

Cornbread Hemp launches pure THC Seltzers

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Cornbread Hemp, a market leader in hemp-derived wellness products, announced the launch of their THC Seltzers. Infused with 5mg of pure hemp-derived THC, it offers a natural, low-calorie alternative to alcohol for relaxation without the hangover.

"People are looking for healthier ways to relax, and our THC Seltzers deliver exactly that," said Eric Zipperle, co-founder and CEO. "We're seeing a new generation of consumers looking for new ways to unwind. We created these seltzers for folks who want to enjoy THC in a refreshing, social way — without the downsides of alcohol."

As more people move away from alcohol and toward cannabis, Cornbread Hemp is meeting the moment. From 1992 to 2022, the number of daily or near-daily cannabis users in the U.S. surged from 0.9 million to 17.7 million, surpassing daily alcohol users for the first time in 2022. (Caulkins)

"There's a clear shift that consumers are embracing cannabis not just occasionally, but as part of their daily lifestyle," said Jim Higdon, co-founder and CCO. "THC beverages are an exciting new category with only a few offerings in the space. Our goal was to create the best-tasting THC seltzer and the best-tasting adult seltzer, period. We think we nailed it."