

MINNESOTA MUNICIPAL  
BEVERAGE ASSOCIATION



*Welcome*

— TO THE —

*2024*

**MMBA ANNUAL  
CONFERENCE**



**Arrowwood**<sup>®</sup>

RESORT & CONFERENCE CENTER

by CLUBHOUSE<sup>®</sup>

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# 2024 MMBA CONFERENCE PHOTO SHARE

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04.23.24

We want your perspective from the event!  
All photos will be submitted to a gallery once the event  
concludes.

*Scan the QR Code and share photos!*



*No app download required*



04.23.24



# Arrowwood

RESORT & CONFERENCE CENTER



Arrowwood Resort & Conference Center  
2100 Arrowwood Lane NW  
Alexandria, MN 56308

320-762-1124  
Reservations 1-866-FUN-LAND  
[www.arrowwoodresort.com](http://www.arrowwoodresort.com)

# **SATURDAY LUNCH**

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**Soup du Jour**

**Fresh Mixed Greens**

**Greek Pasta Salad**

**Sliced Roast Beef**

**Smoked Ham and Turkey Breast**

**Chicken Salad**

**Sliced Assorted Cheeses**

**Mustard**

**Mayonnaise**

**Sliced Tomatoes**

**Lettuce and Assorted Breads**

# SATURDAY DINNER



## Charcuterie Board with Crackers

Mixed Green Salad, Craisins, Blue Cheese, Walnuts,  
Champagne Vinaigrette

Roasted Brussels Sprouts with a Red Wine Glaze and  
Crispy Onions

Grilled Flank Steak in a Merlot Reduction

Herb and Pinot Grigio Buttered Cod

Butter, Rum, Bread, Pudding

 VINOCOPIA Spirits Provider

# **SUNDAY BREAKFAST**

---



**Fresh Fruit Medley**

**Chef Attended Omelet Station**

**Scrambled Eggs**

**Waffles Toast with Warm Maple Syrup,  
Whipped Cream, and Strawberries**

**Bacon and Ham**

**Kansas City Hash Browns**

**Caramel Rolls and Pastries**

**Freshly Brewed Coffee, Decaf, Tea, and Milk**

# SUNDAY LUNCH



Garden Salad with Portlandia Cabernet Dressing

Linguini and Clams with a Parmesan Portlandia Pinot Gris Cream Sauce

Grilled Chicken Breast with Wild Mushroom and Portlandia Pinot Noir Gravy

Broccolini

Portlandia Red Blend



Portlandia began with a journey, one of the longest roadtrips in the United States – Florida to the Pacific Northwest. It was 1999 and Damian Davis had embarked on the cross-country trek for a new job in the tech industry. While en route, he found himself in the Willamette Valley during harvest and decided to stop for a quick tasting. By the time he reached his new home, his car was so loaded with wine that he barely made it.

The pull of Oregon's wine country was persistent and mesmerizing. With its rolling green hills, iron-rich soils and cooling ocean breezes, Damian found the Willamette Valley to be a Pinot lover's dream and the "most beautiful ag-land I had ever seen". He was smitten. So much so that he left his tech career to pursue a new start in the wine industry. And in 2008 he founded Portlandia.



# SUNDAY DINNER

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## TRINCHERO *Family Estates*

**Spanakopita**

**Bieler Rosé Poached Pear Salad**

**Pinot Noir, Outlander, Caramelized Onion, and Roasted Red Potatoes**

**Falesco Rosso Glazed Carrots**

**Echo Bay Sauvignon Blanc Lemon and Capers Broiled Walleye**

**San Polo Rubio - Braised Beef**

**Iron and Sand Cabernet - Cherry Cheesecake**

# **MONDAY BREAKFAST**

---



**Fresh Fruit Medley**

**Scrambled Eggs**

**Texas Style French Toast with Warm Maple Syrup**

**Biscuits and Gravy**

**Sausage and Bacon**

**Home Fries**

**Scones and Muffins**

**Freshly Brewed Coffee, Decaf, Tea, and Milk**

# MONDAY LUNCH

---



Schell's Beer Cheese Soup

Coleslaw

Pretzel Buns and Hot Dog Buns

Grilled Hamburgers and Schell's Beer Brats

Beer Battered Onion Rings

Schell's Ale Dipped Sauce

Sauerkraut, Onion, Lettuce, Tomato

Swiss and Smoked Cheddar Cheese

Pickle

# STE. MICHELLE WINE ESTATES THEATER CHARACTERS THEMED DINNER

---



**Fried Green Tomatoes, Seasoned Sour Cream Dipping Sauce**

**My Big Fat Greek Wedding Skewers**

**Gilbert's Goat Cheese and Grape Salad**

**Purple Rain, Braised Cabbage**

**The Jerk Chicken**

**Sweeney Todd's Meat Pie**

**Bubba Shrimp Gumbo**

**Gold Fingers, Yukon Mashed Potato**

**The Godfather's Cannoli with Charlie's Chocolate Strawberries**

# TUESDAY BREAKFAST

---



**Fresh Fruit Medley**

**Scrambled Eggs**

**Breakfast Sandwiches with Ham and Sausage**

**Hash Browns**

**Kielbasa with Onions and Peppers**

**Donuts and Muffins**

**Freshly Brewed Coffee, Decaf, Tea, and Milk**

# GAME SHOWS, BAGS *and* MUSIC



## CONFERENCE *2024* TOURNAMENT



**CHAMPION**



portlandia.





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Presented  
by  
Tom Shay

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P.O. Box 128  
Dardanelle, AR 72834  
[www.profitsplus.org](http://www.profitsplus.org)

## Pricing Strategies for Profits Plus!

A. Playing the price game with the “big boys”

B. Quality + Service + Information + Price = Value

C. Helping the customer make the decision with the ingredients:

1. Quality

2. Service

3. Information

4. Price

Blind-price items

A. Defining blind-price items

B. Examples of blind-price items in everyday life

C. 10-point evaluation of blind-price items:

1. Extra time to price
2. Extra handling for customer
3. Natural add-on item
4. Seldom used
5. Repair or replacement item
6. Luxury or status appeal
7. Seldom promoted
8. Not seasonal
9. Recreational item
10. Not sold in a mass merchant

If your current margin is (read across top) and you raise your price by (read down left), then you can sell this percentage fewer and maintain the same profit.

	10%	15%	20%	25%	30%	35%	40%	50%
5%	33.3	30.0	25.0	17.0	14.0	12.5	11.1	9.1
6%	37.5	28.6	23.1	19.4	16.7	14.6	13.0	10.7
7%	41.2	31.8	25.9	21.9	18.9	16.7	14.9	12.3
8%	44.4	34.8	28.6	24.2	21.1	18.6	16.7	13.8
10%	50.0	40.0	33.3	28.6	25.0	22.2	20.0	16.7
11%	52.4	42.3	35.5	30.6	26.8	23.9	21.6	18.0
12%	54.5	44.4	37.5	32.4	28.6	25.5	23.1	19.4
15%	60.0	50.0	42.9	37.5	33.3	30.0	27.3	23.1
16%	61.5	51.6	44.4	39.9	34.8	31.4	28.6	24.4
18%	64.3	54.5	47.4	41.9	37.5	34.0	31.0	26.5
20%	66.6	57.1	50.0	44.4	40.0	36.4	33.3	28.6

D. Scoring with margins

1 - 3 \_\_\_\_\_ %

4 - 5 \_\_\_\_\_ %

6 \_\_\_\_\_ %

7 \_\_\_\_\_ %

8 - 10 \_\_\_\_\_ %

Everyday Sale Price

A. Defining items that deserve an everyday sale price

B. Finding the everyday sale-price items

C. Promoting your everyday sale prices

Promotional Price Items

A. Deciding to advertise

B. Education as a key ingredient

C. Advertising and promotional budget

Price-Sensitive Items

1. Defining items that are price sensitive

- A. Has a "sister" product that can be an everyday sale price item
- B. The same item, but in a different size/color, is an everyday sale-price item
- C. Has additional benefits/features that can be easily demonstrated or explained
- D. Not sold in mass merchants



- E. Not advertised by competition
- F. Solves a problem/need better than the product asked for
- G. Scores 3 or less on the 8 remaining blind-price item list
- H. Quality is immediately proven by way of manufacturer name

2. Examples of price-sensitive items

3. How much can you charge?

4. Reasoning the additional charges

A.

B.

C.

D.

#### Variable Price Items

1. Three ways of increasing your margins

A. Departmental review

B. Fineline review

C. Rounding prices

2. The \$2.00 Pricing System (adding 24 cents)

3. Rounding your prices

A. \$2.00 to \$9.99  
 .29    .49    .79    .99

B. \$10.00 to \$19.99  
 .99

C. \$20.00 to \$49.99  
 \_1.99    \_2.99    \_4.99    \_6.99    \_7.99    \_9.99

D. \$50.00 and above  
 \_2.99    \_4.99    \_7.99    \_9.99

### The \$2 Pricing Strategy

Cost	Add	Old	Add	New	Margin
.01 - .10	\$0.10	\$0.20	\$0.24	\$0.49	80.00%
.11 - .15	\$0.15	\$0.30	\$0.24	\$0.59	75.00%
.16 - .20	\$0.20	\$0.40	\$0.24	\$0.69	71.00%
.21 - .25	\$0.25	\$0.50	\$0.24	\$0.79	68.00%
.26 - .30	\$0.30	\$0.60	\$0.24	\$0.89	66.00%
.31 - .35	\$0.35	\$0.70	\$0.24	\$0.99	65.00%
.36 - .40	\$0.40	\$0.80	\$0.24	\$1.09	63.00%
.41 - .45	\$0.45	\$0.90	\$0.24	\$1.19	62.00%
.46 - .50	\$0.50	\$1.00	\$0.24	\$1.29	61.00%
.51 - .55	\$0.55	\$1.10	\$0.24	\$1.39	60.00%
.56 - .60	\$0.60	\$1.20	\$0.24	\$1.49	60.00%
.61 - .65	\$0.65	\$1.30	\$0.24	\$1.59	59.00%
.66 - .70	\$0.70	\$1.40	\$0.24	\$1.69	58.00%
.71 - .75	\$0.75	\$1.50	\$0.24	\$1.79	58.00%
.76 - .80	\$0.80	\$1.60	\$0.24	\$1.89	58.00%
.81 - .85	\$0.85	\$1.70	\$0.24	\$2.09	59.00%
.86 - .90	\$0.90	\$1.80	\$0.24	\$2.19	59.00%
.91 - .95	\$0.95	\$1.90	\$0.24	\$2.29	58.00%
.96 - .99	\$0.99	\$1.98	\$0.24	\$2.39	58.00%

## Putting it all together with a sequence for implementation

### 1. Everyday Sale Price

- A. Start watching ads
- B. Change items as you find them
- C. Never be the lowest price in town
- D. If you will lose more money than you are comfortable with, do not stock the item—BUT...

### 2. Promotional Price Items

- A. Create a budget
- B. Don't forget education
- C. Stretch your risks over a period of time
- D. Measure your results
- E. Have a newsletter

### 3. Price-Sensitive Items

- A. Harder to determine the items
- B. Represents extra dollars for you
- C. Low maintenance of this program

#### 4. Variable Pricing

- A. Review your margins by department and fineline
- B. Implement the \$2.00 pricing system
- C. Start rounding prices

#### 5. Blind-Price Items

- A. Identify items in the other categories
- B. Apply 10 point rule to blind-price items
- C. Always look for items to add to list

Closing reminders



**SOUND ADVICE FOR BUSINESS**

## What is the price?

By Tom Shay

Television has a long-running game show where contestants win prizes by correctly guessing the prices of household items. You might expect people to have a good idea what these everyday items cost, but that is not always the case.

A different version of this game is being played every day as customers shop all types of businesses for the products you sell. The advantage many of your competitors have is the ability to use one or more employees to study, create and implement their pricing strategies.

How do you feel the effects of this? It comes when you have a customer tell you how much higher your prices are than a competitor's. Equally bad is when your customer tells you your price is lower than any other store in town.

What about when you visit the big-box store and realize it is selling an item for less than you pay for it. While that may be true, the reality is it is probably selling the product for less than it pays for it, too.

These situations can be resolved; and the solution, while not easy to implement, is simple. Many of the products you sell can be placed into one of four categories. In addition, a strategy for pricing products can be implemented to improve your margins. The key is to identify a product's category. Let's take a look.

**Everyday Sale-Price Items.** At most businesses, you will find about 100 items with known prices because your competitors advertise them so often. If you were a grocery store, these items would be a gallon of milk, a pound of hamburger meat, a loaf of bread and most of the other items you see in large displays as you enter their stores.

While these may be items on which you will make little or no profit, they are necessary because they are the means by which you tell your customer you are competitive. If your competition is selling the item for \$1, and you have the identical item for \$1.79, what does that tell the customer about your business? And what will the customer think about all the other items in your store?

**Price-Sensitive Items.** These become your secondary tier of items. They are ones about which your customer has some idea of the price, but is not certain. This can occur when a customer comes in asking for a product—often an everyday sale-price item—but after answering our questions finds the product he wants is not the product he needs.

Sometimes the price-sensitive item is simply a different size from what the customer has requested. For items in this category, we can be charging as much as 10 percent more for the item because in speaking with the customer, we have added additional value to the transaction.



SOUND ADVICE FOR BUSINESS

## What is the price? (continued)

By Tom Shay

**Promotional-Price Items.** These are the items that you advertise, and they do not necessarily have to be all the same items your competition advertises. Since you are expecting your customers to respond to this advertising, it is crucial your employees are knowledgeable about the products.

**Blind-Price Items.** Read the annual reports of your chain-store competitors. When you see their overall margins and then look at how many items they are selling at or below their cost, it is easy to see they are making up the difference on the thousands of items that are not in the three other categories we have discussed. These are often the items that a small business is selling for far less than a chain store. These items tend to be the products that are unique and not sold in every store.

**Variable Pricing.** Variable pricing is a technique that allows you to boost your profits by rounding prices. For example, look at all the items you sell between \$17 and \$17.99. Why are some items at \$17.09, others at \$17.38, and some at \$17.95? Why not price all of them at \$17.99? If you count the number of items that fall into this category, you will be surprised at the additional profit. Starting with items as low as \$2, you are selecting certain price points that you want to hit.

Many businesses have items in the range of \$2 to \$10, structured so that the ending two digits are .29, .49, .79, and .99. As prices on products continue from here to hundreds of dollars, a similar strategy is used so that the business maximizes the potential profit.

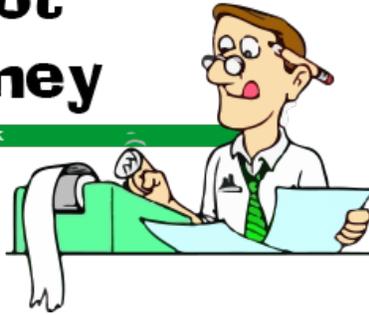
Research has shown that you can increase your net profits by \$25,000 for every \$750,000 in sales by implementing such a practice.

Creating a pricing strategy is not an easy task. It takes a considerable amount of time initially and maintenance every few months to make sure you are on top of the categories and the items they contain, but you will surely notice the difference on your bottom line as you get the prices right.

**If you are not  
making money**

FINANCIAL MANAGEMENT SKILLS TRACK

**You are not  
doing this!**



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Presented  
by  
Tom Shay

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**If you are not making money, you are not doing this!**

We are driving dollars to the bottom line; how many ways can we do this?

