



Green Route

Your insider's guide to scaling your edibles venture.

Hey!

Welcome to Green Route, the newsletter that gets you grooving out to 50 Cent's "Candy Shop".



Image courtesy of Tenor.com

In the goodie bag today:

- Changing the narrative—because cannabis dining isn't just for stoners.
- These Thai FDA-approved, micro-dosed cookies are serving up a recipe for global edible success.
- Sip your way into the next big trend, because Gen Z's thirsty for cannabis, not cocktails.
- It's time to gamble less and know more when it comes to THC levels.

It's not just about getting high 🌿

What's scarier than asking your crush out? For some, it's the "Are you high right now?" moment. That's why tackling the [stigma around cannabis](#) is critical for market growth. And guess what? It's not just about THC anymore.

Public perception is the invisible hand that can make or break your edibles business. CBD can be your ace in the hole. Still not convinced?

- **Case in Point:** Sunkissed Greenz, Track Farms, and [Rich's Pizza](#) have joined forces to provide a seamless CBD dining experience, diversifying their revenue streams and appealing to a broader audience.

Ready to redefine cannabis in the culinary scene and grab your market share?

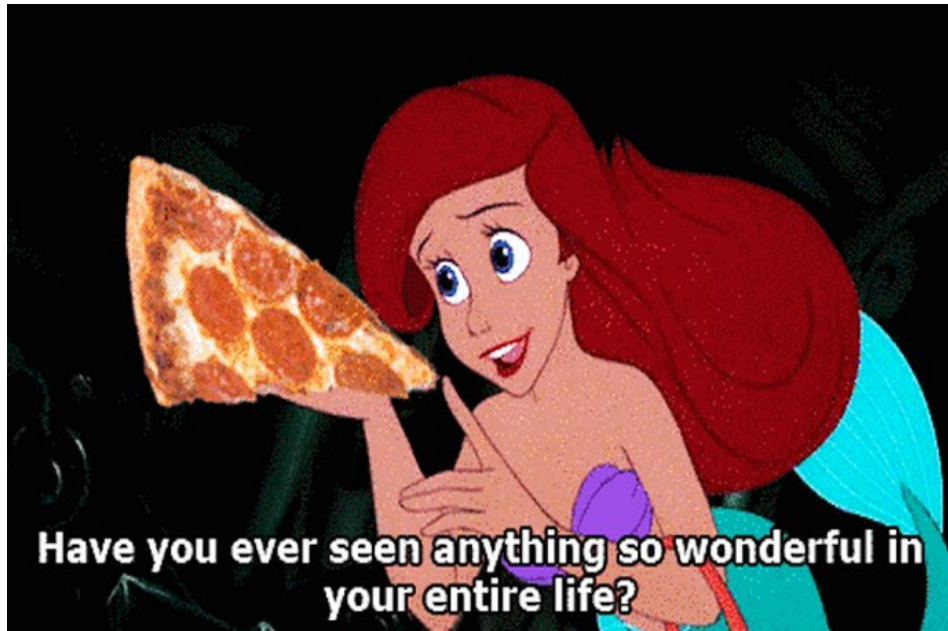


Image courtesy of Buzz Feed News

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Eyes on Thailand 🌴

Oh, did we mention Thailand? From heroin-level restrictions on cannabis to becoming pioneers in [FDA-approved, infused cookies](#), this Southeast Asian country is throwing some major inspiration for edibles businesses.

[Baked Thailand](#) did not just navigate through regulatory hoops but created an intriguing business strategy—single-serve, micro-dosed products. This, dear friends, is your ticket to embracing micro-dosing as a pragmatic growth avenue.

You've probably heard the buzz about microdosing. It's time to listen up if you haven't already; there's a glaring gap in the edibles market that's ripe for innovation.

Interested to know more about their journey?

