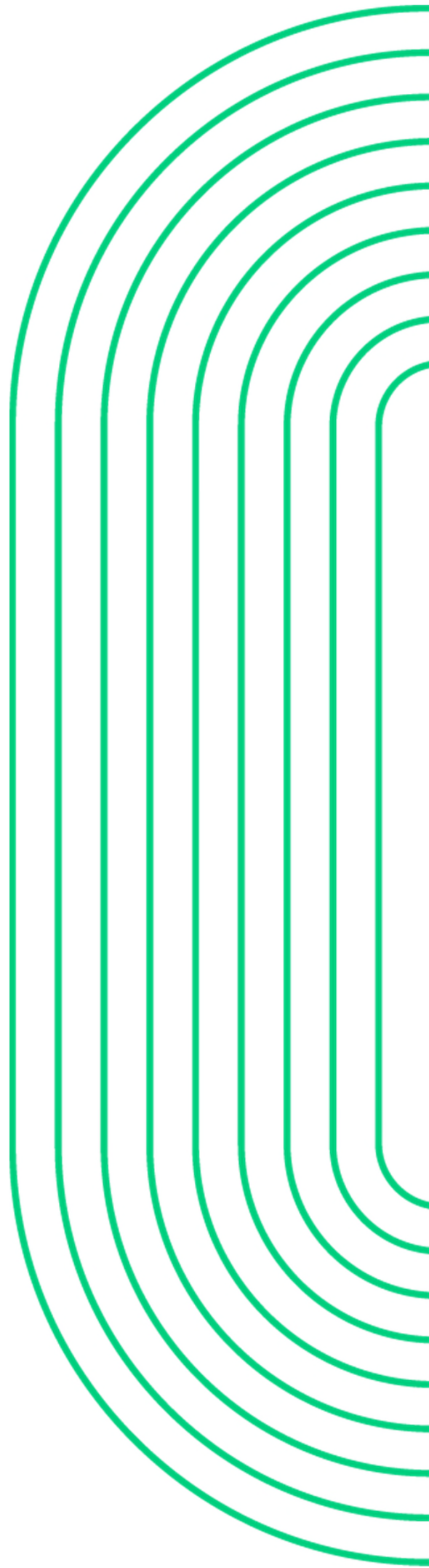


Let's Go Shopping!

The Impact of Liquor and Cannabis on the Retail Market

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Today's Speakers




Robert Hoban



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Today's Agenda

- Compliance issues with varying state requirements.
 - Federal requirements for various products – what can, and cannot, be sold?
 - Marketing processes and issues.
 - Due diligence for cannabis and liquor licensing.
 - How retailers can meet customer demands as it relates to alcohol and cannabis sales despite restrictions?
 - How will evolving cannabis laws impact the workplace?
- 



Alcohol and compliance issues with varying state regulations

How can you maintain distinct compliance programs when overseeing multiple jurisdictions?

- Create a system of compliance
- Know your state's specific rules and regulations
- Train and then train again





Cannabis and compliance issues with varying state regulations

“Cannabis” = Hemp and Marijuana

- State-specific regulations (hemp & marijuana)
- FDA oversight, or lack thereof
- Baseline consumer protection issues

Alcohol and Cannabis: How do these compliance issues relate?

And what can they learn from each other?

- Crossover
 - Products
 - Hospitality/Service/Co-Location
- Interstate commerce (taxes v. prohibition)
- Responsible sales



Federal requirements for alcohol products: what can and cannot be sold?

Ratification of the 21st Amendment gave States the authority to either permit or prohibit importation or sale of alcoholic beverages within their border



FDA requirements for cannabis products: what can and cannot be sold?



Grey area or well defined? Could it be both?

- Marijuana – State and Local Regulations
- FTC/FDA standards
- Regulatory Action thus far

How do the Federal requirements for alcohol and cannabis relate?

What are similarities to TTB and FDA/DEA/USDA enforcement at the state level? What are some differences?