Costs in your business – fixed and variable

What margins do we have on the various products and services your business offers?

Margin vs. big ticket vs. inventory turn

Which of the three do you want?

Additional considerations for each



Considerations for margin

Considerations for big ticket item

Considerations for inventory turn rate

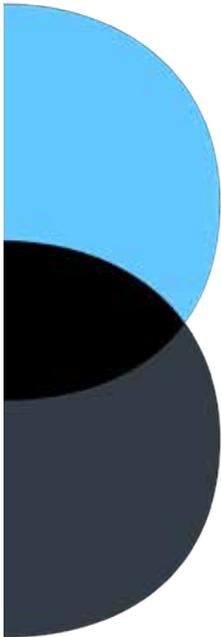
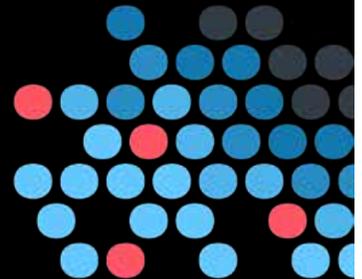
Increasing sales



## ***Minnesota Cannabis Update***

Jason Tarasek

Vicente LLP



Vicente LLP is the premier cannabis and psychedelics law firm. For more than a decade, the firm has helped clients navigate laws and regulations, build and grow businesses, and shape public policy to advance the legal cannabis, hemp, and psychedelics industries across the globe.

- Offices across the nation: California, Colorado, Florida, Massachusetts, Michigan, Minnesota, New York, New Jersey, Texas
- Services include: federal, state and local licensing, corporate and transactional, regulatory compliance, economic analysis, market research, policy drafting and advocacy, real estate, and government relations.

# Speakers



**Jason Tarasek**  
Counsel  
Vicente LLP

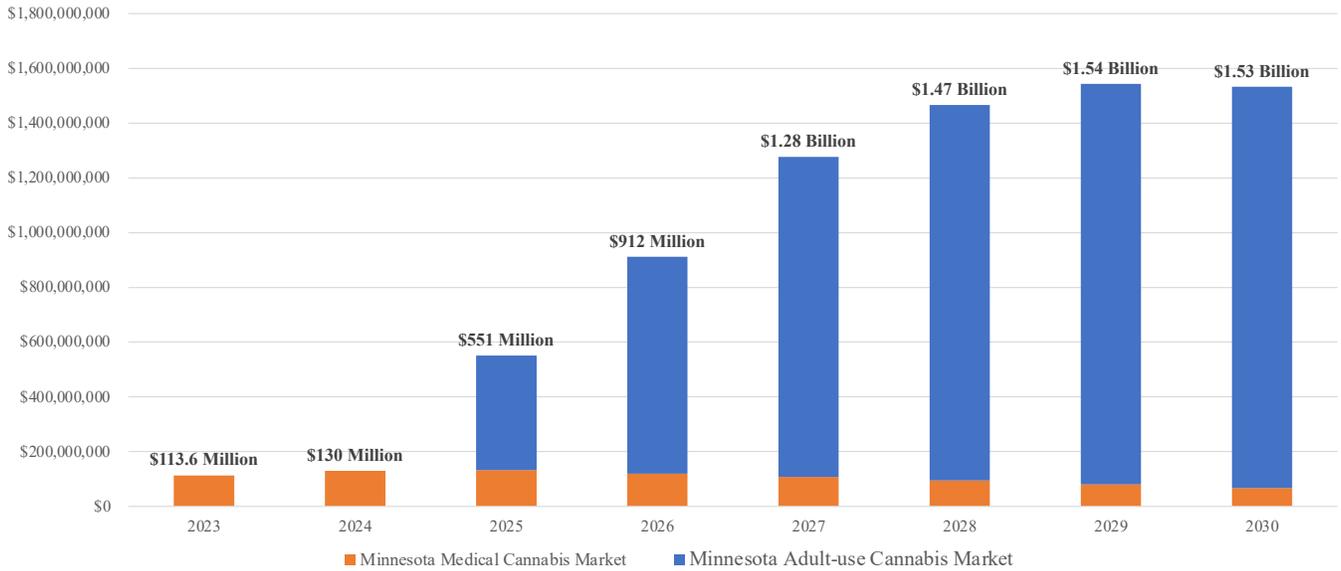
Jason Tarasek serves as counsel at Vicente LLP and manages the firm's Minnesota office. He assists hemp, cannabinoid, medical-marijuana and adult-use cannabis clients throughout the Upper Midwest. With more than 20 years of legal experience as a transactional attorney and litigator, he has handled hundreds of civil-litigation matters and first-chaired several trials in state courts and federal courts throughout the Upper Midwest.

Jason is a frequent speaker on legal issues related to hemp, cannabinoids, and marijuana, and in 2020 he served as an adjunct professor at Mitchell Hamline Law School, where he co-taught a seminar titled "Marijuana and the Law." He has been repeatedly named to the list of Super Lawyers, an honor bestowed on only the top 5% of attorneys in Minnesota.

## Implementation of HF 100



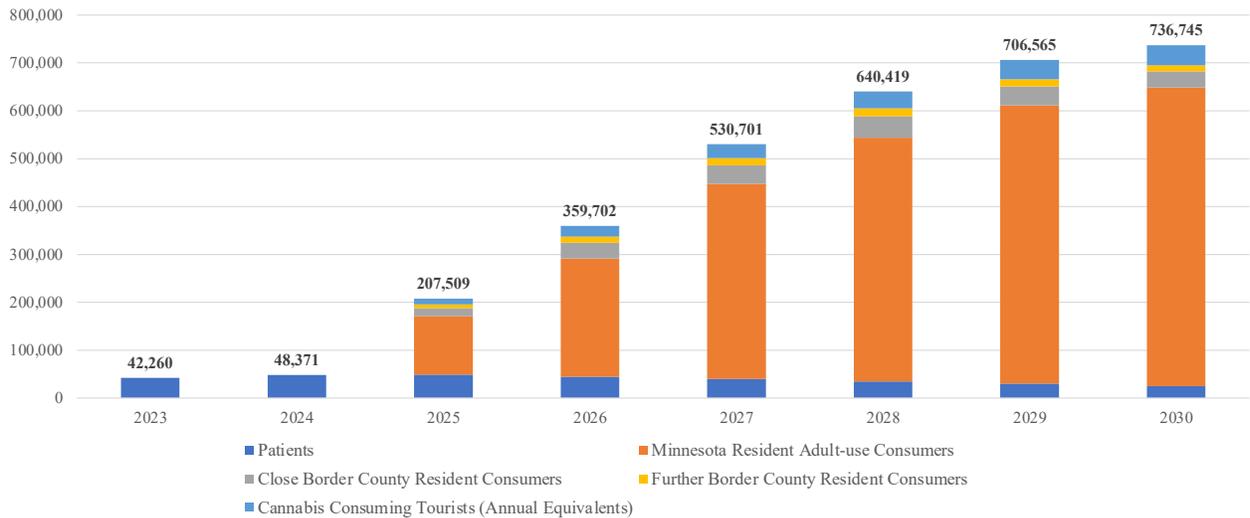
# Minnesota Cannabis Market Projection



Vicente.

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# Cannabis Consumers Purchasing from Minnesota Regulated Market



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## Types of Licensure Available Under HF 100: *Adult-Use Cannabis*

License Type	Application Fee	Initial License Fee	Renewal License Fee
Cannabis Microbusiness	\$500	\$0	\$2,000
Cannabis Mezzobusiness	\$5,000	\$5,000	\$10,000
Cannabis Cultivator	\$10,000	\$20,000	\$30,000
Cannabis Manufacturer	\$10,000	\$10,000	\$20,000
Cannabis Retailer	\$2,500	\$2,500	\$5,000
Cannabis Wholesaler	\$5,000	\$5,000	\$10,000
Cannabis Transporter	\$250	\$500	\$1,000
Cannabis Testing Facility	\$5,000	\$5,000	\$10,000
Cannabis Delivery Service	\$250	\$500	\$1,000
Cannabis Event Organizer	\$750	\$750	N/A

## Types of Licensure Available Under HF 100: *Hemp*

License Type	Application Fee	Initial License Fee	Renewal License Fee
Lower-potency Hemp Edible Manufacturer	\$250	\$1,000	\$1,000
Lower-potency Hemp Edible Retailer	\$250	\$250	\$250

## Types of Licensure Available Under HF 100: *Medical Cannabis\**

License Type	Application Fee	Initial License Fee	Renewal License Fee
Medical Cannabis Cultivator	\$250	\$0	\$0
Medical Cannabis Processor	\$250	\$0	\$0
Medical Cannabis Retailer	\$250	\$0	\$0
Medical Cannabis Combination Business	\$10,000	\$20,000	\$70,000

\*Effective as of March 1, 2025

## Licensing Considerations: *Localities*

- Local units of government (“LUG”) **cannot prohibit cannabis businesses**
- **HOWEVER**, LUG may adopt interim ordinances temporarily **regulating, restricting, or prohibiting certain businesses** through January 1, 2025
- **CAN** enact **time, manner, place** restrictions
- **CAN** enact **setbacks** not to exceed 1,000 feet from a school or 500 feet of a daycare, a residential treatment facility, or an attraction within a public park that is regularly used by minors, including a playground or athletic field
- Tribal Consent: OCM will not issue a license to operate within Indian Country without express consent of the local tribal government

## Licensing Considerations: Localities and Retail Registrations

Any cannabis business with authority to make retail sales **MUST** register with the local unit of government (LUG) where the facility is located

- Note: A county may issue a registration in cases where a city or town has provided consent for the county to issue the registration for the jurisdiction

LUGs may, by ordinance, limit the number of retailer registrations to no fewer than one per 12,500 residents

## The Interplay of Hemp and Cannabis Markets

Until OCM begins issuing licenses, the hemp-derived THC product market will continue to flourish.

Adult-use dispensaries might not open until mid-to-late 2025.

Even after adult-use products become available for sale, observers expect that the hemp-derived THC product market will continue to be profitable.

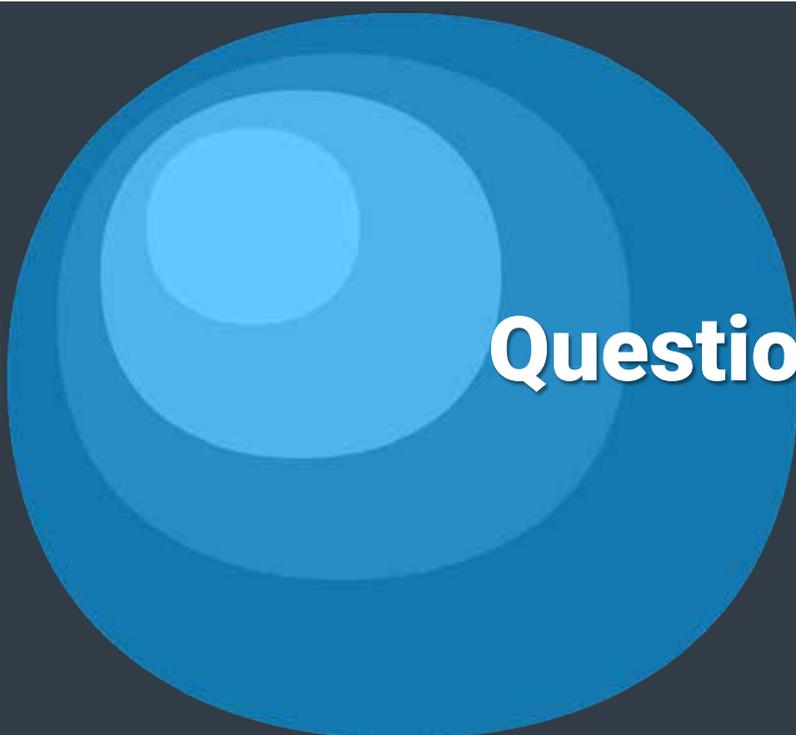
One regulatory framework for all cannabis products.



# Adult-Use v. Hemp Products

- Hemp-Derived products are limited to edibles.
- Adult-use products will include “smokeables” (raw flower, pre-rolls, vapes)
- Adult-use dispensaries will also sell hemp-derived products.
- Consumption lounges.





# Questions?



# Thank You!

 Jason Tarasek

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# Minnesota Cannabis Retail Training Manual

2023 Edition



Created by the  
Minnesota Cannabis College



# **Minnesota Cannabis Retail Training Manual**

2023 Edition

The best practices for legally selling edible  
cannabis products in Minnesota

Created by the  
Minnesota Cannabis College

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Information in this text may not constitute the most up-to-date legal or other information. No individual should act or refrain from acting on the basis of information in this text without first seeking legal advice from the participant's own legal counsel in the relevant jurisdiction.

This training manual is dedicated to all victims of an unjust legal system



*Cannabis sativa* L.





# Introduction



Welcome to the Minnesota Cannabis Retail Training Manual! Throughout this text, you will learn the skills and knowledge necessary to help you successfully be employed in Minnesota's cannabis industry in a critical role: a cannabis retail associate.

This training manual was designed and produced by the Minnesota Cannabis College, a 501(c)3 non-profit organization that seeks to provide high-quality cannabis education to present and potential employees and entrepreneurs of Minnesota's cannabis industry. Since 2020, we've worked to help ensure that everyone in Minnesota's cannabis industry, be they growers, processors, or retailers, is highly trained to help produce and sell products that meet the needs of consumers from all walks of life.

By the time you finish reading this training manual, you will be able to sell cannabis products to consumers competently, demonstrate your knowledge of cannabinoids and cannabis products, and remain compliant with state and federal laws surrounding the sale of cannabis products.

This training manual focuses on three areas important for any employee in the state's budding cannabis industry to master.

First, you will learn about cannabis and the endocannabinoid system and explore how most adults are affected by edible cannabis, both with CBD, tetrahydrocannabinol (THC), and various other cannabinoids. This section will give you the knowledge to be informed enough to be a trusted source when selling cannabis products to adults throughout Minnesota.

Second, you will learn about the laws and regulations that guide the sale of cannabis-infused products in Minnesota. This section will cover both federal law and state statutes that dictate how individuals can sell cannabis throughout the state. We'll also explore what's allowed and not allowed under Minnesota guidelines. Wrapping up this section, we'll explore packaging requirements so you can identify a compliant product or alert your store's management to an illegal product.

Finally, you will learn about the role of a cannabis retail associate. This section will walk through the process of selling cannabis in Minnesota from when a customer walks in the door to when they leave your store satisfied and with a product that meets their needs. This section will also explore why the role of a cannabis retail associate is so essential in ensuring the security of cannabis products and the safety of cannabis consumers. Lastly, we'll explore how to make recommendations to customers and explore some of the most frequently asked questions when talking with consumers about cannabis.

Before the informational sections, there is also an introductory knowledge check. This short multiple-choice quiz to check what you already know about cannabis and the regulations surrounding its sale in Minnesota.

After the third informational section covering the role of a cannabis retail associate, there is a 20-question multiple-choice exam on the information you learned throughout the main areas of the training manual. This assessment will allow you to check your understanding of the information shared in this training manual and will enable you to review the most critical pieces of selling cannabis in Minnesota. After the post-reading assessment, you can find various resources to help you in your career as a cannabis retail associate.

Seeking to utilize best practices when selling cannabis products in Minnesota shows current and potential future employers that you have the knowledge and skills to help customers purchase high-quality, locally crafted cannabinoid products successfully. We worked with cannabis employers throughout Minnesota to design this training manual, so we're confident this will give you the edge you need to get ahead in the state's cannabis industry.

