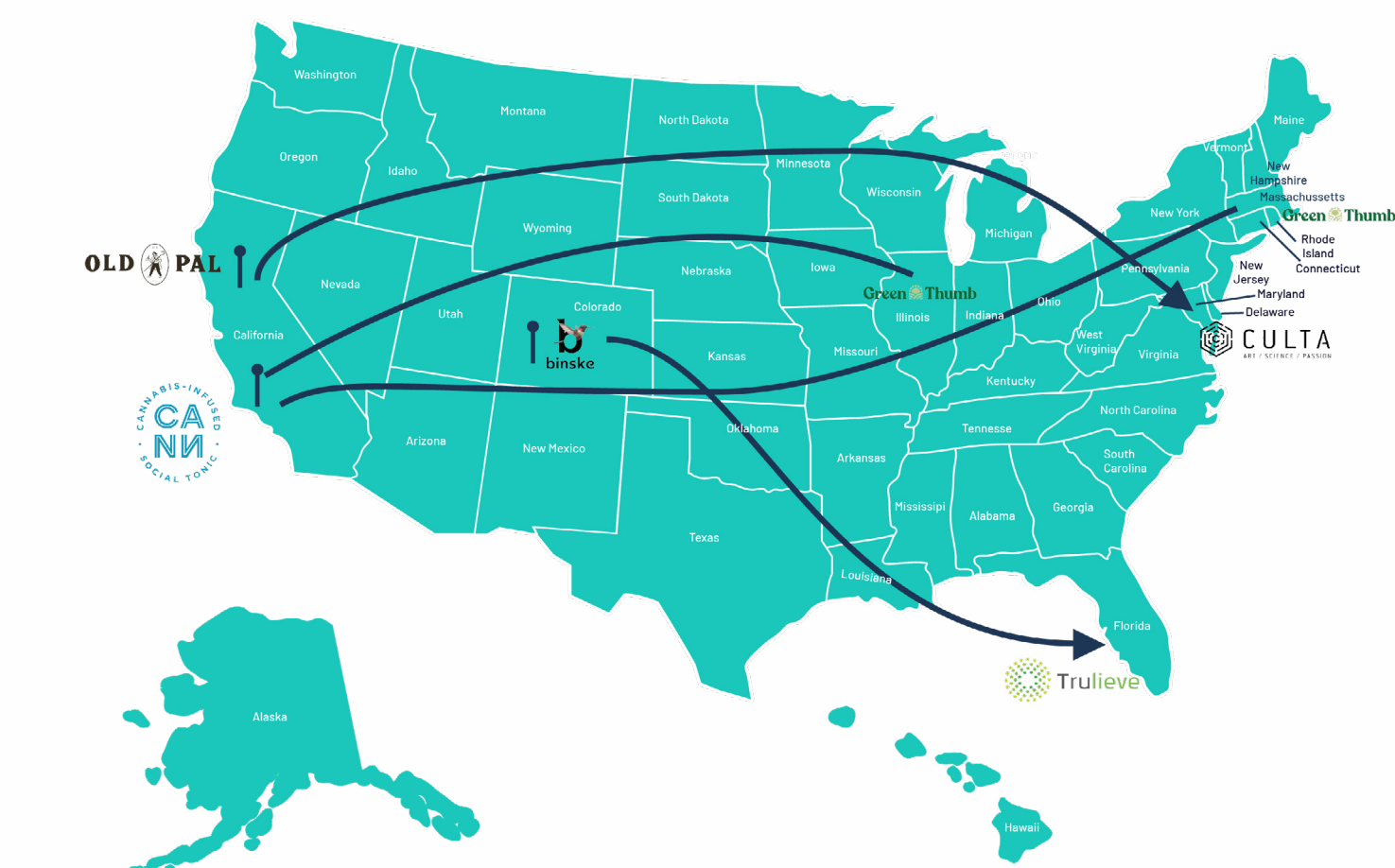


Multi-State Brands

The Funnel Across Borders: Binske, Old Pal, and Cann

This infographic is a companion piece to our blog, [Cannabis Across Borders: The Multi-State Brand](#). For the full picture, read all the details in that in-depth post.

