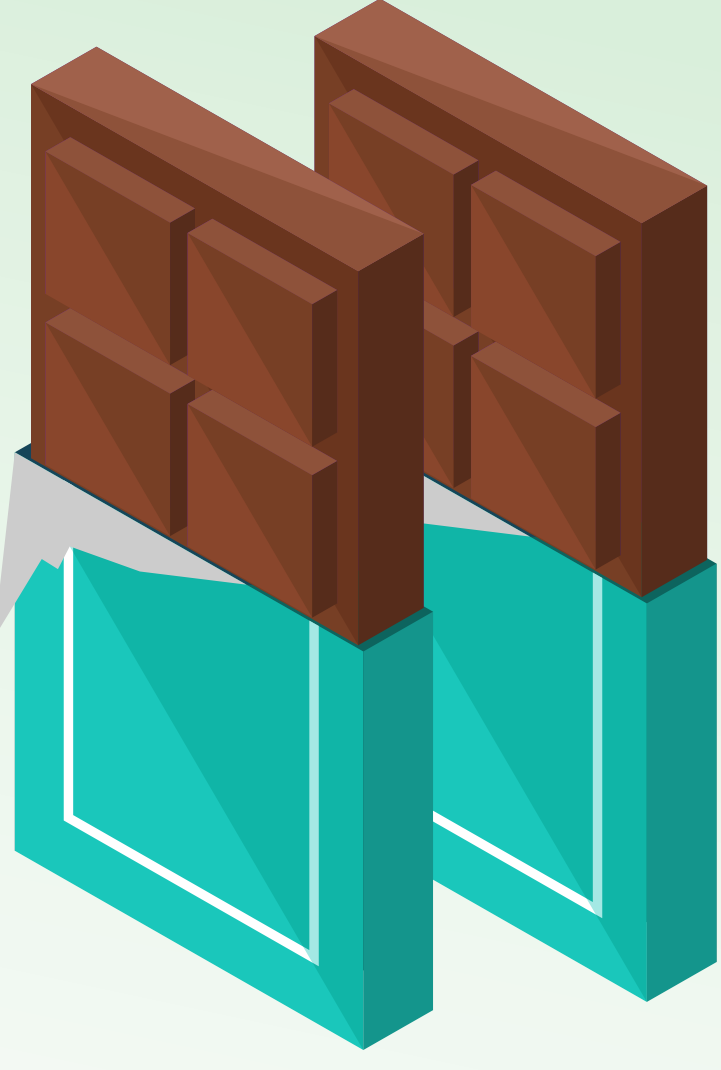


US Cannabis Distribution Trends Report: Cannabis Chocolates

JUNE 2021



Top Cannabis Chocolates Brands

By nationwide distribution

incredibles

CODA
SIGNATURE

Chill

KIVA
• CONFECTIONS •

Growing Chocolates on Shelf

