Shelf

ON PREMISE

- Country clubs
- Concert venues
- Mocktails
- Non-alcoholic bars/ BYOBs





Who is **Cana-Curious?**

- All Genders, 21+
- People looking for an alternative to alcohol:
 - **Keep the fun, lose the hangover**
 - **Lower Calories/ Good Ingredients**
 - **Responsible experimentation/ Discovery**
- Holistic Values- considers whole mind, body, earth in health and wellbeing- “Better for You”





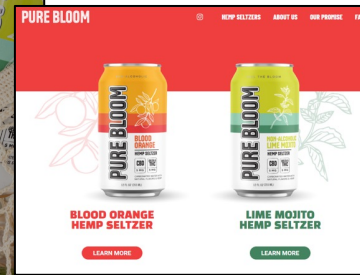
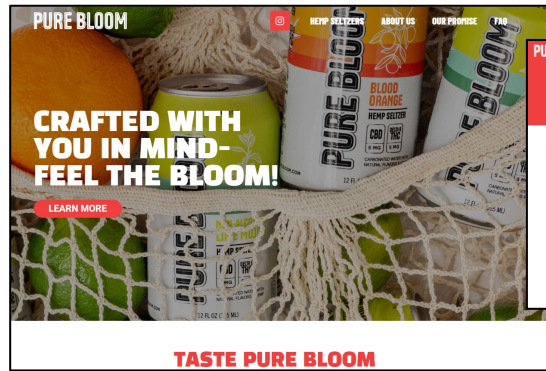
Marketing Support

Pure Bloom Website-
Find all things Trade and COAs
www.drinkpurebloom.com



www.instagram.com/drinkpurebloom/

Point of Sale
Materials- Print On
Demand



Door Clings



Shelf Talker



Case Cards