Thank you for choosing the Minnesota Cannabis College for high-quality cannabis education. We hope you enjoy learning the knowledge and skills needed to help you be successful in Minnesota's rapidly growing legal cannabis industry.

# Prior Knowledge Check

**Instructions:** Answer the following questions to the best of your ability. After your complete the activity, turn to page 55 to check your responses.

**1. Which of the following is required for all edible cannabinoid products, excluding beverages, when sold in Minnesota?**

- a. A label with the email address of the manufacturing facility
- b. A child-resistant, tamper-evident, and opaque package
- c. A publicly accessible certificate of analysis showing cannabinoid quantities
- d. A Fit for Commerce certificate issued by the Minnesota Department of Agriculture

**2. What is the maximum quantity of hemp-derived cannabinoids in a single serving of a legal cannabis product?**

- a. 5 milligrams of THC and an unlimited quantity of other cannabinoids
- b. 10 milligrams of THC and 25 milligrams of CBD
- c. Unlimited quantity, but no more than 0.3% by dry weight
- d. There is no maximum quantity of hemp-derived cannabinoids in Minnesota

**3. Which of the following is a true statement regarding edible hemp-derived cannabinoid products?**

- a. Hemp-derived THC will not induce the same effect as THC sold in adult-use states
- b. THC is the only cannabinoid that influences the human body
- c. Cannabinoids consumed in an edible product can affect users differently than smoking or vaporizing cannabinoids
- d. Hemp-derived cannabinoids are structurally different than cannabinoids derived from a cannabis plant with above 0.3% THC

**4. Which of the following statements is required to be printed on the packing of all edible cannabinoid products sold in Minnesota?**

- a. “Keep this product out of reach of children”
- b. “This Product Contains Cannabis”
- c. “Warning: This Product Is Intoxicating”
- d. “Not Recommended for Pregnant or Nursing Individuals”

**5. What is the main idea of the Entourage Effect theory in terms of the impact of cannabis products on the user?**

- a. The effect of cannabinoid products is based on the percentage of Sativa vs. Indica
- b. Cannabis products will all have the same effect regardless of other compounds present
- c. The effect of cannabinoid products depends mostly upon the set and setting of the user
- d. Compounds produced by a cannabis plant other than just cannabinoids contribute to its effect on the consumer

**6. Which of the following is the best response when a customer asks, “Can you help me pick out a product? I know I want something with cannabis, but I don’t know what my choices are.”**

- a. “What kind of effect are you looking for? Do you want something to help with relaxation, energy, focus, calm, activity, sleep, or euphoria?”

- b. “Feel free to look through our options in the case and let me know when you’ve made up your mind.”
- c. “You’ve come to the right place! First question I have for you: what method of consumption are you looking for? We have beverages, chocolates, hard candies, and even infused pretzels.”
- d. “It’s basically all the same, so just pick something that looks nice and suits your fancy, and I’ll get it rung up for you.”

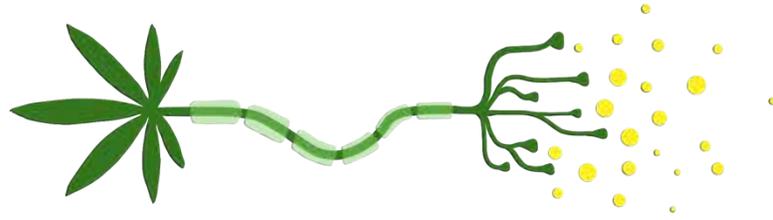
**7. How should you respond when a customer asks for a product to treat a specific illness or disease?**

- a. Be kind but explain that hemp-derived products are not allowed to be sold to treat or cure diseases, but continue asking questions to see if edibles could improve their well-being generally
- b. Ask them a few questions about their ailment, and then try to prescribe the best available product
- c. “I used this product to treat that same issue, so it’ll probably help you too.”
- d. “The FDA won’t tell you to take these edibles to make you better, but having experienced it myself, I’ll tell you that these gummies will cure you and change your life.”

**8. What is the role of a cannabis retail associate in Minnesota?**

- a. To answer questions and ensure legal compliance during the transaction
- b. To diagnose and treat medical ailments
- c. To educate individuals on how intoxicating certain products are
- d. To sell a product, no matter what you have to say to do that

**Answer Key can be found on page 55**



# 1. Introduction to Cannabis & The Endocannabinoid System

Welcome to the first section of the Minnesota Cannabis Retail Training Manual, focusing on what cannabis is and how it interacts with our bodies. By the end of this section, you will understand what cannabis is, explore the primary differences between legal hemp and illegal cannabis in Minnesota, and learn how THC consumed in edible form impacts the body. Before you can sell cannabis, you need to know what exactly it is.

So, what is cannabis exactly? Let's explore a few quick facts about cannabis itself.

## 1. Cannabis is an Annual Plant

Cannabis is an annual plant that completes its life cycle, from germination to the production of seeds, within one growing season and then dies. Being an annual plant means cannabis plants live only for one year in environments with hard frosts, such as Minnesota. Unlike some other perennial flowers or fruit bushes that live for multiple years, such as strawberries, yarrow, hops, and apples, cultivated cannabis must be planted at the beginning of every growing season. Examples of other annual plants include radishes, beets, marigolds, and petunias.

Cannabis is one of the earliest domesticated crop plants grown by humans for thousands of years. Cannabis is a multi-use crop utilized for millennia for food, fiber, and medicine across many cultures.

Some cannabis cultivators keep plants in vegetative environmental conditions (meaning the plant is not yet flowering) for extended periods. These plants are often called “mother plants” as they are used to propagate clones from. Mother plants kept under the right environmental and lighting conditions can live for years, if not decades, when managed and cared for properly.

Cannabis is sensitive to many environmental factors, one of which is the amount of light. Some plants, however, exhibit a trait called **day neutrality** and will form flowers regardless of the day's length. For example, day-neutral strawberries are not sensitive to day length, allowing those strawberries to continue to flower and form fruits until a killing frost occurs. This trait enables the fruiting season to be extended from mid-May to a killing frost instead of only mid-May to early July. Day-neutral cannabis will begin to flower regardless of day length. Cannabis plants that are day neutral are commonly known as **autoflower** in the cannabis industry. These plants tend to be shorter and have smaller yields but often have a shorter overall time from seed to harvest. Day-neutral cannabis will flower regardless of the light regime and does not spend much time growing vegetatively before it starts to flower.

Generally speaking, when cannabis is harvested, the plant is killed. There are methods to revegetate cannabis that lack the day neutrality trait by increasing the light cycle back to 18-24 hours of light per day, but this is often done only when breeding or propagating by a master cannabis cultivator.

## **2. Cannabis is Part of the Cannabaceae Family**

Cannabis belongs to the Cannabaceae family of plants, comprising commonly known species such as hops and hackberry. Cannabis is closely related to hops, another plant often used in intoxicating beverages. Interestingly, hops can also produce many terpenes, such as humulene, caryophyllene, myrcene, limonene,  $\beta$ -pinene, and linalool, which are also produced by cannabis.

Another similarity between hops and cannabis is that the predominant cultivars of both species are dioecious. Dioecious plants have male and female reproductive organs in separate individuals; thus, individuals are either male or female. This trait of cannabis is unique as about 95% of plant species are monoecious; therefore, the vast majority of plants have both male and female reproductive organs on the same individual. Many dual-purpose hemp cultivars grown and harvested for their grain and fiber are monoecious. Monoecious cannabis is often colloquially referred to as herms or hermaphrodites. Monoecy in cannabis can range from a few male flowers to roughly a 1:1 ratio of male-to-female flowers on the same plant. Unlike cannabis grown for grain and fiber, cannabis cultivated for the hemp-derived cannabinoid industry is often the female plants of dioecious cultivars.

## **3. Cannabis Propagates Through Seeds**

When grown in nature, cannabis propagates through seeds, meaning that new cannabis plants are started in the spring from seeds distributed by the previous generation. Plants can distribute their seeds through shattering and birds' assistance. Shattering in plants is the natural shedding of seeds when ripe, which is observed in feral/naturalized cannabis plants. Female plants produce cannabis seeds after the pollen from a male plant fertilizes them. These seeds

produced by pollination from a male plant result in nearly 1:1 male-to-female seeds. Some cultivars are bred for variation in the sex ratio of their seeds and can create a more significant proportion of female seeds to male seeds or vice versa.

Many cannabis cultivators grow cannabis for its cannabinoid production and attempt to grow only female plants. Female cannabis plants produce a significantly higher number of trichomes on their flowers than male plants. **Trichomes** are an anatomical structure cannabis plants use to synthesize and store cannabinoids and terpenes, which we will explore more below.

Some cultivators manipulate the plants to produce seeds that only produce female cannabis plants. These seeds are commonly referred to as feminized seeds or fem seeds. Feminized seeds are produced by treating a female cannabis plant to a source of silver (e.g., colloidal silver, silver thiosulphate, silver nitrate), which alters the female's hormonal system and induces it to form male flowers that only produce genetically female (XX) pollen. When female plants are pollinated with pollen produced by genetic female cannabis plants, the resulting seed will only create a female offspring.

Most cannabis growers today try to avoid germinating regular seeds (with both XX x XY chromosomes). Regular cannabis seeds are often avoided because growing male plants wastes time, space, and other resources. Since cannabinoids are produced by female plants predominantly on the flowers in trichomes, cannabinoid growers want to grow only female plants. They thus will use feminized seeds or clones in their production system. As we discussed previously, clones are genetically identical to the mother plants, meaning they will all contain only female chromosomes.

Clones play an essential role in efficient cannabis production, allowing for easier production as the plants will have the same nutrient requirements, flowering, and harvest timelines. While feminized seeds cut out the risk of males, feminized seeds are siblings, not genetically identical to each other. There will be some variation in important traits such as terpene and cannabinoid profile, nutrient requirements, water use efficiency, and flowering and harvest times. Breeding methods can be employed to reduce genetic variation in the first generation (moving the seeds from F1 to F2 categorization). Still, those take time and are often only utilized by master cannabis cultivators.

As we discussed above, the basic life cycle of a cannabis plant begins with a seed. When cultivated, seeds will be placed in a moist growing medium and an environment with ideal temperature and humidity. Ideal environmental conditions are essential and improve overall germination rates. During germination, the seedling will begin with a pair of leaves known as cotyledons. Cotyledons contain reserve food material that provides nourishment to the developing seedling. After germination, the seedlings produce their first set of true leaves and grow vegetatively. Vegetative growth refers to the development of leaves, stems, and roots. The vegetative growth stage of the life cycle is typically between 3-16 weeks and is controlled by maintaining light exposure between 18-24 hours. Non-autoflower plants progress to the next

phase of their life cycle, flowering when the light exposure is changed to 12 hours. Day-neutral/autoflower cultivars are often grown under 18-24 hours of light conditions for their entire life cycle. Some cultivators skip the vegetative light conditions entirely and grow the plants in an environment with 12 hours of light from seed to harvest.

When grown outdoors in Minnesota, flowering is generally initiated in late July or August when daylight becomes shorter. As the plant continues to grow in the flowering developmental phase, flowers produce a structure called trichomes. As discussed above, trichomes are the site of the production and storage of terpenes and cannabinoids. This brings us to our fourth and final quick fact about cannabis.

#### **4. Most Cannabis is Grown for Its Flowers**

The last cannabis quick fact is that cannabis is primarily grown today for its flower product. While some grow cannabis for its tough fibers and others grow cannabis for its nutrient-packed seeds, most cannabis is grown for its cannabinoid-rich flowers.

Nearly all legal products sold in a regulated adult-use market come from flowers, not fiber or seeds. The seeds and fiber cannot get you high, and thus there are significantly looser regulations pertaining to the production and selling of these cannabis products. Under current Minnesota law, cannabis cultivars with under 0.3% THC can be grown with a hemp growers license. Since most cannabis is grown for cannabinoid production, this training manual will primarily focus on the products created from cannabinoid-rich flowers.

### **What are Cannabinoids?**

Cannabis produces a class of highly sought-after compounds unique to cannabis known as **cannabinoids**. The term cannabinoids refer to any chemical substance that interacts with the body's cannabinoid receptors. Cannabinoid-like compounds are made naturally in all animals, including vertebrates (mammals, birds, reptiles, and fish) and invertebrates (sea urchins, leeches, mussels, nematodes, and others). Cannabinoids produced by cannabis interact with that system.

Some of the most commonly known and discussed cannabinoids are **cannabidiol**, commonly shortened to CBD, and **tetrahydrocannabinol**, or THC. Each of these cannabinoids interacts with our body's endocannabinoid systems in different ways, resulting in different effects.

Before we talk about how THC, CBD, and other cannabinoids affect the human body, we first need to discuss how they impact the legal status of any cannabis products.

Hemp, as a classification, is not a different plant from cannabis and is instead a legal definition that states that the plant cannabis has 0.3% THC or less. Hemp is a lawful plant to

grow with a hemp growers license in Minnesota, whereas anything above 0.3% THC is viewed as illegal cannabis and is a Schedule 1 narcotic. While similar, this plant is unlawful to grow unless grown with a license from the state's medical program.

If a plant's flowers have less than 0.3% THC by dry weight, it is legal to grow, harvest, and process in Minnesota. Hemp-derived cannabinoids, including THC, are the only legal cannabinoids to sell in Minnesota outside of the state's medical program.

Even if seeds are purchased as a low-THC cultivar, if a plant is tested to have greater than 0.3% THC by weight at harvest, it is classified as illegal cannabis, a Schedule 1 substance, and cannot be sold to consumers. Hot hemp (or hemp with more than >0.3% THC) can either be destroyed or sent to processors with THC remediation capabilities but must be processed before sale.

The current law is based on the product's cannabinoid level at harvest, so a cultivator must time compliance testing carefully. Each day a hemp plant continues to grow in the flowering stage of development, the flowers produce more cannabinoids. Hemp grown for CBD can quickly have more than 0.3% THC because the enzyme that makes CBD also produces small amounts of THC. Thus, a plant and its flowers could be legal one day and illegal the next day because the plant continued to produce THC. According to the Minnesota Department of Agriculture, roughly 12% of all hemp grown in Minnesota needed to be destroyed because of testing above 0.3% THC. Under today's legal framework, farmers in Minnesota's hemp program need to be careful not to exceed the maximum permitted amount of THC. Cultivar selection and timing of harvest are critical to growers.

Now that we know a bit about cannabis itself and the cannabinoids that plants produce, let's learn about how those interact with our bodies through a system known as the endocannabinoid system.

## **What is the Endocannabinoid System?**

The neurotransmitter system acted upon by cannabinoids and their related chemical compounds is called the **Endocannabinoid System**, or "ECS" for short. Cannabinoids activate several receptors found throughout our bodies, specifically G protein-coupled type-1 receptors (CB1R) and type-2 receptors (CB2R) cannabinoid receptors. The "G protein-coupled" refers to the type of receptors. That group of receptors is an integral membrane protein used in our bodies by cells to convert extracellular signals into intracellular responses. THC activates both CB1R and CB2R.

The ECS is huge and influences many of our body's functions. Nearly every anatomical system in the human body is impacted in some way by the ECS, from regulating blood pressure and fat metabolism to playing an essential role in memory, sleep, bone development, pain control, and even fertility. Endocannabinoid receptors on a developing embryo help it implant

into the walls of the mother’s womb. In other words, the ECS is an integral neurological system that acts throughout our body and throughout our lifetime, impacting our physiology in many ways.