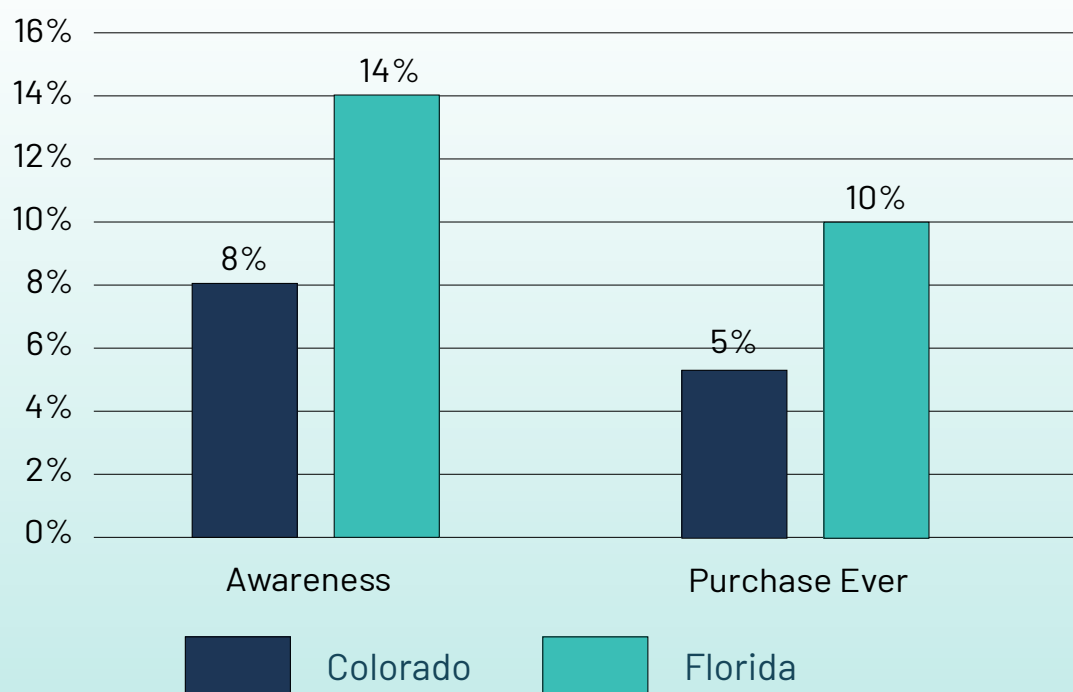
Brands able to break out of their saturated home markets have gained significant awareness, purchasing, and loyalty in new states. The rise of multi-state brands that span across borders gives consumers access to the products previously stuck within west coast markets. With less competition and built-in distribution through multi-state operator (MSO) partners, multi-state brands are able to gain more awareness and purchasing in new states than their home states!



Comparing State Funnels:

Binske Gummy Funnel

% of consumers in funnel stage

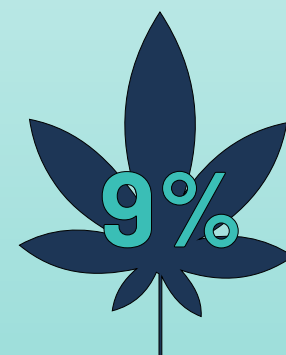


Binske partnered with Trulieve to bring its products to Florida consumers in 2019. Binske gummies hit shelves once allowed by the state's program in late summer 2020, and since then have been purchased by 10% of Florida gummy users. Colorado is a hub of edibles innovations, making it more difficult to stand out. Florida has much less edible-brand saturation, allowing Binske's fun branding to shine through.

Old Pal Flower Funnel

% of consumers in funnel stage

California



Purchase Ever



Awareness

Old Pal is a successful California cannabis brand expanding its way across the nation. In Maryland, it partnered with Culta to bring its 14g Ready to Roll pouches to consumers in the state. In the crowded California flower space, the brand has been able to gain 15% consumer awareness, resulting in 9% of flower consumers in the state having purchased the brand.

Cann Drink Funnel

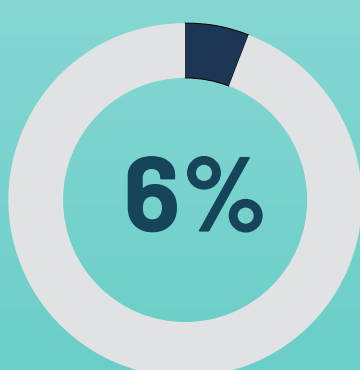
% of consumers in funnel stage

California

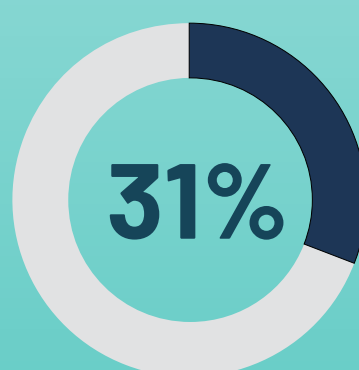
Illinois



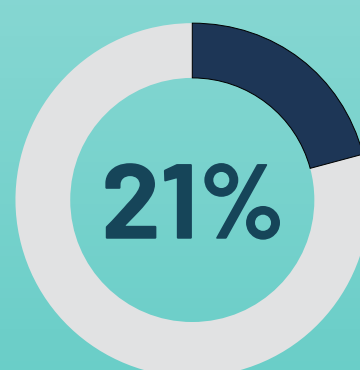
Awareness



Loyal



Awareness



Loyal

Cann has been able to expand with its own funding and via licensing agreements. Starting in the crowded California market, it was able to expand into less mature states with less drink brands on shelf. The best example is Cann in Illinois where it enjoys 31% of drinks consumers in the state aware of the brand, translating to 21% saying they'd repurchase