
Cannabis Drinks Brands Winning on Shelf

How the nation's top drinks brands have thoughtfully branded themselves to appeal to the experienced cannabis consumer.



Keef

Keef is the top drinks brand in the US by share of shelf. Its drinks are in 7 states plus Puerto Rico. It offers its drinks in 10mg, 100mg or 500mg doses. From the start, it offered fun soda-like flavors such as cola, orange, and blue raspberry.

The brand has expanded its lines to go beyond meeting the need for a fun beverage with added ingredients and cannabinoids - like FLO Energy with 90mg caffeine, Cranberry Lime H2O with THCV or Blueberry Lemon H2O with CBN. Keef is able to provide wellness benefits without being wellness-forward – the brand is still very fun and creative in its branding.

- Fun branding and soda-like flavors
- Expanding need-states with FLO Energy
- Life H2O line for health-conscious consumer



TONIK

TONIK is the top distributed cannabis drinks brand in California – the only state it operates in.

The brand provides a plethora of drink options for the experienced consumer to choose from and uses language already familiar to cannabis users – like strain names and specific types of concentrates. As for dosages, customers can enjoy cans of live-resin-infused 10mg drinks to small rapid-onset shots of 100mg with added vitamins.

- Use of live resin & terps appeals to experienced users
- Added vitamins & cannabinoids for specific need-states
- High doses in big & small volumes



Ray's Lemonade

Ray's Infused Lemonade is dominating drink distribution in Washington, consistently taking up 35% share of drinks shelves in the state over the past 6 months. Its simple 100mg-dosed bottles of cannabis lemonade are a hit.

Washington is a mature market with more experienced consumers than in newer markets, so this simple branding with high doses and a focus on cannabis within the flavor profile is doing well here. It is a product that tastes good, is packaged familiarly, and isn't overly complicated in flavor or dosing.

- Simple, familiar packaging
- Uncomplicated, **fun** beverage
- Focus on cannabis + flavor
- High dose



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