



5TH ANNUAL

WINE & WEED

SYMPOSIUM

PRODUCED BY WINEINDUSTRYNETWORK

The Rise of Cannabis Beverages and What it Means for Wine

11:45am – 12:30pm



Tracey Mason
CEO / House of Saka



Debbie Novograd
CEO / BevZero



Austin Stevenson
Chief Innovation Officer
/ Vertosa Inc.

The background of the image shows several glass vials or bottles in a laboratory setting. They contain a light brown, opaque liquid. The vials have black caps and some have labels, including one that says 'KIMAX'. The lighting is soft, highlighting the texture of the liquid and the glass.

V VERTOSA

Cannabis & Hemp Infusion Technology

A stable platform for innovation

Vertosa's focus and commitment to delivering consistent, stable and trusted cannabinoid ingredients empowers partners to launch innovative product lines

Brands can focus on flavor, format, marketing and sales with the confidence that their infusion will be stable in their unique format

HIGHTIMES

Delta-8 THC Now Available From Coast To Coast



WUNDER's beverage feature cannabinoids in a water-soluble emulsion created by infusion technology firm **Vertosa**, which gives them enhanced bioavailability and makes drinks an optimal vehicle for their delivery.

"Beverages, especially those meant to be savored and linger in the mouth, are an excellent delivery method for Delta-8 because it is fast and efficient, and the effects can be felt throughout the entire body," Peterson explained. "This is because the beverage can be absorbed multiple ways within the mouth: through the mucosal lining of the mouth, under the tongue or on the tongue itself. We've found the effects from our drinks can be felt in as little as 15 minutes."

[Read the full article](#)

RollingStone

2020 Cannabis Gift Guide



Molly Jones CBD Gumdrops

These perfectly packaged gumdrops are handmade in California with natural fruit flavors and broad spectrum CBD sourced from organic, non-GMO hemp from the U.S. Available in both low (25mg per drop) and high doses (50mg per drop), the gummies are a sure-to-please stocking stuffer, offering a fun and easy way to take the edge off during the holidays.

Jolie Fleur Blanc & Rosé by Rickett Brewing

Rickett's THC-infused bubbly delivers the buzz of champagne without the hangover. The sparkling beverage is distilled from California grapes using traditional French winemaking methods — minus the alcohol. The Jolie Fleur Blanc is crisp and dry, while the Pink "rosé" is light and fresh, with just a hint of earthiness from the cannabis. Grab a bottle to enjoy over Christmas dinner or dessert; keep one on hand to pop open on New Year's Eve, to ensure that you ring in 2021 on a high note.

[Read the full guide](#)

FOOD DIVE

Behind PBR's cannabis seltzer launch is infusion company Vertosa

The technology company currently infuses more than 100 hemp and cannabis products, including two of the top three ready-to-drink brands in California.



Photo credit: provided by Pabst Labs

Vertosa first began talking with Pabst Labs about two years ago because Hines said jokingly that "they evaluated every single water-soluble company on earth." PBR is one of the first major alcoholic beverage brands to allow its brand name on a cannabis beverage.

"For over 175 years the Blue Ribbon has connected fans across generations around its products, and we think customers, new and old, are going to love the chance to experiment with something different from a brand they trust," Mark Falcoi, Pabst Labs brand manager, said in a statement.

[Read the full article](#)