SKUs that grew in distribution May to June 2021



Défoncé Mint Chocolate Bar



Chill Chocolate Dream 4:1 Mood Bar for Sleep



Chill Cappuccino Crunch Milk Chocolate



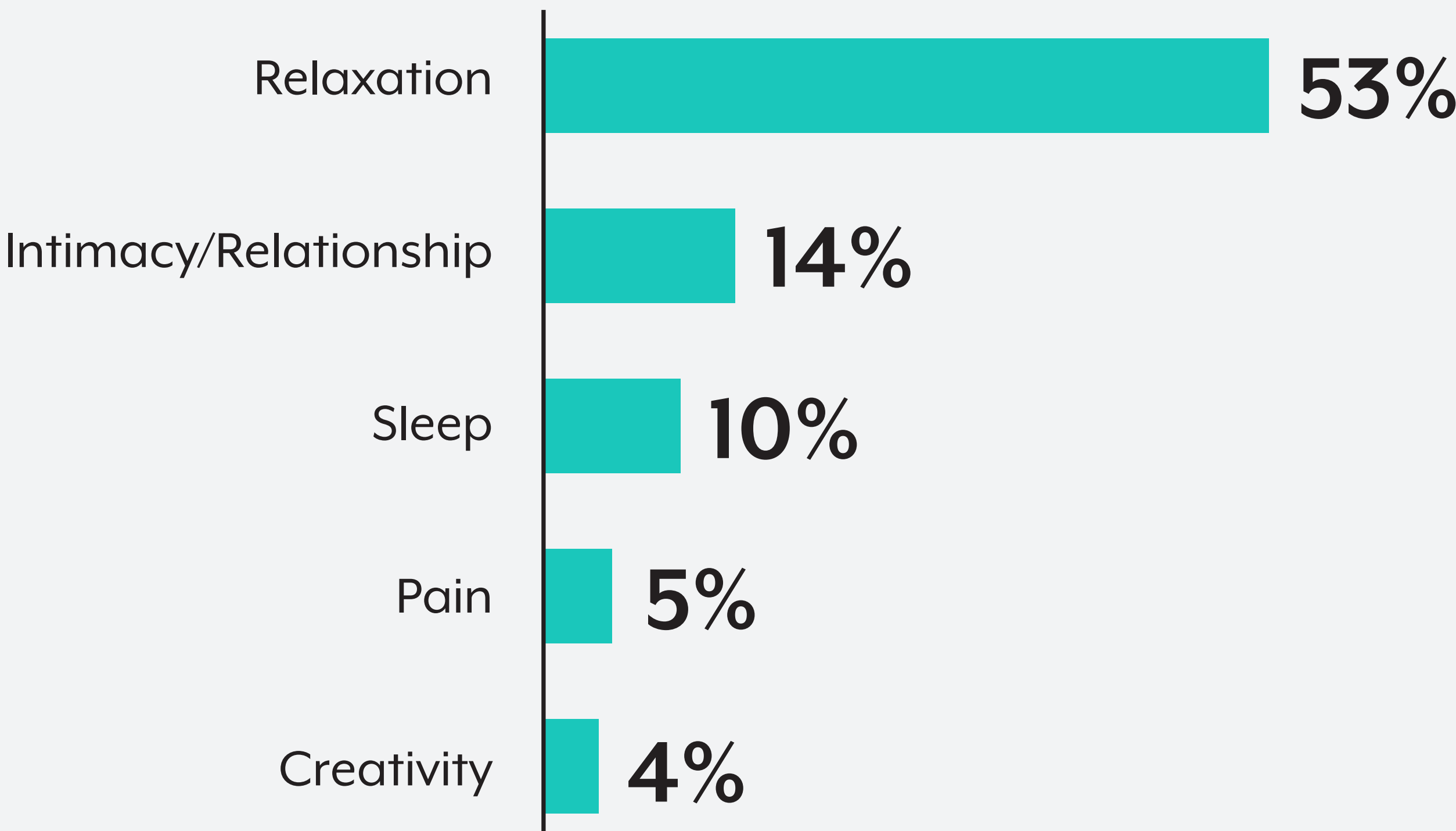
Satori Blueberries in Dark Chocolate