CB1R are primarily found in the central nervous system (and are present in the thalamus, hypothalamus, cortex, hippocampus, limbic system, and basal ganglia), whereas CB2R are predominantly found in the peripheral nervous system (e.g., in the immune system, lung, and liver) with the exception of those found in the brainstem. THC predominantly acts on the CB1R but can also act on CB2R. CBD, on the other hand, is a noncompetitive antagonist of CB1R and primarily acts on the CB2R. Since CB1R and CB2R are found in the brain and throughout the body, they impact us mentally and physically. Endocannabinoids can have an important influence on regulating emotions, can aid in managing our stress response, can help individuals to process threatening events, and can help manage anxiety.

**Science Deep Dive!**

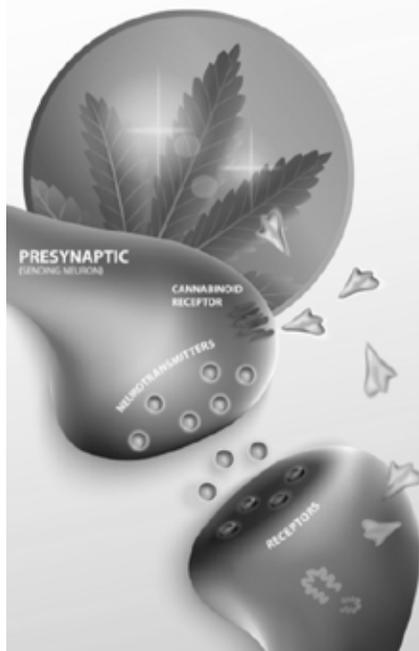
The ECS in the human brain produces compounds that are functionally identified endogenous ligands N-arachidonylethanolamine (AEA) and 2-arachidonoylglycerol (2-AG). A ligand is a chemical messenger released by one cell to signal either itself or a different cell. AEA and 2-AG act as retrograde messengers on CB1R and are thought to be synthesized “on demand” in response to increased neuronal excitation. The CB1R and CB2R neurotransmitter systems can be acted on by the endogenous neurotransmitters AEA & 2-AG and the cannabis-made cannabinoids such as THC and CBD. Finally, the ECS includes the many supporting proteins and enzymes that break down, synthesize, and transport cannabinoids throughout the body. The main enzyme that degrades AEA is fatty acid amide hydrolase which cleaves AEA into arachidonic acid and ethanolamine.

## The Human Endocannabinoid System

CBD, CBN and THC fit like a lock and key into existing human receptors. These receptors are part of the endocannabinoid system which impact physiological processes affecting pain modulation, memory, and appetite plus anti-inflammatory effects and other immune system responses. The endocannabinoid system comprises two types of receptors, CB1 and CB2, which serve distinct functions in human health and well-being.

CB1 receptors are primarily found in the brain and central nervous system, and to a lesser extent in other tissues.

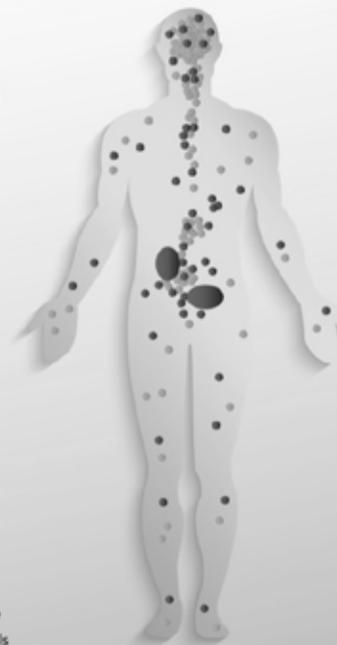
Receptors are found on cell surfaces



CBD does not directly “fit” CB1 or CB2 receptors but has powerful indirect effects still being studied.



CB2 receptors are mostly in the peripheral organs especially cells associated with the immune system.



Let's explore some potential ways that two common cannabinoids, THC and CBD, interact with the human body's endocannabinoid system.

## **How Does Cannabidiol (CBD) Impact the Body?**

One of Minnesota's first legal hemp-derived edible products was not marketed and sold for its THC content but instead for CBD.

CBD, or Cannabidiol, is a cannabinoid better recognized and more widely known by the public than perhaps any other. Cannabis prohibition significantly impacted human research trials that studied the impacts of CBD. Limited research studies and the lack of dissemination of available research findings have both negatively impacted consumer education. CBD has shown potential for medicinal benefit, and an FDA-approved prescription medication Epidiolex is a prescription form of CBD for treating seizures, muscle spasticity diseases, and tuberous sclerosis (a non-cancerous tumor disease). While more research still needs to be done, let's explore some of the impacts of CBD that are being demonstrated through present research.

CBD has been shown to significantly decrease the amount of seizure activity in young adults with certain types of epilepsy (Lennox-Gastaut syndrome and Dravet syndrome). Other recent studies have also suggested that CBD could significantly reduce anxiety; reduce symptoms of muscle spasticity diseases such as amyotrophic lateral sclerosis (ALS); reduce opioid addiction symptoms such as users' cue-induced cravings, withdrawal anxiety, resting heart rate, and salivary cortisol levels; as well as reduce PTSD symptoms in humans. CBD has also been prescribed in Canada for cancer pain and in the US to treat chronic, non-cancer pain. CBD's potential to ease diabetic complications by reducing the effects of high glucose levels on other cells in the body, decreasing overall levels of resistin (an important insulin-related hormone) while increasing levels of glucose-dependent insulintropic peptide (a hormone that ensures a sufficient release of insulin from digested food) have also been shown in preliminary research. CBD has been shown to inhibit arthritis symptoms by decreasing pain during movement, reducing pain at rest, and providing significant improvements in the quality of sleep in patients with rheumatoid arthritis.

Studies with mice show antidepressant effects, but trials studying any related effect of CBD are lacking in humans.

Rat studies show CBD increases the total percentage of sleep and reduces sleep apnea symptoms, and CBD has been shown to increase total sleep percentage in rat models with insomnia and positively affects anxiety-related REM sleep suppression. Human trials have shown CBD increased sleepiness in subjects taking CBD. Still, this use is not yet approved by regulating agencies in the United States, and more research is needed before definitive medical claims can be made.

Research has not supported claims made within the past few years, such as that CBD is a cure for cancer or Covid-19.

As of the publication of this training manual, there is not enough quality research on CBD's impacts on humans to make substantial claims on the efficacy of CBD in treating a wide array of conditions. For this reason, along with the potential legal liability of doing so, the Minnesota Cannabis College highly recommends against making any medical claim related to the potential impacts of CBD when selling cannabis products.

Now that we know more about CBD's evidence-based effects, let's explore the impacts of another cannabinoid, THC.

## **How Does Tetrahydrocannabinol (THC) Impact the Body?**

Legislative changes enacted on July 1st, 2022, explicitly allowed for the legal sale of hemp-derived THC to those over the age of 21. When most people think of the effects of mainstream cannabis use, they think primarily of THC and its high/intoxicating effects.

But what does THC do, and how does consuming THC impact our bodies?

While many factors impact the effects of cannabis on the body, as you'll learn about later in this section, THC is the primary cannabinoid responsible for most of the psychological effects of cannabis.

When THC enters your body, it binds mainly to CB1R throughout your central nervous system, such as in the brain, but also CB1R found throughout the body. THC binds to the CB1 receptors, activating the receptors and causing a wide range of effects. One factor that makes defining the impacts of THC complex is the **biphasic** nature of the effects. Biphasic means that low doses of THC may have one effect while higher doses may have the opposite effect. An example of this phenomenon is that some research has shown that low amounts of THC can reduce anxiety, while high doses of THC can increase anxiety.

Let's explore a few research-based effects of THC on the body.

The endocannabinoid system in the large intestine can interact with gut microbiota and regulate epithelial barrier permeability when CB1R in the intestinal epithelium is activated by cannabinoids such as THC and the endocannabinoids AEA and 2-AG. THC interacts with the Endocannabinoid system in the intestines, where both CB1R and CB2R are present. The ECS plays an essential role in regulating appetite. This fact is why cannabis can sometimes help relieve the loss of appetite from chemotherapy treatment as well as AIDS-related cachexia. The endocannabinoid system in the gastrointestinal tract can also decrease nausea and vomiting, which would explain why THC is often recommended as a palliative treatment for diseases with symptoms negatively impacting appetite regulation.

CB1R that interacts with THC can also be found in the heart and blood vessels. Activation of CB1R in the heart can cause hypertension (blood pressure that is higher than average), hypotension (blood pressure that is lower than average), tachycardia (increased heart rate), bradycardia (slow heart rate), and negative inotropy (weakened force of the heartbeat). Activation of CB1R in the blood vessels can cause dilation, or widening, of the blood vessels, which increases blood flow. This increased blood flow to the eyeball can play a part in causing the bloodshot eyes associated with cannabis use. In some people, activation of CB1R within blood vessels can increase blood flow to the point of decreasing blood pressure, potentially causing dizziness.

While THC predominantly acts on CB1R, we previously learned that it could also activate CB2 receptors. CB2R are found throughout the body and have been shown to influence the regulation of inflammation signaling. Activation of CB2R inhibits granulocyte recruitment and pro-inflammatory mediator production, resulting in a measurable decrease in swelling. Activation of CB2R on white blood cells of the immune system results in the recruitment and migration of B and T cells, dendritic cells, eosinophils, monocytes, and natural killer cells. Though not yet fully understood, CB2R activation can modulate immune function.

THC also has been shown to have a stimulating effect on dopamine release. CB1R are found in significant density throughout brain regions known to be involved with reward, addiction, and cognitive function (e.g., amygdala, prefrontal cortex, cingulate cortex, nucleus accumbens, and ventral tegmental area, among others). Activation of CB1R in these regions of the brain alters dopamine transmission and results in the “high” (intoxication) associated with cannabis.

More research is needed into the specific impacts of various doses of THC on the body, and because of this reason, similar to CBD, the Minnesota Cannabis College strongly recommends against making any medical claim related to the impact of THC when selling cannabis products.

Now that we know a few effects, let’s explore the differences between THC consumed via smoking or vaporizing and THC consumed via edibles.

## **How Are Edible Cannabinoids Different Than Other Consumption Methods?**

THC edibles are made in many forms, such as cookies, candies, gummies, chocolates, beverages, pretzels, and more. In Minnesota, edible hemp-derived cannabis products contain up to 5 milligrams of THC per serving, and up to 50 milligrams per package, are legal to be sold under changes to state law in 2022. But how do these products impact someone differently than a smoked or vaporized product?

Smoking or vaporizing  $\Delta 9$ -THC dominant cannabis gives the consumer a nearly immediate intoxication that peaks in 15 minutes. There are two main types of edibles; fat dissolved  $\Delta 9$ -THC and nanoemulsion THC. Fat-dissolved THC begins to impact the user after 15 minutes and peaks between 60-120 minutes. Nanoemulsion THC utilizes surfactant-surrounded THC oil droplets to make the edibles affect the user more quickly. In nanoemulsion THC, oil droplets are smaller than 100 nanometers and preferably measure under 50 nanometers. Nano emulsified  $\Delta 9$ -THC is more bioavailable than fat dissolved  $\Delta 9$ -THC, and nano emulsified  $\Delta 9$ -THC begins to impact the user after only 15 minutes and peaks between 30-60 minutes. Nano-emulsified  $\Delta 9$ -THC reaches peak effect sooner than fat dissolved  $\Delta 9$ -THC and thus allows the consumer to better predict the intoxicating effects of eating  $\Delta 9$ -THC edibles.

When THC is consumed in edible form,  $\Delta 9$ -THC is absorbed in the digestive system and transported to the liver. Within the liver, THC is modified by the liver-produced enzyme cytochrome P450 into **11-Hydroxy- $\Delta 9$ -THC**. This active metabolite travels from the liver via the bloodstream throughout the body. 11-Hydroxy- $\Delta 9$ -THC not only crosses the blood-brain barrier more efficiently than  $\Delta 9$ -THC but is also more intoxicating than  $\Delta 9$ -THC. When  $\Delta 9$ -THC is consumed via smoking, 11-Hydroxy- $\Delta 9$ -THC levels are low. Different cannabinoid consumption methods will thus produce different effects on the user.

Smoking and vaporizing cannabis flower and concentrates is a quick way to get the effects of  $\Delta 9$ -THC because the heat decarboxylates the THCA into  $\Delta 9$ -THC. The cannabis plant makes cannabinoids in analog acid forms such as CBDA, CBCA, and THCA. THCA is non-intoxicating and needs to be decarboxylated by heat, which removes a carboxyl ring, turning it into  $\Delta 9$ -THC, which is intoxicating in certain quantities. Generally speaking, smoking cannabis flower is an inefficient consumption method. For example, up to half of the cannabis flower burnt via smoking is lost to the surrounding air. One advantage, however, of smoking  $\Delta 9$ -THC cannabis flower is that the consumer has more control over the intended effect. Since the consumer can control the number of inhalations and intoxication begins immediately, peaking in 15 minutes, this consumption method is significantly more controllable in the moment. A consumer smoking  $\Delta 9$ -THC cannabis flower can reach the desired level of intoxication and then stop inhalations.

Edibles have a different intoxication impact on the consumer and have many factors that can impact their effectiveness. One example of many is that since there is no required testing for oil droplet size, bioavailability can significantly differ between edible products. On the other side, a consumer may not know the difference between fat dissolved  $\Delta 9$ -THC edibles and nano emulsified  $\Delta 9$ -THC edibles, so users might not initially understand why effects are so variable in edible products with seemingly little control. All this suggests that more education is required for the consumer on how to select edible cannabis products that are best for them.

Once  $\Delta 9$ -THC is consumed via edibles, the train has left the metaphorical station. Sometimes users might consume more than their intended dose after not feeling the intended effects, like when smoking or vaping. For this reason, when speaking with potential consumers, recommend starting with low doses (2.5mg - 5mg) and then experimenting with consuming

more milligrams if needed after waiting. Low and slow is advised for consumers with little experience consuming  $\Delta 9$ -THC edibles, and we'll explore more about how to explain this in the third section.

When consuming cannabis edibles, the amount of THC that enters the bloodstream depends upon several factors, including the presence of other cannabinoids and terpenes, the bioavailability of the cannabinoids consumed, and the amount of milligrams  $\Delta 9$ -THC consumed. Since nanoemulsion THC is more bioavailable, more THC will act on the ECS when compared to fat dissolved  $\Delta 9$ -THC. In addition, mindset and expectations can guide our perceptions and behaviors, modulating the effects of  $\Delta 9$ -THC consumption.

Let's briefly explore each of those factors before we wrap up this section.

## **What Other Factors Impact the Effect of Cannabinoids?**

### **Bioavailability**

**Bioavailability** is the proportion of a drug or other substance which enters the circulation when introduced into the body, eliciting an active effect. Cannabinoid bioavailability is the rate at which THC and other cannabinoids are available to act upon the body's endocannabinoid system.

A wide variety of factors, such as the individual's metabolism or the specific food they ate before consuming the edible, can all impact the user's experience and effects. An individual consuming a THC edible generally reaches their peak level of THC concentration roughly 60-120 minutes hours after consumption.

Some cannabis processors and edible manufacturers increase the rate of bioavailability by utilizing nanoemulsions. There is some research on CBD nanoemulsions, but more research is needed before claims can be made about the specific impact of nanoemulsions in THC edibles beyond likely increasing bioavailability. Available research shows that nano-emulsified  $\Delta 9$ -THC is more bioavailable than fat dissolved  $\Delta 9$ -THC, and nano-emulsified  $\Delta 9$ -THC begins to impact the user after 15 minutes and peaks between 30-60 minutes.