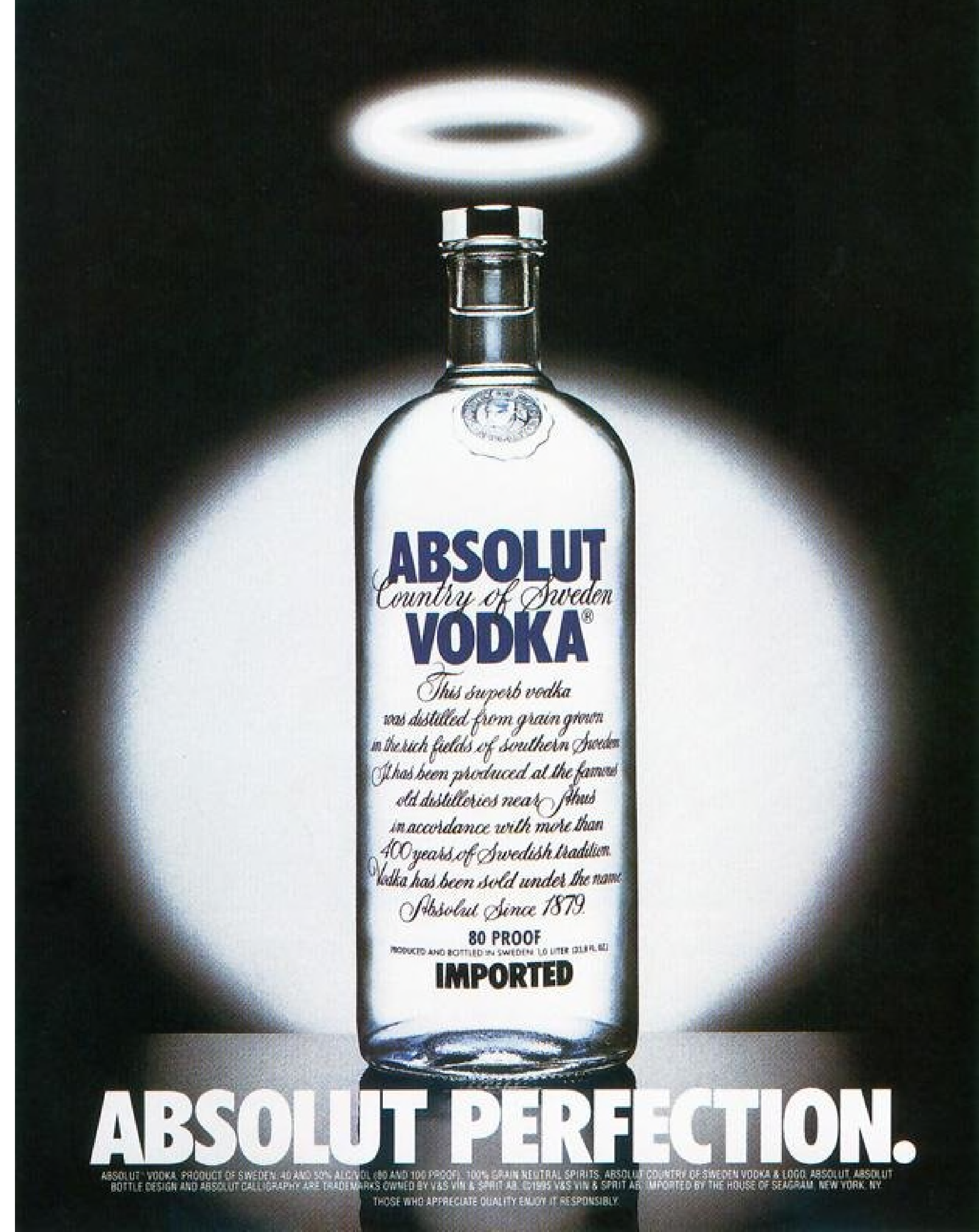
- Federal oversight, but state/local regulations most applicable
 - TTB v. State Regulation
 - DEA/FDA/USDA v. State Regulation
- Prohibition, Ambiguity, Enforcement
- Interstate Commerce



What processes define alcohol marketing? What issues exist?

How do marketers approach the red-tape around advertising alcohol products?

- Tied House Laws/Cooperative Advertising
- Promotions/Discounts
- Know your audience





How about for cannabis?

Marketing Restrictions

- Claims and Product Category
- State/Local Regulatory Limits
- National Advertising/Mainstream

What can cannabis marketing learn from alcohol marketing?

Limits, claims, and underage consumers: how will cannabis marketing regulations follow alcohol's steps?

- Concerns regarding children
 - Product packaging design
 - Product design
 - Label
- How to limit advertising/technology
- Truth in advertising



Due diligence for liquor licensing

- Location, location, location
- State and municipality specific requirements
- Know what you are buying
- It takes time!





Due diligence for cannabis licensing

Disclosures, Background, Good Standing

- Sequestered Entities
- Financial and Owner Disclosures
- Industry- Specific D.D. v. Financial/Traditional

Where is there crossover?

- Bad Actors
- Assumption of Liability
- Protect yourself!



How can you meet customer demands despite the aforementioned issues?

- In Home Delivery
- Curbside Sales
- Emerging Technology



How will evolving cannabis laws impact the workplace, and how will existing liquor laws shape cannabis laws moving forward?

- Employment/Labor – Qualifications v. At-Work
- Esoteric Business Culture
- Responsible Vendor/Dramshop Liability





Thank You, questions?

Say hi, don't be shy!

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Legal Disclaimer

This document is not intended to give legal advice. It is comprised of general information. Employers facing specific issues should seek the assistance of an attorney.