Emerald Sky Peanut Butter Cups Hybrid

Top Chocolate Positionings

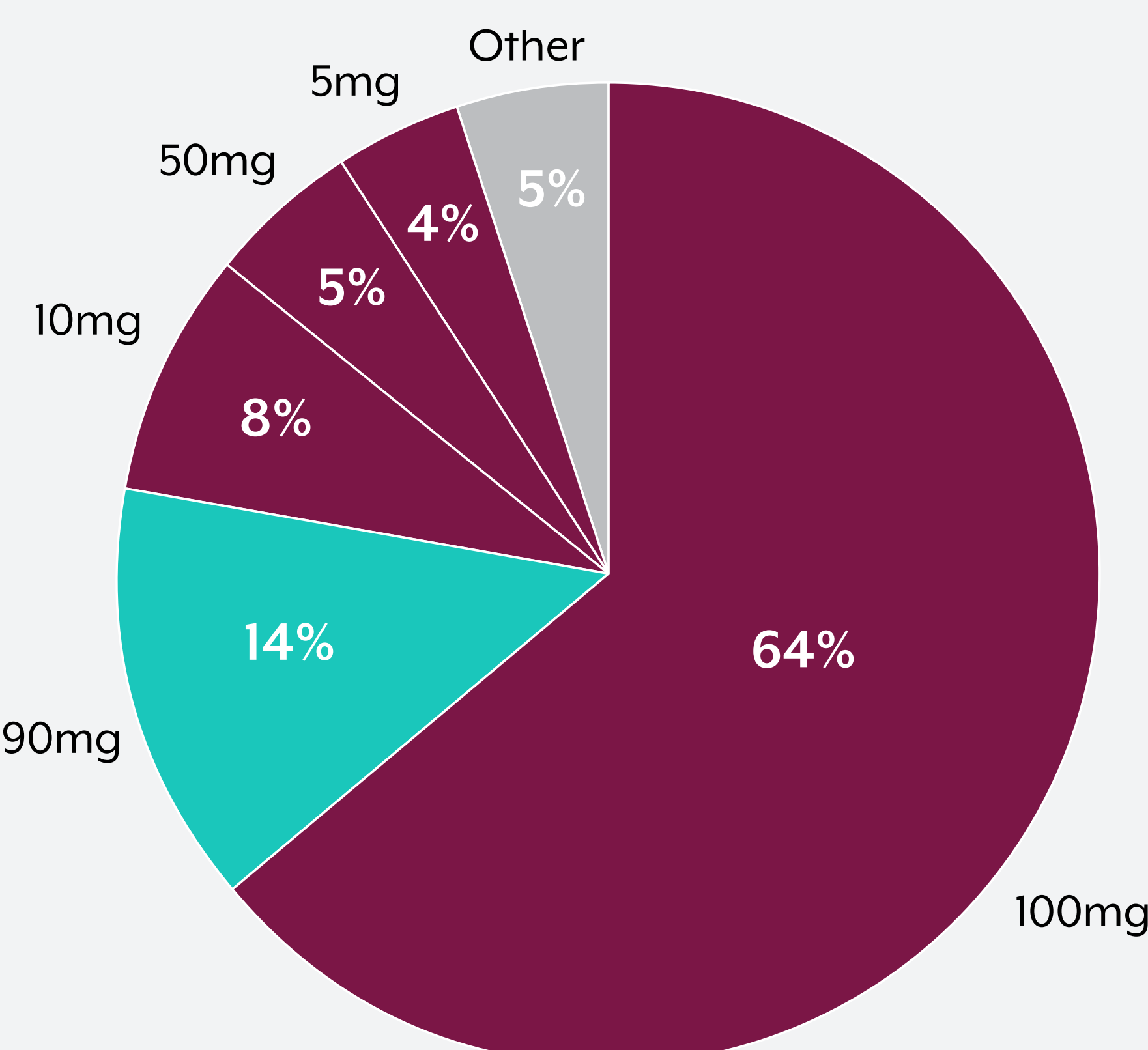
By share of shelf



Chocolates are a universal symbol of romance. THC chocolates are the most romantic product type with intimacy/relationship a top positioning.