01 How we get from plant to finished product

Plant



Oil



Emulsion



Finished Product



02 Benefit of Emulsion

Brain blood barrier

02 Benefit of Emulsion

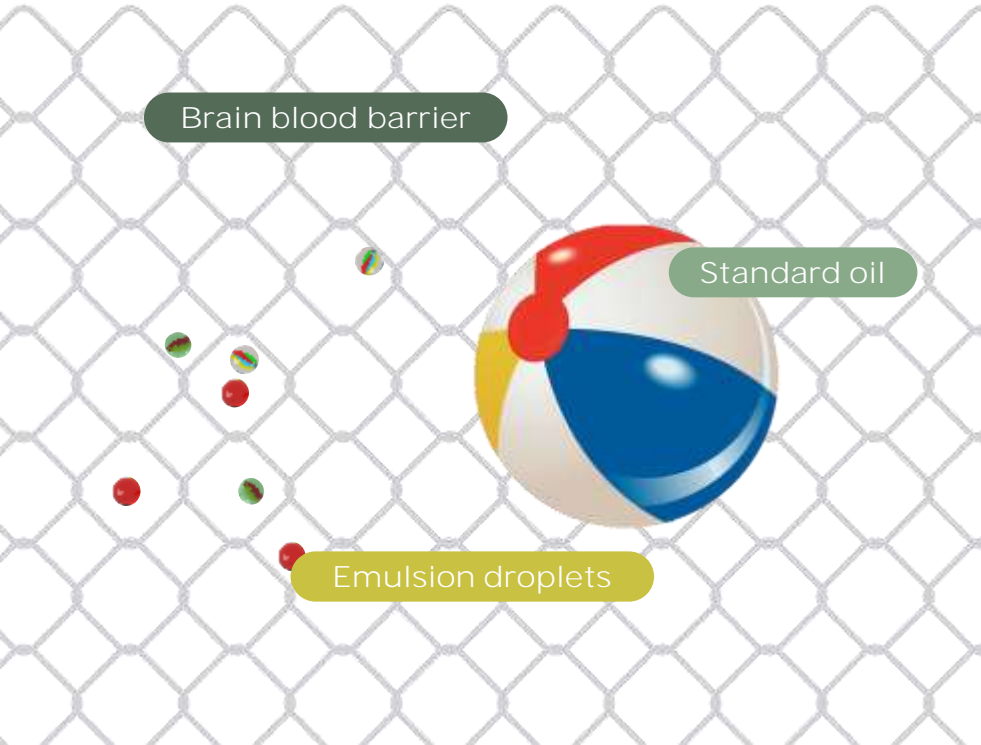
Brain blood barrier



Standard oil

Try to push the Beach Ball through the chain; it 'Bounces' back and does not go through that's why there is slow onset. And oil requires metabolization to break-down the oil.

02 Benefit of Emulsion

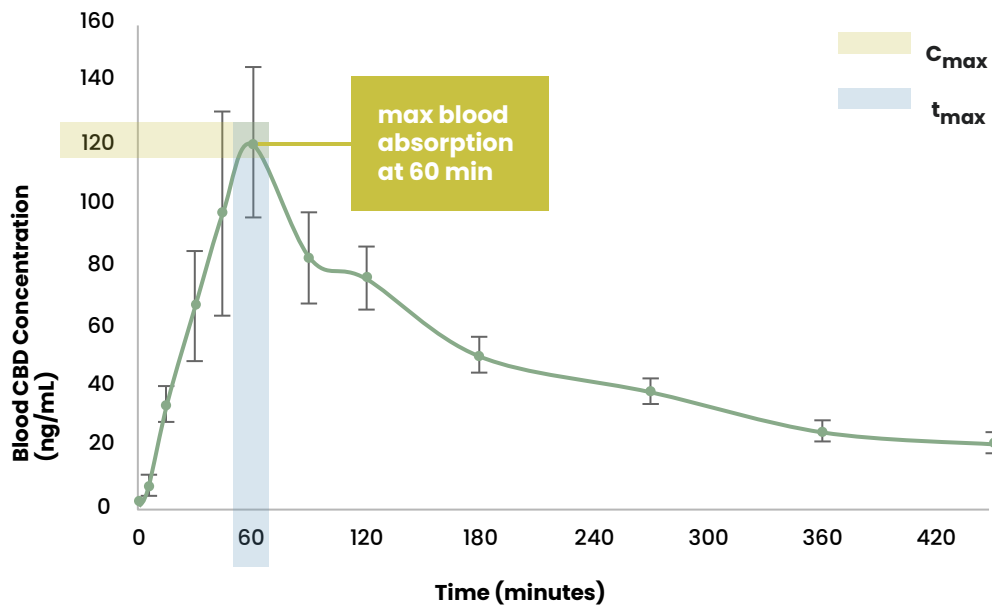


Try to push the Beach Ball through the chain; it 'Bounces' back and does not go through that's why there is slow onset. And oil requires metabolization to break-down the oil.

Using emulsion tech accelerates 'on-set' because it turns Beach Ball into Marbles. Throw a handful of marbles at the chain link, they pass through.

