



SHOPPER PANEL SPOTLIGHT

What's really in consumers' mind in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit www.fona.com/clean for details about our clean consumer personas.) The group gets regular check-ins, and we share our learnings with you!

KEY FINDINGS

50%

have used cannabis for recreational purposes

40%

heard about CBD or THC-infused products from their friends

60%

would try CBD or THC-infused products in food & beverages if federally approved

70%

TASTE IS KEY: 70% expect the infused products to NOT taste like cannabis at all

Although CBD does often contain trace amounts of THC, consumers overall seem to view them as distinct entities. In their discussion, THC was viewed as a component found in marijuana historically, while CBD was seen as something else entirely.

This week, our shopper panel takes on...

CANNABIS

IN FOOD & BEVERAGE

Cannabis is all the talk of the food and beverage industry. But what does the average consumer think? Our panelists were asked about their familiarity, acceptance and expectations of cannabis in food, beverage and edible health care products.

THE TOP THC/CBD PRODUCTS OF INTEREST TO OUR PANEL

75% TOPICAL CREAMS FOR ANTI-INFLAMMATORY & PAIN RELIEF

50% OVER-THE-COUNTER

MEDICATIONS

45% GUMMIES

40% CHOCOLATE

35% PRODUCTS FOR THEIR PET

CBD

65%

have heard of CBD-infused products and 15% have tried CBD-infused products

85%

are open to using CBD-infused products for their potential health benefits

VS.

THC

45%

have heard of THC-infused products and 25% have tried THC-infused products

55%

are open to using THC-infused products for their potential health benefits

EXPECTATION OF TASTE?



CHRISTINE B.

"I have no opinion here as I have never tried or used any of these products in any form."



SARAH P.

"If I smoke it, I want it to taste like cannabis. If I ingest, I don't want to be able to taste it at all!"



ZACH S.

"I don't want it to have any of the taste at all. The gummies/chocolates I've tried taste like gummies or chocolates (I tried a sea salt and caramel one, and it was one of the best chocolates I've ever had)."



RHONDA O.

"No cannabis taste at all. Ewww. I can't imagine wanting to drink cannabis juice-flavored water ..."

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you're exploring the cannabis space but you're not sure of your options. Maybe you're facing taste challenges and could use some advice. FONA's subject matter experts can help you keep that signature taste, while keeping the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in?

Let's talk. Contact us at: www.fona.com/chat or call 630-578-8600

CURIOUS ABOUT SOMETHING SPECIFIC?

Our panel can help inform YOUR decisions. Let us know what you'd like us to find out from our shopper panel. Email POscarson@fona.com and let's dive in!

PERSONAL EXPERIENCE

OPINION EVOLVING

"... when your friend's Dad who hasn't eaten anything two days after chemo starts eating regularly after using cannabis, you can see how the product has evolved past its stereotyped stoner roots."
– Theo H.

NOT FOR ME

"I tried THC pot when I was younger and did not like the way it made me feel, I felt like I was not fully in control of my mind and I did not enjoy the experience, hence why I do not spoke pot." – Erica

ALL FOR IT

"It helped my dad greatly with his severe cancer pain. Same for my friend's mom with pancreatic cancer. It helped my 8-year-old cousin with her metastatic cancer pain. I tried it with my aunt and uncle and we had a lot of fun. It makes buffalo wings taste way better (I promise). I've never smoked because edibles appeal way more to me, but I think the country as a whole is moving towards legalizing it, and this a really good thing." – Zach S.

THE TAKEAWAYS

1 Willingness to try cannabis-infused products is greater with overall awareness.

Once the panelists were informed about the functional benefits of the infused products, they were willing to try them, even if they have not heard of them beforehand.

2 Taste is King. The panelists agree: cannabis-infused products should not taste like cannabis.

The panelists' expectation of experience is no different than what we see in other food and beverage categories. Great taste is expected, regardless of category or functional benefits.