Cannabis Chocolate Dosages

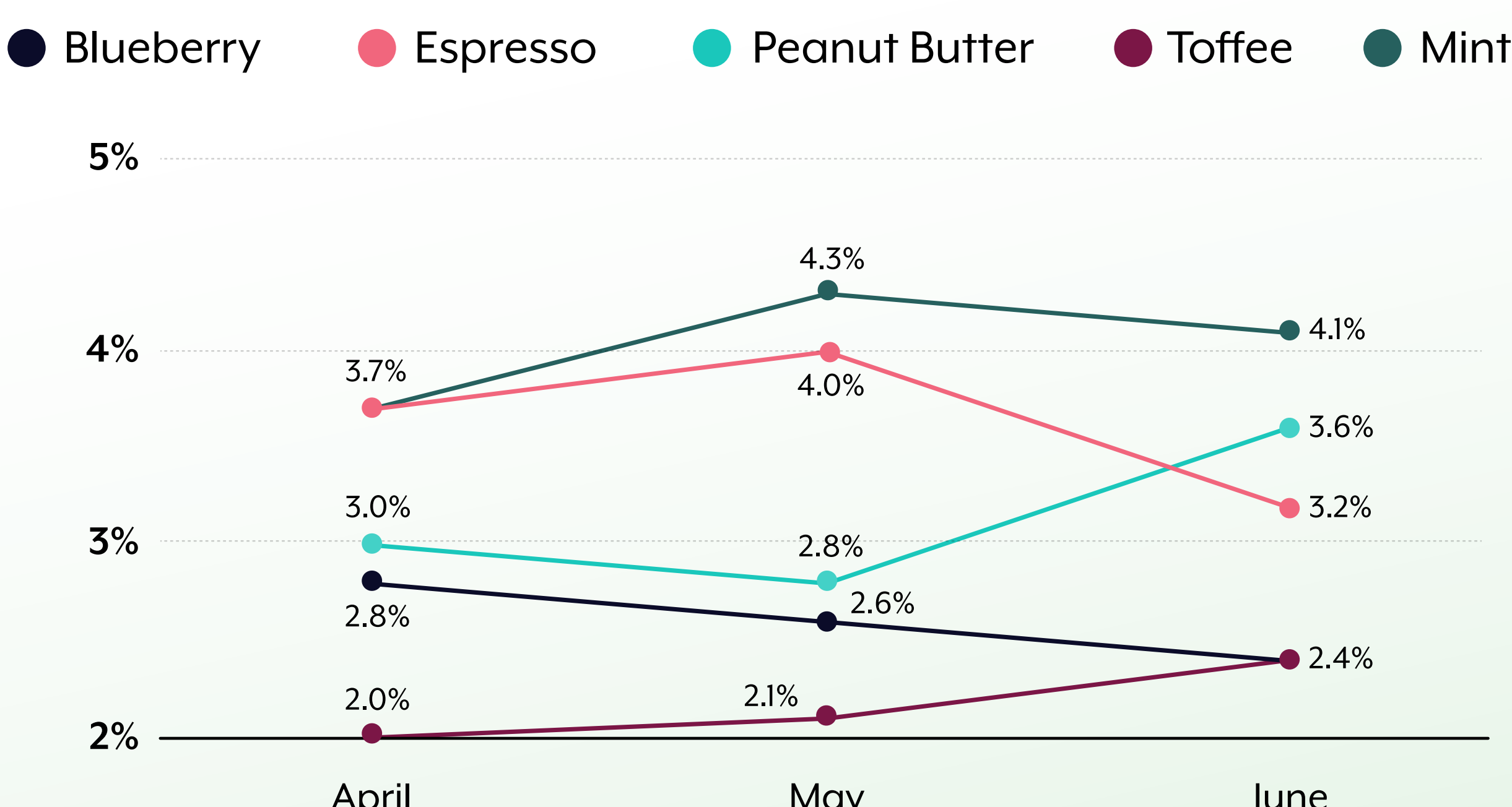
% Share of shelf



Among all edibles, 90mg doses are uniquely popular in cannabis chocolates. Only 6% of baked goods and 1% of candies are dosed at 90mg.

Cannabis Chocolate Flavors Over Time

% Share of shelf April to June 2021



Plain chocolate flavored THC chocolate is the most common, with 54% share of shelf. These five flavors—blueberry, espresso, mint, peanut butter, and toffee—are commonly paired with chocolate for delicious flavor combinations. As edibles technology has improved, THC chocolates taste better than ever.



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