11 subjects' average PK profile of Vertosa N1 emulsion

General Distribution



C_{max}
is the maximum serum concentration that the CBD achieved after its administration.

t_{max}
is the time at which the C_{max} is observed



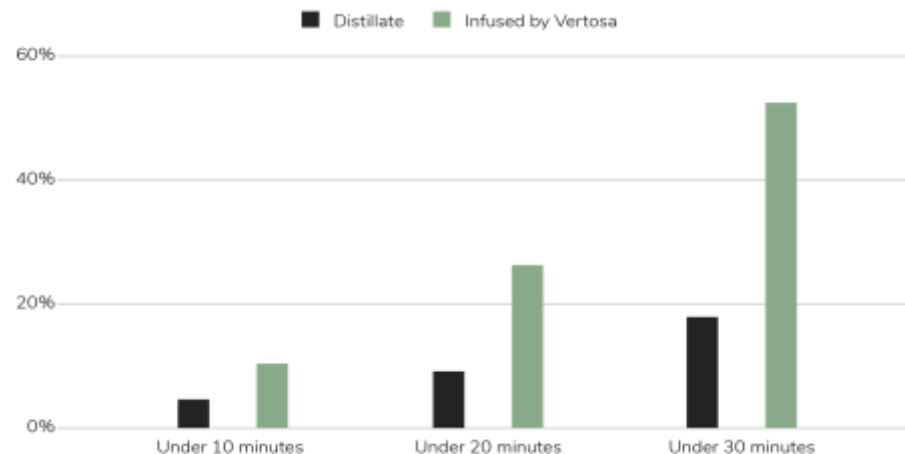
The industry leader in fast-acting emulsions

Consumer Trial

Vertosa performed a blind consumer study with 41 participants. Each participant consumed a leading California THC distillate-infused gummy, and on a separate occasion a THC Vertosa- infused gummy without knowledge of the type of gummy being ingested.

The majority of participants reported effects from the Vertosa gummies less than 30 minutes, and the average onset time was approximately 15 minutes faster when compared to the distillate gummies.

Gummies: Distillate vs Infused by Vertosa

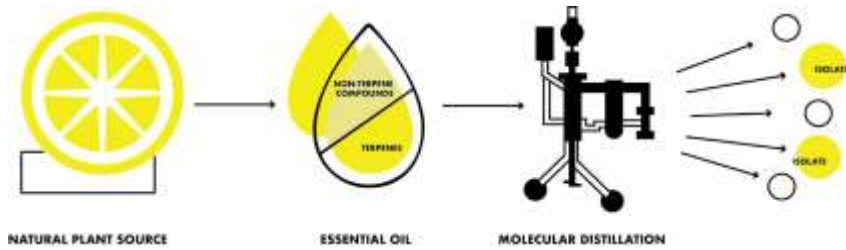


More than half of users reported that they felt effects of the gummy Infused by Vertosa Under 30 minutes

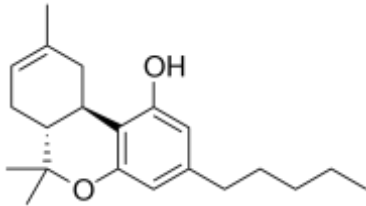
By comparison, a leading gummy infused by distillate had less than 20% feeling effects under 30 minutes



You can design experiences With other parts of the plant.

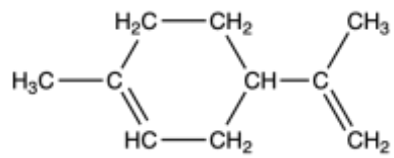


MINOR CANNABINOIDS



Δ8-THC

TERPENES



Limonene

We support you, from concept to customer.

Base Formulation

PRODUCT TYPE

Send your “virgin” base formulas and specs to get things started and begin stability testing.

Vessel Type

PACKAGING

We’ve worked with plastic, aluminum, glass, TetraPak, and more.

Infusion

ONE SIZE DOES
NOT FIT ALL

Select from our array of compatible emulsions based on your preference for clarity, taste, cannabinoids, and more.

Co-packing

FILL AND FINISH

We’ve developed SOPs for various manufacturing and preservation processes.

Retail & Distribution

MARKET-READY

Rest assured that you’re bringing an efficacious and quality product to market.



THANK YOU



LET'S GET INFUSED

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