



The Case for Cannabis Drinks

Recommendations for Parity in Alcohol and Cannabis Beverage Marketing, Promotion, and Distribution in Canada





Alcohol's Harms

Financial, health, and societal costs



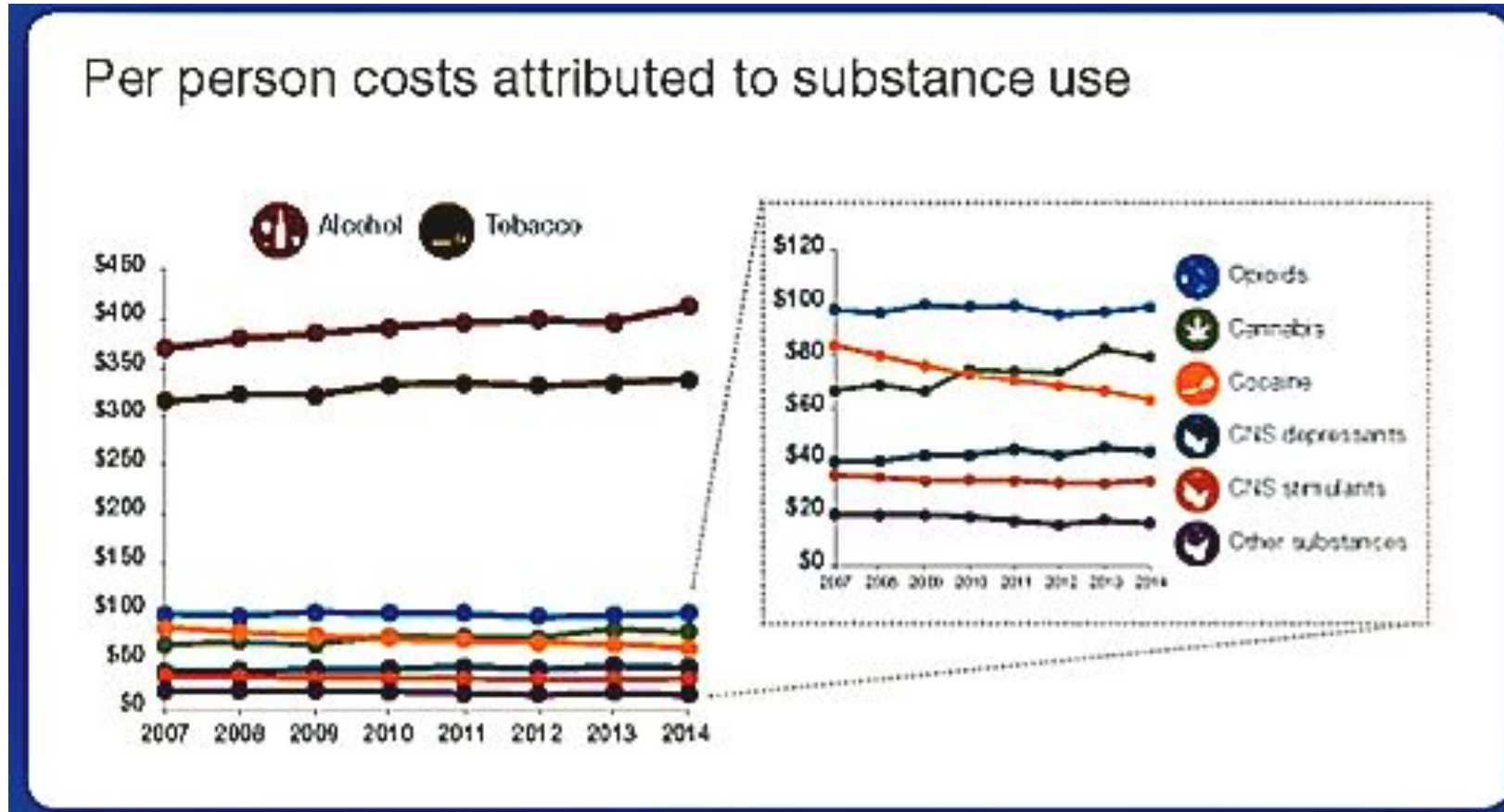
Alcohol is costly

\$14.5 billion in annual costs to Canadian economy in health care, criminal justice, and lost productivity (vs. **\$1 billion** for cannabis)