### **Other Cannabinoids**

The effects of THC can also be impacted by the presence and ratio of other cannabinoids, such as CBD, CBG (cannabigerol), CBC (cannabichromene), THCV (tetrahydrocannabivarin), CBDV (cannabidivarin), or CBN (cannabinol). Each cannabinoid has its own impact on the body, and research has shown that other cannabinoids can modulate the effects of THC.

Some examples of this impact from recent research can be seen in CBD's ability to reduce cognitive impairment of high doses of THC and paranoia symptoms produced by THC. CBD at

certain doses can also prevent increased anxiety sometimes associated with large doses of THC. The regular consumption of CBD has been shown to increase activity in the hippocampus, the part of the brain responsible for memory, when under the influence of THC. However, adding CBD increased the occurrences of memory problems sometimes associated with THC use.

Data has shown that CBD decreases the likelihood for THC to cause psychosis-like symptoms due to CBD's antagonist effect on CB1 receptors. Edibles containing THC that also have CBD are sometimes advised for beginning cannabis consumers. However, more human research trials are needed before significant claims can be made regarding specific medical impacts.

## Cultivar / Terpene Profile

Terpenes also impact the effects of cannabis products. Some products use terpenes that are natural residuals from the base plant material, such as when hemp crude oil or rosin is used. Other times terpenes are added during the production process, primarily when hemp-derived THC distillate is utilized.

**Terpenes** and **terpenoids** are a class of chemicals produced by cannabis that contributes to its unique aroma, flavor, and as recent research suggests, they can also modulate cannabinoids' effect on CB1R and CB2R. Terpenes are not unique to cannabis and are produced by a wide variety of plants. There are over 400 characterized terpenes and terpenoids produced by cannabis cultivars. Monoterpenes/monoterpenoids share the common precursor geranyl pyrophosphate with cannabinoids. Terpenes/terpenoids are also synthesized and stored in trichomes like cannabinoids.

### Terpene vs. Terpenoid

Terpenes are simple hydrocarbons (e.g., myrcene, limonene), while terpenoids (e.g., linalool, cineole) are a modified class of terpenes with different functional groups and oxidized methyl groups moved or removed at various positions. Both play a role in the entourage effect.

The **entourage effect** is a theory that suggests that other compounds produced by a cannabis plant, such as terpenes and terpenoids, contribute to its effect on the consumer. Terpenes are a better indicator of consumer effects than indica versus sativa. Indica and sativa are colloquial terms that are not used in cannabis science, and indica and sativa classified cultivars show no genetic difference when genes and genomes are compared. Despite this, indica and sativa are commonly used terms to define the consumer effect of cannabis products. Indica products are often described as relaxing and sedating, while sativa products are described as uplifting and energizing. There is a low to moderate correlation showing that some cultivars commonly classified as indica have more terpene Myrcene, a compound associated with increased relaxation. In contrast, cultivars classified as sativa are associated with more abundance of the terpene limonene. Correlation is not causation, and since there is no genetic differentiation between sativa and indica, the consumer will be better able to choose products

based on cannabinoid and **terpene profile**, or the blend and abundance of various terpenes, than by choosing indica or sativa.

Further research is needed before any definitive statements are made surrounding the specific impact of cultivars, terpene profiles, and the entourage effect on the effects of cannabinoid products.

## **Set and Setting**

The final factors we're going to discuss are set and setting. Set and setting can have an impact on the effect of any substance and can impact the effect of THC edibles. Set refers to factors related to the individual person, such as idiosyncratic personality dynamics, mood, expectations, and general headspace, all of which can influence an individual's experience. On the other hand, setting refers to the external social environment, including the broader cultural beliefs regarding the substances and their effects, which contribute to the experience.

Someone who has taken edibles at home might feel a slightly different effect when taking them in public settings. Edibles could be a fun experience when unwinding at the end of a day, or, similar to other substances, they could also lead to an uncomfortable experience if you're already feeling stressed or psychologically off.

Generally speaking, people selling cannabis products in the illicit market have very little education and teaching ability related to these psychological factors, sometimes not even definitively knowing what amount of cannabinoids or terpenes are in the products they are selling. It is essential to educate consumers to consider all of the discussed factors when talking about cannabis product options.

## **Wrap-Up Review**

Before we end the first section of this training manual, let's quickly review what we discussed throughout this section.

### **1. Cannabis is a plant that produces THC, CBD, and other cannabinoids**

First, cannabis is a plant that produces THC, CBD, and other cannabinoids. The various chemicals that cannabis produces interact with our body's endocannabinoid system to create a wide variety of effects that continue to be uncovered and studied to this day. While the most widely sold cannabinoid in legal adult-use markets is THC, CBD, along with other secondary metabolites, affects each person through nearly every system throughout our body.

### **2. THC is an intoxicating cannabinoid commonly associated with the "high" from cannabis usage**

THC is the intoxicating cannabinoid most commonly associated with the “high” from cannabis usage. While many factors contribute to the specific effect, THC is the most sought-after cannabinoid in adult-use cannabis. Research has shown that THC acts upon our body’s endocannabinoid receptors to influence our heart rate, modulate anxiety, and impact our digestive processes.

THC is becoming more well-known by the greater public, while consumers’ general education on other cannabinoids and terpenes remains limited. Cannabis retail associates need to understand the effects of terpene and cannabinoid profiles and the specific forms found in the diverse cannabis products available. Cannabis retailers should be able to educate their consumers by concisely explaining the type and potential of various products to customers.

### **3. Edibles containing THC are likely to impact individuals differently than smoking**

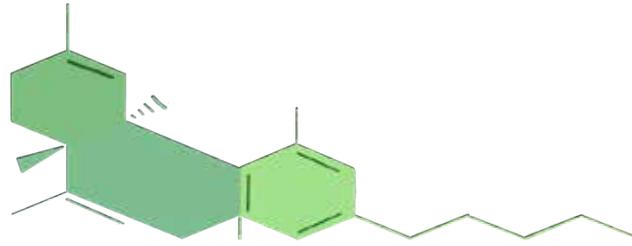
Edibles containing THC and other cannabinoids are likely to impact individuals differently than smoking and vaping. This fact is important to understand as some potential customers might have never tried THC in an edible form.

THC edibles require more careful consideration of consumer dosage since once they have consumed the THC, there are limited methods to decrease the intoxicating effects on the consumer. Encourage first-time users to start with low doses, between 2.5 and 5 milligrams of THC, and inform the consumer to wait up to 120 minutes before consuming more THC so they can find the optimal dose for them.

### **4. Many factors impact the specific effect of THC edibles**

The final main idea from this section is that many factors impact the effect of THC edibles. Each person is going to interact with THC edibles in slightly different ways depending upon a variety of factors, such as (but not limited to) the CBD-to-THC ratio, terpene and cannabinoid profile, and the specific bioavailability of these cannabinoids and terpenes, the consumers metabolism, genetics and brain architecture, as well as set and setting. In short, there are too many factors to tell consumers how an edible product will impact them specifically.

The role of the retail associate is to inform consumers of the available products and potential factors impacting the effectiveness of those products, allowing a consumer to make an educated decision that is right for them. What you say, however, must be within the boundaries of legal compliance within Minnesota. In the next section, we’ll explore the current laws surrounding cannabis in Minnesota before finally explaining how to best assist potential customers in making an educated decision when purchasing legal hemp-derived THC edibles.



## 2. Minnesota Laws and Regulations Surrounding Cannabis

In this section, we will focus on the current laws in Minnesota surrounding cannabis and cannabis-derived products. After reading this section, you will understand the current legal landscape in our state and know what products are allowed under legislative changes adopted in July 2022. Before selling cannabis, you need to know what can and cannot be sold in Minnesota.

In this section, we'll dig into cannabis laws in Minnesota, exploring the changes adopted in 2022 and discussing requirements for products sold in stores throughout the state. First, let's explore a brief history of cannabis laws in Minnesota.

### **Minnesota Cannabis Law - 1930s through 2022**

For many years leading up to and after the founding of our state, farmers throughout Minnesota grew cannabis. While they did not raise it for the plant's cannabinoids, many in the state at the time did use it for rope, clothing, and other functional purposes. At the time, no laws existed in Minnesota surrounding cannabis. Anyone with seeds could grow as much cannabis as they would like. In fact, early legislation surrounding cannabis was actually encouraging its cultivation, not prohibiting it.

As anti-cannabis sentiments began to build throughout the country and state, things started to change. Cities such as Minneapolis banned the substance first, but in 1935, the state legislature enacted a statewide ban on the use and possession of the drug. However, it still allowed for the cultivation of hemp under careful regulation.

When lawmakers in Washington criminalized cannabis nationwide just two years later, the attitude in Minnesota had already shifted vastly against cannabis and hemp farming. While

few farmers were still growing hemp, especially during the Hemp for Victory drive during World War Two, Reefer Madness was in full swing, and growers and users alike were criminalized.

Slight liberalization of cannabis laws came until the 1970s when Minnesota decriminalized a small amount of cannabis. While still illegal, it did reduce the number of individuals incarcerated for cannabis-related offenses. After a few modifications, lawmakers landed on a minimal personal use decriminalization model focusing on education. While other laws were passed, especially during the War on Drugs era of the 1980s and 90s, the decriminalization measure was never rolled back and still exists as of publication.

In 2014, Minnesota created a limited Medical Cannabis program that allowed two corporations to grow cannabis to sell to the few certified patients throughout the state. Also in 2014, the United States Government allowed hemp cultivation through the 2014 Farm Bill. Expanded just a few years later in 2018, this set of laws created the national hemp industry of today.

In Minnesota, the hemp industry of today was established shortly after the passage of the federal 2018 Farm Bill and has continued to grow. A measure passed by the Minnesota Legislature in 2022 formalized the hemp-derived THC industry created by the 2018 Farm Bill. Since then, the cannabis industry in Minnesota has exploded with a variety of local cannabis growers, product producers, and retail establishments.

This most recent change in cannabis laws in Minnesota takes us to the statutes that we have today surrounding hemp-derived cannabinoids, such as THC and CBD.

## **Minnesota Cannabis Regulations Today**

In 2022, the Minnesota state legislature passed a law to bridge the gap between state and federal law on hemp-derived cannabinoids. While federally, hemp-derived cannabinoids are sold with very little regulation, lawmakers in Minnesota sought to regulate the market that had already begun to grow, effectively greenlighting hemp-derived cannabinoids. This change has led to a significant expansion in the cannabis market in Minnesota, with legal THC products being sold everywhere from gas stations to coffee shops to breweries. But what did this action by the legislature actually change in the law?

First, this law created permanent legal protection for businesses to market and sell certain products containing cannabis, including items such as food and beverages. While many businesses were already engaging in this activity, it wasn't explicitly allowed under previous statutes. Now, so long as it complies with a few testing, labeling, and packing regulations, hemp-derived products can be produced, marketed, and sold in a clearly defined legal manner in the State of Minnesota.

This bill also set an age limit for any cannabis-derived products, something that previously did not exist. Now products containing hemp-derived cannabinoids, be it CBD or THC, can only be sold to adults 21 years of age or older.

Before exploring hemp-derived cannabinoid laws in Minnesota, it is important to point out that while the 2018 Farm Bill legalized hemp production, the U.S. Food and Drug Administration (FDA) continues to take the position that even hemp-derived cannabinoids cannot be used in products intended for consumption or ingestion. The FDA's position is generally based on the fact that CBD and THC are active ingredients in FDA-approved drugs, and some regulations prohibit the use of active ingredients in FDA-approved drugs in food, with certain exceptions. Such exceptions include when the "active ingredient" was generally sold in food products prior to FDA review of the ingredient as applied to approved drugs. The FDA, however, has taken the position that there is not enough evidence of such use, and therefore, unless and until the FDA approves cannabinoids in food products – perhaps by including it in the Generally Recognized as Safe (GRAS) category – no product containing cannabinoids can be sold for human or animal consumption. Similar to states with regulated adult-use cannabis markets, this creates a quandary for businesses looking to remain in compliance with all relevant regulations.

While the FDA has staked out this position, it has generally avoided strict enforcement. The FDA does issue warning letters to companies selling edible products containing cannabinoids, but those warning letters are primarily directed to companies making unsubstantiated and unverified health claims. For example, in January 2023, the FDA issued a warning letter to a company for stating that its cannabinoid products could treat and cure COVID-19, writing: "The FDA has observed that your website offers cannabidiol (CBD) products for sale in the United States and that these products are intended to mitigate, prevent, treat, diagnose, or cure COVID-19 in people."

Other companies have received warning letters for marketing cannabinoid products that allegedly "treat teething pain and earaches in infants, autism, attention-deficit/hyperactivity disorder (ADHD), as well as Parkinson's and Alzheimer's disease, among other conditions or diseases."

In other instances, the FDA has issued warning letters to companies selling cannabinoid-infused products that may appeal to children: "FDA is particularly concerned that some of your products are in forms that are appealing to children. For example, your CBD Suckers, CBD Hard Candies, various Cookies [with] 10mg CBD per Serving, and various CBD Gummies products are all in forms that would be attractive to children and could easily be mistaken for traditional foods that are commonly consumed by children."

While the FDA has focused its enforcement actions on those making unsubstantiated health claims and marketing to children, the FDA considers all consumables containing cannabinoids to be unlawful.

With that out of the way, let's explore how the law in Minnesota treats the sale of hemp-derived cannabinoid products.

## **Basic Product Requirements**

The most significant change to cannabis-related laws in 2022 can be found in Section 151.72 of Minnesota State Statutes. This section describes many provisions related to cannabis, including the regulations for legal products.

### **1. Only Hemp-Derived Cannabinoids**

First, all products containing cannabinoids must ensure that the cannabis extracts only come from hemp plants that have been tested to have no more than 0.3 percent delta-9 THC on a dry weight basis. This means that THC derived from cannabis that is not hemp is still illegal to sell in Minnesota.

### **2. Products must be less than 0.3% THC**

Second, the cannabis-derived product being sold may not be more than 0.3 percent of any THC, delta-9 or otherwise. This means that vaporizer cartridges with THC-rich distillate are not allowed under state law. While provision will not be of concern for most edible products such as chocolates or beverages, it does prevent retailers from selling powdered THC isolate that you can find in other adult-use markets.

### **3. THC Limit of 5 mg Serving/50 mg Package**

Third, cannabis products must not contain more than 5 mg of THC per serving, more than ten servings, or more than 50 mg of THC per package. If an edible product has more than a single serving, each serving must be indicated by "scoring, wrapping, or other indicators" that designate the individual serving size.

Federal guidance is undefined around what a single serving must be, leading to many Minnesota producers selling beverages with 20+ milligrams of THC in a single can. This product would comply with state law as long as the serving sizes are indicated on the packaging.

### **4. Cannot Be Marketed Towards Children**

Finally, the Minnesota Legislature established a few requirements for the product itself to make any cannabinoid product less appealing to children. To this end, products sold in Minnesota cannot look like any fictional or real person, animal, or fruit. It cannot be modeled after a product made to appeal to children, such as bearing a resemblance to a candy that could be purchased in a store. The product can also not be made by applying cannabinoids to commercially available candy or snack food. Similarly, the cannabinoid product cannot contain any ingredient not approved by the U.S. Food and Drug Administration aside from the cannabinoids, that is.