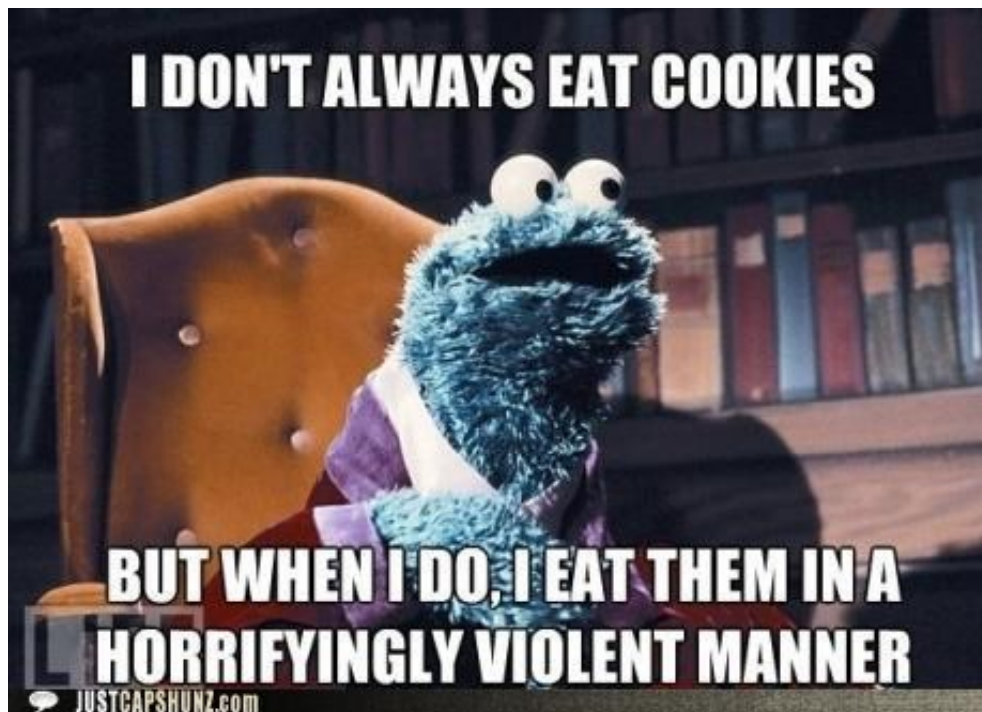


Image Courtesy of chzbgr.com

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Gen Z's thirst for cannabis beverages 🍹

What's Popping: Gen Z is [ditching the booze](#) for cannabis-infused sips. With doses from 2.5 mg to 100 mg, this isn't your granddad's happy hour. The call for low-dose cannabis beverages to go mainstream is turning heads at the regulatory level, too.

Why you should care: If your edibles brand hasn't thought about infused beverages, you're already late. Emulsions are key, with new tech overcoming solubility snags. States like Massachusetts are even making legislative moves to frame these beverages as the "new alcohol."

Teaser: Solubility woes? Companies like [Keef](#) are using sonic waves to perfect their brew. Want to catch this wave?



Image courtesy of Wine Enthusiast

Dive deep into the science and trends of cannabis beverages

The Cannabis Roulette 🎰

Green Route Truth Bomb: THC labeling is as unpredictable as your Tinder dates. Really, folks, will you hit the jackpot or get ghosted?

Manufacturers with [consistent THC levels](#) are the Gandalfs of the ganja world; they know their stuff.

- Consistency = happy, repeat customers.
- Predictable THC levels cut down the risk of you moonwalking on the ceiling.
- In the cannabis game, knowledge isn't just power; it's a competitive edge.

How to beat the game? Educate yourself. The market needs to step up its game, and so do you.



Image courtesy of Open Art

Get high on knowledge with The Green Route

The science behind best-selling edible 🍴

Ever wonder why that infused smoothie doesn't taste like a grassy field? That would be the magic—err, the science—of [spray drying](#).

This isn't just about taste; it's also about precision dosing and bioavailability. So next time you sip or bite, give a nod to the spray dryer—your behind-the-scenes MVP.

That's a wrap, Green Route travelers! 📺 Stay dialed in for the freshest takes on canna-business—straight from the lab to your inbox. Elevate your game, share the wealth, and get ready to dominate your next board meeting. Until then, keep passing that industry goodness to your canna crew! 🌿 🔥

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