39% (14.7 billion) of the \$38 billion abuse burden to Canadians



Alcohol is costly



Alcohol is harmful

Leading risk factor for disease burden worldwide

7th leading cause of death and disability in Canada in 2016

Directly linked to chronic health conditions, including cancer, diabetes, and liver disease, among others

20% of all violent crime committed in Canada is related to alcohol use



Mortality impact

WHO report: Among deaths attributed to alcohol intake:

28.7% due to injury

21.3% due to digestive diseases

19.0% attributed to cardiovascular diseases

12.9% related to infectious diseases

12.6% due to cancers



Costs to Canadians

CSUCH Canadian Substance Use Costs and Harms

More information can be found at
www.csuch.ca

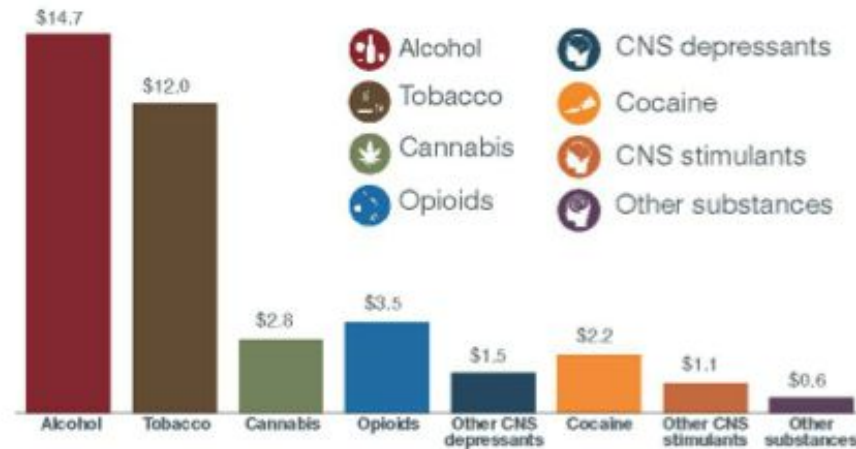
In 2014, substance use
cost Canadians more than:

\$38 BILLION

Which amounts to almost
\$1,100 for every Canadian
regardless of age



The cost of substance use (in billions)



Almost 70% of
the total costs are
due to alcohol and
tobacco





Cannabis as a solution

Cannabis-infused beverages as a safer alternative

Cannabis as a solution

October 2018: Canada enacted The Cannabis Act, allowing the legalization of recreational use of cannabis in bud and flower format

October 2019: Estimated timing for the legalization of cannabis edibles

As an alternative to alcohol, **cannabis-infused beverages** can play an important role in Canada's harm reduction and health protection strategies





Recommendations

How to protect Canadians and reduce societal costs



Recommendations

Access:

Cannabis-infused, adult format beverages should be granted selling rights in all locations where alcohol is legally allowed to be sold in Canada



Recommendations

Convenience and safety:

Familiar formats, such as wine and beer, allow Canadian consumers to buy regulated products in the same locations for consistency while controlling access to minors





Rationale

Why cannabis-infused beverages offer a solution

Rationale

Recent research:

- The safest level of drinking alcohol is **none**
- In U.S. states where cannabis is legal, alcohol consumption rates declined by up to **22%**

Safety: Overconsuming cannabis is physiologically impossible

Similar effects: Cannabis-infused beverages offer a social lubricant with similar onset and duration, but with far fewer negative health and societal impacts



Rationale (cont'd)

Consumer appeal: Unlike alcohol, cannabis offers medicinal, therapeutic, and social benefits

Consumer demand: Deloitte found **58%** of likely consumers plan to purchase and use edibles

Aligns with federal policy: Cannabis-infused beverages support the Canadian government's aims of harm reduction, health protection and elimination of the black market



Calculating demand for cannabis-infused beer

19,916,000 consumers who drink alcohol

254.75 (371 ml size) bottles per capita

5,073,501,420 bottles of beer per annum

If **31%** of the population is interested in using cannabis beverages, cannabis-infused beer volume would be:

1,572,785,440 bottles (or 65,534,013 standard cases of 24 bottles) of cannabis-infused beer per year





Results

Potential financial, health, and societal cost savings

Results

\$4 billion in reduced costs of societal harm from converting from beer with alcohol to cannabis-infused beer alone

Additional savings for lost productivity and criminal justice costs

Of the \$14.1 billion of societal costs created by alcohol, Canada could realize:

\$4.37 billion in related harm reduction savings

25,700 fewer hospital visits

7% reduction of all violent crime



Learn more

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