Now that we've reviewed some of the basic guidelines around what cannabinoid products are allowed for sale in Minnesota, let's dig into what specifically needs to be on the labeling of any product containing cannabinoids.

## **Basic Labeling Requirements**

All products sold in Minnesota containing cannabinoids must include a few things on their labels that are not already required for food items.

The first requirement is that all products must include the manufacturer's name, location, phone number, and website.

Second, the product must contain the name and address of the independent, accredited testing facility used to test the product.

Third, the product's label must contain the amount of cannabinoids found in the product, both per serving and in total.

Fourth, the product label must include the statement, "This product does not claim to diagnose, treat, cure, or prevent any disease and has not been evaluated or approved by the United States Food and Drug Administration (FDA)."

Fifth, the product must also include the statement, "Keep this product out of reach of children."

As with other food, edible cannabinoid products must also contain a list of all ingredients, declaring any major food allergen by name.

State statutes require this information to be accessible but do not require that the name and contact information of the manufacturer and the testing facility be printed on the product itself so long as such information is available through a scannable barcode that is printed on the package.

## **Basic Packaging Requirements**

Along with the labeling requirements, there are a few other packaging requirements for cannabinoid products to be legal under Minnesota statutes.

First, the packaging cannot resemble any “trademarked, characteristic, or product-specialized packaging of any commercially available food product.” This has raised concerns that companies selling products without cannabinoids cannot use their own brand to market products containing cannabinoids, but these concerns have – so far – not come to fruition. This provision seems to be geared more toward preventing trademark infringement of well-known brands.

Second, the packing must be in a container that is child-resistant, tamper-evident, and opaque. Products not in compliant containers can still be sold as long as they are placed into a child-resistant, tamper-evident, and opaque container at the point of sale. This packaging requirement does not apply to products intended to be consumed as a beverage so long as they contain no more than a trace amount of THC.

Finally, products must not contain more than 50 milligrams of THC per package, so even if multiple items are packaged together, the entire packaged product that is for sale to consumers cannot exceed 50 milligrams of THC.

Now that we’ve reviewed the guidelines for cannabinoid products in Minnesota, let’s explore the last requirement: testing.

## **Basic Testing Requirements**

All products containing cannabinoids in Minnesota must be tested by an independent and accredited testing facility to certify that all products comply with the guidelines established by lawmakers in Minnesota. Manufacturers must identify a compliant testing facility, and the state does not maintain a list of approved facilities.

Testing must ensure three main things about compliant cannabis products:

1. Testing must ensure that products contain the amount of cannabinoids as stated on the label.
2. Testing must ensure that cannabis products do not contain more than a trace amount of mold, residual solvents, pesticides, fertilizers, or heavy metals.
3. Testing must ensure that the product does not contain more than 0.3 percent THC.

While it is not required by state law, many cannabinoid products sold in Minnesota link the results of any testing on the product via a scannable link or on their website. And in any event, the test results must be provided to the Board of Pharmacy upon request.

So long as cannabis products comply with these three core requirements (labeling, packaging, and testing), they can be sold to adults in Minnesota. Let's explore a few examples and look at other requirements for selling cannabis products in Minnesota.

### **Example One**

Joe wants to start his own cannabis business and begins producing a line of edible candies made to look like famous Minnesotans. He began to produce 5-milligram gummies made to look like Paul Bunyan's face. He plans to package them in bags of 10 with a total of 50 milligrams of THC per package and sell them in video stores throughout his city.

Would Joe's product be legal under Minnesota law?

The answer to this question is no, this product would not be allowed. Minnesota law requires that products do not "bear the likeness of a real or fictional person," including Paul Bunyan. He could produce the same product and remain compliant, but the gummies must be a different shape.

### **Example Two**

Ilhan wants to produce THC cookies to sell to adults in her community. She partners with a local producer to make chocolates. She knows that many consumers want to purchase more than 50 milligrams of THC, so she makes chocolate bars with four servings of 50 milligrams. She knows that serving sizes cannot exceed 5 milligrams, so she says her product contains 40 servings.

Would Ilhan's product be legal under Minnesota law?

The answer to this question is no, this product would not be allowed. Minnesota law requires that packages not contain more than 50 milligrams of THC in total. She could produce the same product but only include one 50-milligram piece marked into ten servings and remain compliant. Still, she cannot package multiple products totaling more than 50 milligrams of THC.

### **Example Three**

Michael wants to create fruit-flavored gummies containing THC to sell in local coffee shops. He used hemp-derived cannabinoids to create 5 mg serving sizes. Michael plans to produce gummies that are fruit-flavored, square-shaped delights sold in 50-milligram packages.

Would Michael's product be legal under Minnesota law?

Yes, this product would be legal to sell in Minnesota. Michael's product is fruit flavored but remains in compliance by being square-shaped and not shaped to look like any real or fictional fruit. If his gummies were shaped like fruit, they would not be compliant.

### **Example Four**

Nancy plans to sell cookies made at home containing various cannabinoids. She wants these cookies to be really popular but also knows she can only have five milligrams per serving, so she plans to add 5 milligrams of delta-8 THC, 5 milligrams of delta-9 THC, and 5 milligrams of delta-10 THC with a total of 15 milligrams THC per serving.

Would Nancy's product be legal under Minnesota law?

No, this product would not be legal to sell in Minnesota. Nancy's product only contains 5 milligrams of delta-9 THC, which is compliant but exceeds the legal maximum by including 10 milligrams of other types of THC. While you can include CBD, CBG, CBN, or other cannabinoids in excess of 5 mg, any THC can not total more than 5 mg per serving. And while the statute uses the phrase "any" THC, it has been interpreted to mean all THC in the aggregate (regardless of the type of THC).

### **Example Five**

Dwight wants to partner with his friend in Oregon to ship him THC that he can use in his products. He knows THC is the same in hemp and marijuana in adult-use states, so he hopes to create cheaper edibles containing only 50 mg of THC. He indicates the servings, packages them in a child-safe container, and ensures that the label is correct on the serving size and testing facility.

Would Dwight's product be legal under Minnesota law?

No, this product would not be legal to sell in Minnesota. While Dwight is correct that THC from hemp and adult-use marijuana is the same chemical derived from the same plant (cannabis), only hemp-derived cannabinoids can be sold. If he shipped hemp grown in Oregon and extracted the THC in Minnesota, that would be compliant as the THC is hemp-derived. Still, products sold in Minnesota cannot contain THC extracted from cannabis containing more than 0.3 percent THC by dry weight. It is considered an illegal narcotic for legal purposes, even though they are the same cannabis plant.

## **Wrap-Up Review**

Before we end the second section of this training manual, let's quickly review the major components of what makes a THC edible product legal in Minnesota.

## **1. Products Must Only Contain Hemp-Derived Cannabinoids**

First, all cannabinoids sold in Minnesota must be hemp-derived. While there is little difference between products sold in adult-use markets and those sold in Minnesota, the source of the material is different. In Minnesota, all cannabinoids must be derived from cannabis with no more than 0.3 percent THC (also known as hemp).

## **2. Products must have no more than 5 mg THC Serving / 50 mg THC Package Maximum**

Cannabis products must not contain more than 5 mg of THC per serving, more than ten servings, or 50 mg of THC per package. If an edible product has more than a single serving, each serving must be indicated by “scoring, wrapping, or other indicators” that designate the individual serving size.

## **3. Products Must Be Properly Labeled**

All products sold in Minnesota containing cannabinoids must include a legally compliant label, including information about the product’s manufacture, tester, ingredients, and cannabinoid profile. The label must also indicate that the product is not reviewed by the FDA and must be kept out of reach of children.

## **4. Products Must Be Properly Packaged**

All products sold in Minnesota must be appropriately contained in a child-safe, tamper-evident, opaque package before or at the point of sale. At this time, this provision does not apply to beverages.

## **5. Products Must Be Properly Tested**

All products sold in Minnesota must be tested to ensure they are consistent with the label and comply with consumer safety standards. While manufacturers need not make this information readily available, you can often find it linked on the package or manufacturer’s website. Moreover, manufacturers must maintain testing records because a manufacturer must provide test results to the state upon request.

## **6. Products Cannot Appeal to Children**

Finally, all products sold in Minnesota cannot be marketed towards or appeal to children. This means that products cannot look like real or fictional people, animals, or fruits. Products

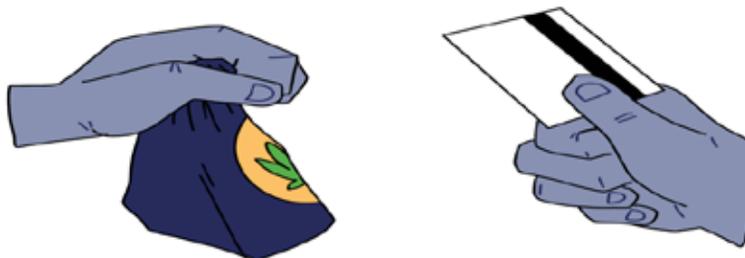
also may not be modeled after brands primarily marketed towards children or be made by applying cannabinoids to commercially available candy or snack foods.

While you might not be producing edible cannabinoid products in your role as a retail associate, you are required to ensure that the products you sell comply with state laws. Confirming that everything you sell to consumers complies with the six provisions listed during the review will help you ensure that you only sell legally compliant products. Failure to do so could carry penalties and render yourself and your employer liable to criminal prosecution.

In the next section, we'll explore your role as a cannabis retail associate, walking through the steps required to sell cannabis and exploring best practices for recommending products to potential customers.

**Are you looking for additional guidance related to cannabis law?**

Contact Elliot Ginsburg | 612-259-4806 | [elliott@hopylawyers.com](mailto:elliott@hopylawyers.com)



## 3. Role of a Cannabis Retail Associate

Welcome to the third and last section of the Minnesota Cannabis Retail Training Manual. In this section, we will walk through the role of a cannabis retail associate, giving you the information you need to ensure customers leave your store happy and with the best product for them in their hands. Now that you know some of the science behind cannabinoid edibles and the laws related to selling them, let's talk about how to go about selling cannabis in Minnesota.

In this section, we'll walk through a sale, highlighting the critical components to remain compliant with state law, describe how to make recommendations, look at a few examples, and explore some final reminders for selling cannabis-derived products in Minnesota.

Let's begin by walking through the process for the legal sale of cannabinoid products in Minnesota.

### **Steps to Selling Legal Cannabis Products in Minnesota**

#### **Step One: Welcome the Potential Customer**

As with the sale of any product or service, the transaction should begin by greeting the guest. Cannabis products are sold in various settings and retail establishments in Minnesota, so the exact look of this will change from situation to situation. Still, every cannabis retail associate should focus on making the guest feel welcome throughout the entirety of any interaction. "Good morning, Welcome to Cannabis Co." is a simple yet warm greeting that welcomes the guest into your store, be it a bakery, brewery, or dispensary. Greeting the guest warmly allows you to easily transition the conversation into the second step of the sale: checking identification to ensure the potential customer is of age to purchase the cannabinoid product legally.

## **Step Two: Check Identification**

As with the sale of any product restricted to only adults, after you greet the potential customer, you need to check to ensure they are the correct age to purchase cannabinoids in Minnesota. Often this request can be combined with a greeting. “Good morning, Welcome to Cannabis Co. Can I please start by seeing everyone’s ID?” This is a simple way to ensure that every person you talk to is the correct age before you even begin trying to sell them any products.

While this might seem basic, it’s important as selling cannabinoids to those under the age of 21 could open you or your employer criminally and civilly liable. There is no wiggle room in the law as it says that “No product containing any cannabinoid or tetrahydrocannabinol extracted or otherwise derived from hemp may be sold to any individual who is under the age of 21.”

Some retail establishments might have a scanning system, but most rely on you as the cannabis retail associate to visually inspect the identification to ensure it is valid and indicates the holder is 21 years of age or older.

If the potential customer refuses or doesn’t have ID, apologize for any possible inconvenience, but ask them to leave and tell them they are welcome any time with the “legally required identification.”

After you’ve verified that all potential customers are at least 21 years of age or older, you can begin inquiring about customer needs.

## **Step Three: Inquire About Needs**

Now that you’ve ensured that potential customers are of legal age, you can begin inquiring about the specific needs of customers. Some consumers enter your store knowing exactly what they want to buy, but many more will only come in with a general understanding of what they hope to buy. While both situations allow you to make recommendations, there’s no better way to sort between customers who know what they want and those who need assistance than simply asking.

After you’ve checked IDs, you can easily transition by saying, “Thank you all for letting me check those. Do you know what you’re looking for today?”

If they answer “yes,” do your best to meet their needs. If you know of a similar product to one they are buying, absolutely recommend that they try other products as well. Likewise, if you are sold out of the products they are hoping to purchase, do your best to offer similar products or products that can best be used in similar ways.

If they answer “no,” talk through some of the available products, starting with some of the most popular items, specifically if you have personal anecdotes that you can share about your usage of the product. Avoid making any medical claims, allowing the products and packaging to sell themselves. If customers have questions, feel free to answer them with evidence-based information, but again, be careful not to make any medical claims. As discussed in the previous section, making health claims can draw the attention of regulators.

We’ll dig a bit deeper into making recommendations in the next section, but after the customer has selected a product that meets their needs, you can begin to close the sale.

## **Step Four: Closing the Sale**

The last significant step of the sale is closing it. While this step might seem simple, there are a few things you need to ensure as the cannabis retail associate.

First, ensure that the product is the correct item the customer intends to purchase. If you know that you offer multiple flavors, dosages, or other varieties, double-check to ensure you have the right product before checking out the customer.

Next, ensure that the product packaging is intact and undamaged. Cannabis products must be sold in a child-proof, tamper-evident package. If the edible you have is not in such a container, either place the product in such a container or contact your store’s management to ensure the package is properly packaged before any sale.

Lastly, use the Point-of-Sale system your store employs to manage the sale and keep track of inventory. Place the product into the bag and remind the customer to “Have a great rest of your day.”

By following these four steps, you can ensure that you follow the law every time you sell cannabis products. Now that we’ve explored the important steps to selling cannabinoid products in Minnesota, let’s explore how to make recommendations to customers.

## **Making Recommendations**

Now that we’ve explored the crucial steps of legally selling cannabis products in Minnesota, let’s talk about how to make recommendations around cannabis products.

It’s important to remember that your specific role as a cannabis retail associate is to answer questions for customers using facts while avoiding specific medical claims. You are not a doctor or pharmacist and cannot legally tell customers that a product will treat, cure, or prevent any disease.

The best practice is to stick to what the product says on the package itself. If you want to share how you've used the product in the past, that's fine, but be sure to avoid making medical claims. Saying, "These edibles treated my ADHD," is not something you can say, but "These edibles made that concert even more fun" is okay. The line here is blurry at best, but it's clear that you should avoid stating that the product helped treat, cure, or prevent any disorder, disease, or ailment.

If you have any questions about if you should say something to a customer while making recommendations, ask yourself, "Am I claiming this product will treat, cure, or prevent any disease?" If the answer is yes, we recommend against making those claims.

Another thing to avoid is making specific recommendations about the effect of products. If customers come in looking for a particular result, explain to them, "I can't exactly tell you how products will affect you specifically in comparison to someone else. I can tell you about the factual differences like ingredients, flavors, or – if possible – terpenes, but outside of the information on the packaging, I can't tell you how one serving of one product versus another will affect you individually – everyone's endocannabinoid system is different."

While this explanation might be unsatisfying to some customers, as we learned in the first section of this training manual, there are a wide variety of variables that go into the effect of edibles, so you cannot realistically tell the customer the exact impact that product might have outside of the information on the package, such as the amount of specific cannabinoids. Stick to the facts, and when in doubt, recommend the customer towards popular products or personal recommendations.

Now that we've covered what not to say, let's talk about what you can and should say when making recommendations about THC edibles. The current edibles market is filled with a wide variety of the type and flavors of available products containing various cannabinoids. Here are some things to ask customers when making recommendations.

First, start broad by asking customers if they know what type of product they're looking for. Be sure to list a few popular options, such as beverages, chocolates, gummies, or something different. Providing choices will give you a better idea of what they're looking for.

Working down from the category of product, recommend to the customer popular items and stick to the facts by emphasizing the flavor and cannabinoid profile of each, as you explain. While many products might seem similar with the same cannabinoid profile, if possible, differentiate them for customers by telling the customer if specific brands are local, if particular products are new, or if a few are best sellers. Some products may even identify the terpenes present, which can be helpful in distinguishing one product from another. Again, stick to the facts and avoid describing the potential effect.

When selling cannabis products, it's essential to focus on educating consumers while not assuming baseline knowledge. Legal cannabis products are relatively new to some in Minnesota, and we should inform them, not belittle them when selling cannabis products.

Your role as a cannabis retail associate is to sell cannabis and ensure that the transaction complies with the law. It's also to educate people on what products are available so they can find the best one for themselves. Work to ensure that every customer who leaves your store is satisfied and with a product that fits their needs.

## **Frequently Asked (Customer) Questions and Answers**

Let's look at a few examples of questions that customers have asked cannabis retail associates in the past and talk about how to best respond to them. Answering customer questions can be one of the most challenging parts of a cannabis retail associate's job. It can sometimes be tricky to answer questions while remaining within the boundaries of the law, so let's look at a few recommended responses to common questions.

### **Example One: Questions about the Effect**

The first common question that cannabis retail associates often receive is, "How will this product affect me?"

This can be a tricky question to answer, and the best way to respond to customers is to honestly explain that you cannot answer that question with any actual accuracy. One possible response would be, "That's a difficult question. I can say that 50 mg of THC will likely impact them more than 5 mg of THC, but aside from describing the differences in ingredients, I can't tell you with any accuracy how this product will affect you."

You can also ask the customer if they've had any experience with other edibles in legal, adult-use states. If they answer "yes," you could also say, "10 mg of THC in Colorado is similar to 10 mg of THC in Minnesota, so you can likely expect a similar result personally, but different products affect everyone differently."

### **Example Two: Questions about Heavy Intoxication**

Another common question that cannabis retail associates in Minnesota get is, "Will this product make me super stoned?"

This question can also be tricky because, like with the effect question, you cannot say how this product will affect them personally.

One possible response could be, "While THC is the cannabinoid commonly associated with the "stoned" aspect of cannabis use, I can't tell you with any accuracy how this will affect

you specifically. I can tell you that one serving of this product contains 5 mg of THC, so I'd recommend starting with a single serving or even half a single serving and taking more after a few hours if you don't feel the intended effects. Low and slow is the best way to start until you know how this product affects you personally."

### **Example Three: Beginner Questions**

Especially in the first few months of selling legal hemp-derived THC edibles, many customers didn't have much experience, if any, with buying legal cannabis products. A question often asked of cannabis retail associates is, "I heard I should try out these new cannabis edibles, but I don't know much about them. Can you help me?"

This question is your opportunity to help inform the consumer. Seek to gain more information to help them select the best product. For example, you could respond by saying, "We've got a wide variety of types to choose from. Do you have a preferred product type, such as a beverage, gummy, or chocolate?" Provide visual examples if possible.

This approach can help you guide the customer toward the correct product. If they respond that they don't know, recommend some of the best-selling products, make personal recommendations if you are able, and note the flavor or other attributes.

### **Example Four: "What's Best?"**

Another question that you might get is well-intentioned but often difficult to answer. Some customers, especially those newer to cannabis products, might ask you, "What's the best one?"

As with other questions, seek to gain more information to help them select the best product for them. Ask them something like, "There are a few best-sellers that we have. Do you have a preferred product type, such as a beverage, gummy, or chocolate?"

Based upon their answer, recommend to them some of the best-selling products within that category.

### **Example Five: Questions About Ailment**

The final question we'll explore can sometimes be the most challenging to answer. Sometimes a customer will come in seeking a product to help with a specific problem or ailment. "I've been having terrible headaches. Do you have something that can help with that?" or "I've been having trouble sleeping. Can you help me?" While we might want to offer them advice, we must avoid claiming that a specific product cures or treats any disease or ailment. You could say, "I think this helped me sleep, but know that it affects everyone differently, so I can't say how it would affect you," but be mindful to avoid specific medical claims. This response provides

coverage from several angles – first, you are not stating anything with certainty; second, you are speaking only to your limited experience (e.g., “I think this helped me sleep...”); third, you emphasize that everyone reacts differently to different products; and fourth, you make it clear that you are not offering the product to help with any specific medical issue or ailment.

The best way to respond in this situation is kindly saying, “Thanks for coming to us for this, but I don’t have anything I can say for certain will treat that. I’m happy to help you find something that could help and answer any questions that you have about our products, but I can’t say for certain this will treat that specifically.”

Before we finish the last informational section of this training manual, let’s review some final reminders for selling edible cannabinoids in Minnesota.

## **Wrap-Up Review**

Here are some critical “Do’s” to keep in mind when selling cannabis.

### **Do: Check IDs Before Sales**

The first “Do” is “Do Check ID Before Sale.” This step is essential and legally required in your role as a cannabis retail associate. It only takes a moment, but it helps keep you and your business away from potential criminal prosecution. It also makes your operations more efficient – if you spend time helping a customer find a product only to find out that they are not of age, that time is wasted – checking up front avoids this potential time waster.

### **Do: Use Only Factual (Non-Medical) Statements**

This is another important one. Help customers by describing various products, their cannabinoid profiles, and their flavors, but stick to only the facts. Avoid medical claims or claiming that specific products will be heavily intoxicating.

### **Do: Seek to Have Satisfied Customers**

The last “Do” is to seek to have satisfied customers leave your store after every transaction. Sometimes a customer might not find a product they want to buy, but they should still leave your store satisfied with the customer service they received. Listen, answer questions as you can, and guide them towards products that fit their described needs.

By doing these things, you can be sure that every transaction you have is highly successful and complies with the regulations around selling cannabinoids in Minnesota.

# Post Reading Assessment

**Instructions:** Answer the following questions to the best of your ability. After your complete the activity, turn to page 56 to check your responses.

## 1. What is a Cannabinoid?

- a. The compound most responsible for the flavor of cannabinoid products
- b. Another name for cannabis
- c. Any chemical substance that interacts with the body's cannabinoid receptors
- d. The main nutrient required when growing cannabis indoors

## 2. What is the legal distinction between hemp and illegal cannabis?

- a. Hemp contains less than 0.3% THC, and illegal cannabis contains more than 0.3% THC
- b. Only illegal cannabis produces THC, while hemp only produces CBD
- c. Hemp is grown for mostly just fibers while illegal cannabis is grown for cannabinoids
- d. There is no legal distinction

## 3. What is the Endocannabinoid System?

- a. The system in the cannabis plant itself that determines the effect when consumed
- b. The neurotransmitter system acted upon by cannabinoids and their related chemical compounds

- c. A shorthand for the testing method by which a terpene profile is identified prior to consumption
- d. A term used to describe any cannabinoid produced by the human body

**4. Which of the following statements is correct?**

- a. Indica and sativa are colloquial terms that are not widely used in cannabis science
- b. Indica and sativa are entirely separate species that can be crossbred
- c. Indica can only be grown indoors, while sativa is only grown outdoors
- d. Cannabis retail associates should always start by asking customers, “Indica or sativa?”

**5. Which of the following factors impact the effect of cannabinoids consumed in an edible product?**

- a. Set and setting
- b. The presence of other cannabinoids
- c. Bioavailability
- d. All the above

**6. Which of the following best summarizes the change to state law implemented in 2022 regarding cannabis?**

- a. Minnesota accidentally legalized all adult-use cannabis products
- b. Minnesota passed a law that acted to bridge the gap between state and federal law on hemp-derived cannabinoids
- c. Minnesota tightened restrictions on cannabis products, including banning all hemp-derived cannabis products
- d. Minnesota went against the will of the federal government by allowing cannabis edibles

**7. What is the maximum quantity of hemp-derived cannabinoids per serving in Minnesota?**

- a. 5 milligrams of THC and an unlimited quantity of other cannabinoids

- b. 10 milligrams of THC and 25 milligrams of CBD
- c. Unlimited quantity, but no more than 0.3% by dry weight
- d. There is no maximum quantity of hemp-derived cannabinoids in Minnesota

**8. At what age can an individual purchase edible cannabinoid products in Minnesota?**

- a. 18 years of age or older
- b. There is no age limit to purchase cannabinoid products in Minnesota
- c. 21 years of age or older
- d. 25 years of age or older

**9. Which of the following statements is required to be printed on the packing of all edible cannabinoid products sold in Minnesota?**

- a. "Keep this product out of reach of children."
- b. "This Product Contains Cannabis."
- c. "Warning: This Product Is Intoxicating."
- d. "Not Recommended for Pregnant or Nursing Individuals."

**10. Which of the following edible products would not be allowed for sale in Minnesota?**

- a. A 5 milligram THC gummies in the shape of a square
- b. A 2.5 milligram THC beverages flavored like lemon and lime
- c. A 5 milligram THC gummies shaped like Minnesota-icon Paul Bunyan
- d. A 10 milligram THC chocolate bars scored in half to indicate servings

**11. What is required of all edible cannabis products in Minnesota for them to be sold?**

- a. Tamper-evident packaging

- b. Child-resistant packaging
- c. Packaging that is opaque
- d. All of the above

**12. Which of the following edible products would be allowed for sale in Minnesota?**

- a. 100 milligram THC beverages labeled as “20 servings”
- b. 5 milligram THC gummies sold in large packages of 25
- c. A 5 milligram THC edible product that looks like a giant strawberry
- d. A 50 milligram THC chocolate bar divided into 5 mg THC single servings

**13. What is the potential risk of selling an illegal cannabis product in Minnesota?**

- a. The violating business can lose their Low-Dose Edible Retail License
- b. The individual purchasing the illegal product likely would be criminally prosecuted
- c. Illegal transactions could carry penalties and render yourself and your employer liable to criminal prosecution
- d. There is no risk as all cannabinoid sales are now legal in Minnesota

**14. Which of the following should occur before a customer leaves your store with an edible cannabis product?**

- a. A retail associate should check their legal identification for age
- b. A potential customer should be warmly greeted upon entering the business
- c. A retail associate should ensure that all products being sold are compliant and undamaged
- d. All of the above should occur prior to a customer leaving your store with a cannabis product

**15. Which of the following best summarizes the role of a cannabis retail associate?**

- a. Acting as a doctor, asking questions about a potential customer’s specific medical needs

- b. Answering questions for customers using facts while avoiding specific medical claims, and at the same time ensuring transactions follow required regulations
- c. Prescribing products and doses to address a specific medical need, like a pharmacist
- d. Ringing up the customer only, forcing them to educate themselves on the products

**16. You ask for a customer's ID, and they respond, "I forgot my ID at home, but I'm really in a hurry. Can I just grab something quick?" Which of the following is the best way to respond?**

- a. "It's okay this time, but next time you really need to make sure that you have it."
- b. "I'm pretty sure I saw your ID last time you were here, so I'll vouch for you."
- c. "You came all the way here without your ID? That was stupid, and now you can't buy anything."
- d. "Unfortunately, I won't be able to help you today, but welcome back any time with the legally required identification."

**17. A customer asks you, "How will this product affect me?" Which of the following is the best way to respond?**

- a. "This will make you feel so stoned. Like, think Cheech and Chong level of high."
- b. "This product has a pretty high level of intoxication, even just 5 mg, so be sure you're strapped in!"
- c. "Due to the number of factors that go into the specific effect of products, I can't tell you exactly how this product will affect you, but I can walk you through what we have available, and you can start low and see what specific effect they have for you."
- d. "Well this one is Indica, so it'll make you super sleepy. This one is Sativa, so you can be certain that it'll wake you up and make you run around. And this one is Hybrid, so it's both sleepy and energizing, if that makes sense."

**18. A customer asks you, "Do you have a product to treat my stomach ulcers?" Which of the following is the best way to respond?**

- a. "We're not able to make any specific medical claims about any of the products we sell, so I'm not certain about products that will affect that specifically, but I'm happy to walk you through what we do have available."

- b. “Of yeah, this is all medicinal when used correctly.”
- c. “I’d recommend that you take one of these and see if that helps. If you’re still in pain, come on back, and I can sell you something different. You might just need to try them all!”
- d. “I can promise you with a 100% back guarantee that this will cure your stomach ulcers.”

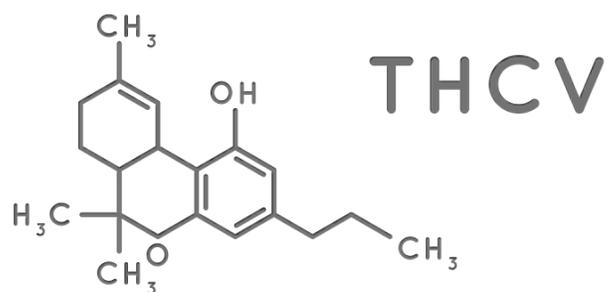
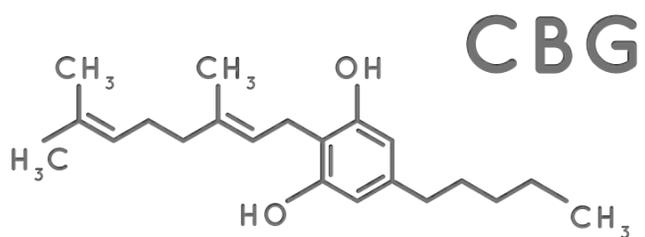
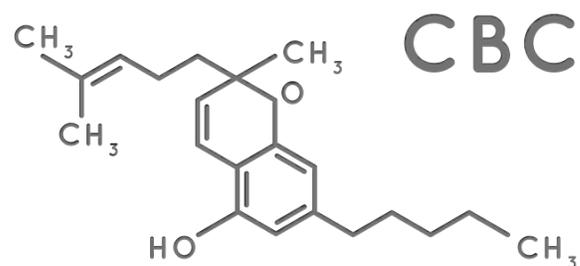
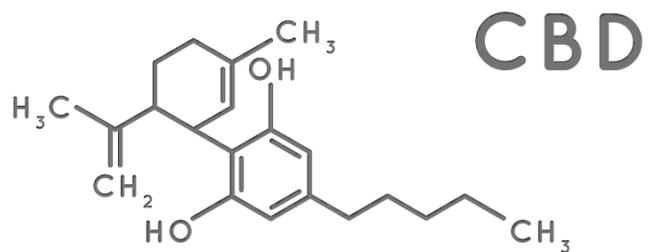
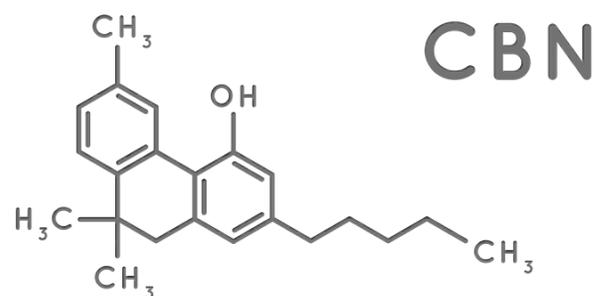
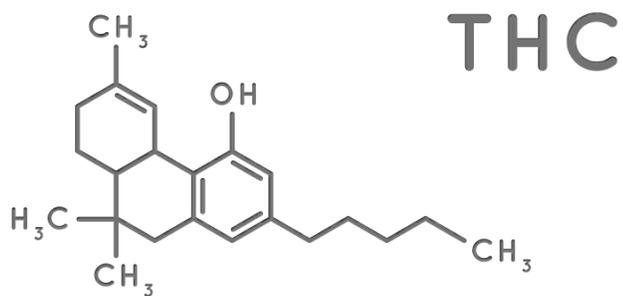
**19. Which of the following is the best first step when making recommendations to customers?**

- a. Asking the customer if they have a preferred type of product, such as beverages, gummies, or chocolates
- b. Asking the customer if they want Indica and Sativa
- c. Asking the customer how often they “smoke weed”
- d. Telling the customer, “There’s a ton of options; this will probably take a while.”

**20. Which of the following is the best option if you believe a product in your store is not compliant with Minnesota law?**

- a. Sell it anyways because you should be just fine
- b. Give it away to customers because it cannot be legally sold, so your store’s management probably won’t mind
- c. Notify your store’s management and do not sell the product to consumers
- d. Call the police because this was probably done purposefully by your store’s management

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# Glossary of Important Terms

- A**
- Autoflower – A colloquial term to describe cannabis plants that are day neutral that will begin to flower regardless of day length
- B**
- Bioavailability - The proportion of a drug or other substance which enters the circulation when introduced into the body, eliciting an active effect
- Biphasic – When a drug’s low and high doses cause opposite effects
- C**
- Cannabidiol – Perhaps the most well-known cannabinoid, can be found in FDA-approved medication, non-intoxicating
- Cannabigerol – Sometimes termed “mother cannabinoid”; non-intoxicating; binds with both CB1R and CB2R
- Cannabinoid – Any chemical substance that interacts with the body’s cannabinoid receptors
- Cannabinol – A very mildly intoxicating cannabinoid often found as THC components in cannabis age and break down
- Cannabis – A highly-regulated, multi-use crop that has been utilized for millennia for food, fiber, and medicine across many cultures
- CBD – See *Cannabidiol*
- CBG – See *Cannabigerol*
- CBN – See *Cannabinol*
- Cultivar – A group of plants created sexually through the propagation of seed, sometimes referred to as the plant’s *strain*
- D**
- Delta-9 THC – The cannabinoid most associated with the intoxicating effects of adult-use cannabis
- E**
- Edible Cannabinoid Product - Any product that is intended to be eaten or consumed as a beverage by humans, contains a cannabinoid in combination with food ingredients, and is not a drug
- Endocannabinoid System (ECS) – The neurotransmitter system found throughout the body and acted upon by cannabinoids and its related chemical compounds
- Entourage Effect – A theory that states that compounds produced by a cannabis plant other than just cannabinoids contribute to its effect on the consumer
- F**
- FDA – The United States Food and Drug Administration

## **F, cont.**

Flavonoids - A naturally occurring compound found in many plant products which contribute to the unique flavors of cannabis flower.

Full spectrum – A category of extracted oil containing all the components of the actual cannabis plant, including cannabinoids, terpenes, and flavonoids

## **G**

Government-Issued ID – Any photographic form of identification issued by a governmental organization that indicates an individual's date of birth

## **H**

Headspace – A person's state of mind or mindset

Hemp – Cannabis testing below 0.3% THC by dry weight

## **I/J**

Intoxicating – Causing an effect to the point where physical and mental control is markedly diminished

## **K**

Known Allergens – In Minnesota, known allergens that must be declared include peanuts, tree nuts, crustacean shellfish, fish, eggs, milk, soy, wheat, and sesame

## **L**

Labeling – All labels and other written, printed, or graphic matter that are: 1) affixed to the immediate container in

which a product regulated under this section is sold; provided, in any manner, with the immediate container; or provided on the manufacturer's website that is linked by a scannable barcode or matrix barcode.

## **M**

MDA – Minnesota Department of Agriculture

Medical Cannabis Products – Products containing cannabinoids sold through Minnesota's medical cannabis program to certified patients

## **O**

Onset Time – The length of time between the consumption of a product and its effects

## **P**

Point-of-Sale – Describes the time and place where a retail transaction is completed

## **Q**

QR Code – A specific type of scannable matrix barcode that can be affixed to a product's packaging

## **R**

Rosin - A form of cannabis concentrate that is extracted through the application of heat and pressure to the plant without the use of any solvents

## **S**

**Set** – Factors related to a person, idiosyncratic personality dynamics, mood, and expectations that influence individual experience

**Setting** – The social environment, including the broader cultural beliefs regarding the substances and their effects, which contribute to the experience

**Strain** – See *Cultivar*

## **T/U**

**Terpene** – A class of chemicals produced by cannabis that contributes to its unique aroma, flavor, and recent research suggests that they can modulate cannabinoids' effect on CB1R and CB2R

**Terpene Profile** – The general makeup of a cannabis product describing the presence and abundance of various terpenes

**Terpenoid** – Modified class of terpenes with different functional groups and oxidized methyl groups moved or removed at various positions

**Tetrahydrocannabinol** – The cannabinoid most commonly associated with the intoxicating effects of adult-use cannabis

**THC** – See *Tetrahydrocannabinol*

**Trichomes** – An anatomical structure cannabis plants use to synthesize and store cannabinoids and terpenes

## **V/W**

**Vape** – A consumption method that utilizes heat, often produced by a coil and battery, to evaporate cannabis without the combustion of flames

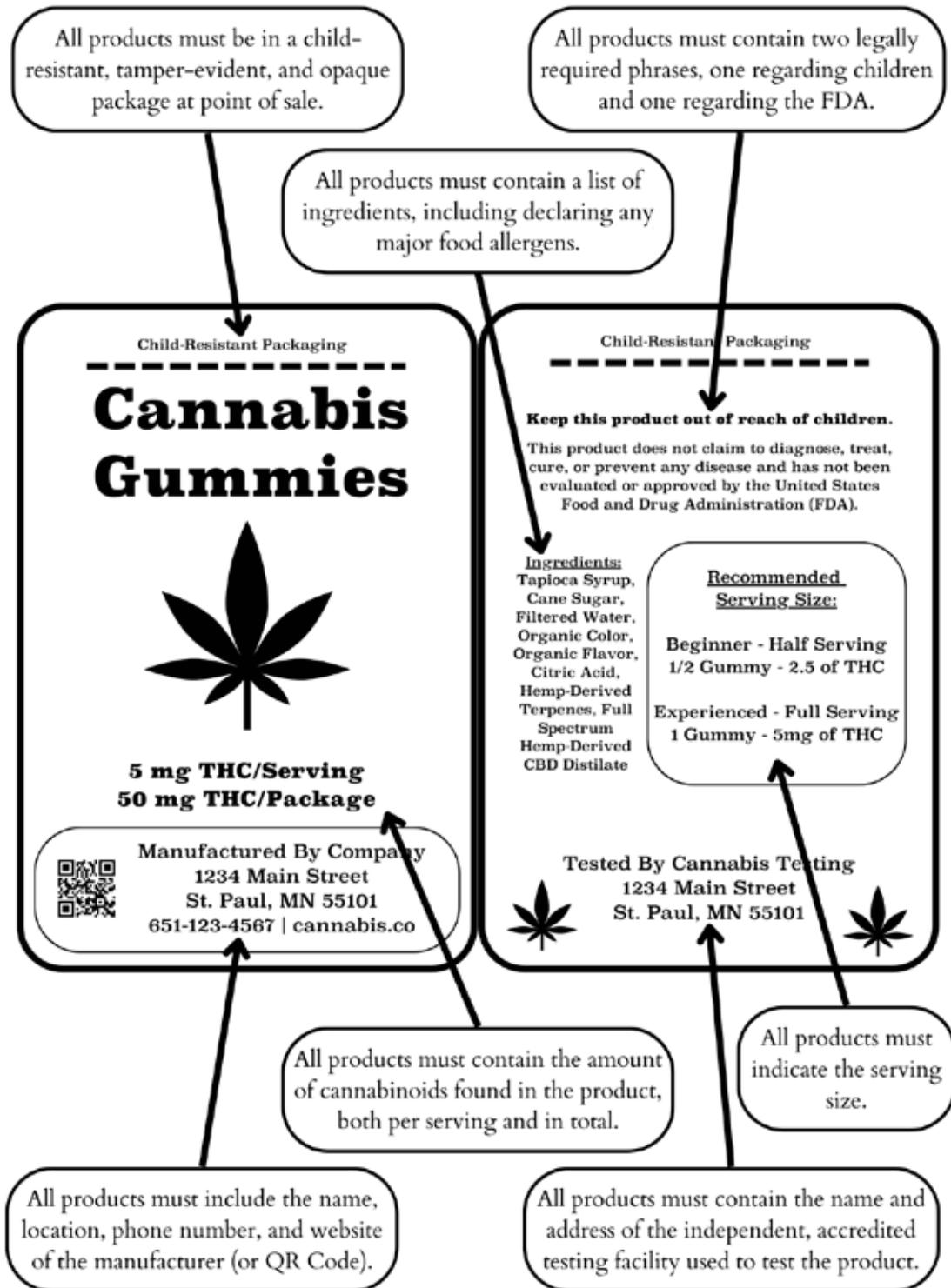
## **X/Y/Z**

**XX** – Genetically female, the most sought-after genetic sex when growing for cannabinoid-rich cannabis flower

# Appendix A: Organizer of Cannabinoids and Description

<u>Cannabinoid</u>	<u>Abbreviation</u>	<u>Short Description</u>
Tetrahydrocannabinol	THC	The cannabinoid most associated with the intoxicating effects of adult-use cannabis
Cannabidiol	CBD	Perhaps the most well-known; found in FDA-approved medication; non-intoxicating
Cannabigerol	CBG	Sometimes termed “mother cannabinoid”; non-intoxicating; binds with both CB1R and CB2R
Cannabinol	CBN	Very mildly intoxicating; often found as THC components in cannabis age and break down
Cannabichromene	CBC	A non-intoxicating cannabinoid; promising medical implications of present research in mice
Tetrahydrocannabivarin	THCV	Despite its similar structure, THCV is reported to impact receptors outside the ECS
Cannabidivarin	CBDV	A non-intoxicating cannabinoid with present research focusing on potential effects on seizures

# Appendix B: Compliant Product Label Visual Example



# Appendix C: Visual Steps of Lawfully Selling Cannabis

## 1. Welcome the Potential Customer



- Begin by warmly greeting the guest
- "Good morning, and welcome to Cannabis Co.!"
- Transition the conversation into checking legal identification

## 2. Check State-Issued Identification



- "Can I please start off by seeing everyone's ID?"
- If no ID, apologize for any potential inconvenience and welcome back any time with the "legally required ID"

## 3. Inquire About Needs



- Ask questions and make suggestions to fit customer-specific needs and likes
- Stick to the facts on the packaging
- Avoid making any specific medical claims in regard to any product effects

## 4. Close the Sale



- Double-check that you have the correct product (flavor, dosage, etc.)
- Inspect product packaging to ensure packaging is intact and undamaged
- Thank the customer for their business

# Appendix D: Minnesota Statutes § 151.72

## Subdivision 1. Definitions.

(a) For the purposes of this section, the following terms have the meanings given.

(b) "Certified hemp" means hemp plants that have been tested and found to meet the requirements of chapter 18K and the rules adopted thereunder.

(c) "Edible cannabinoid product" means any product that is intended to be eaten or consumed as a beverage by humans, contains a cannabinoid in combination with food ingredients, and is not a drug.

(d) "Hemp" has the meaning given to "industrial hemp" in section [18K.02, subdivision 3](#).

(e) "Label" has the meaning given in section [151.01, subdivision 18](#).

(f) "Labeling" means all labels and other written, printed, or graphic matter that are:

(1) affixed to the immediate container in which a product regulated under this section is sold;

(2) provided, in any manner, with the immediate container, including but not limited to outer containers, wrappers, package inserts, brochures, or pamphlets; or

(3) provided on that portion of a manufacturer's website that is linked by a scannable barcode or matrix barcode.

(g) "Matrix barcode" means a code that stores data in a two-dimensional array of geometrically shaped dark and light cells capable of being read by the camera on a smartphone or other mobile device.

(h) "Nonintoxicating cannabinoid" means substances extracted from certified hemp plants that do not produce intoxicating effects when consumed by any route of administration.

## Subd. 2. Scope.

(a) This section applies to the sale of any product that contains cannabinoids extracted from hemp and that is an edible cannabinoid product or is intended for human or animal consumption by any route of administration.

(b) This section does not apply to any product dispensed by a registered medical cannabis manufacturer pursuant to sections [152.22](#) to [152.37](#).

(c) The board must have no authority over food products, as defined in section [34A.01](#), subdivision 4, that do not contain cannabinoids extracted or derived from hemp.

## Subd. 3. Sale of cannabinoids derived from hemp.

(a) Notwithstanding any other section of this chapter, a product containing nonintoxicating cannabinoids, including an edible cannabinoid product, may be sold for human or animal consumption only if all of the requirements of this section are met, provided that a product sold for human or animal consumption

does not contain more than 0.3 percent of any tetrahydrocannabinol and an edible cannabinoid product does not contain an amount of any tetrahydrocannabinol that exceeds the limits established in subdivision 5a, paragraph (f).

(b) No other substance extracted or otherwise derived from hemp may be sold for human consumption if the substance is intended:

(1) for external or internal use in the diagnosis, cure, mitigation, treatment, or prevention of disease in humans or other animals; or

(2) to affect the structure or any function of the bodies of humans or other animals.

(c) No product containing any cannabinoid or tetrahydrocannabinol extracted or otherwise derived from hemp may be sold to any individual who is under the age of 21.

(d) Products that meet the requirements of this section are not controlled substances under section [152.02](#).

#### **Subd. 4. Testing requirements.**

(a) A manufacturer of a product regulated under this section must submit representative samples of the product to an independent, accredited laboratory in order to certify that the product complies with the standards adopted by the board. Testing must be consistent with generally accepted industry standards for herbal and botanical substances, and, at a minimum, the testing must confirm that the product:

(1) contains the amount or percentage of cannabinoids that is stated on the label of the product;

(2) does not contain more than trace amounts of any mold, residual solvents, pesticides, fertilizers, or heavy metals; and

(3) does not contain more than 0.3 percent of any tetrahydrocannabinol.

(b) Upon the request of the board, the manufacturer of the product must provide the board with the results of the testing required in this section.

(c) Testing of the hemp from which the nonintoxicating cannabinoid was derived, or possession of a certificate of analysis for such hemp, does not meet the testing requirements of this section.

#### **Subd. 5. Labeling requirements.**

(a) A product regulated under this section must bear a label that contains, at a minimum:

(1) the name, location, contact phone number, and website of the manufacturer of the product;

(2) the name and address of the independent, accredited laboratory used by the manufacturer to test the product; and

(3) an accurate statement of the amount or percentage of cannabinoids found in each unit of the product meant to be consumed.

(b) The information in paragraph (a) may be provided on an outer package if the immediate container that holds the product is too small to contain all of the information.

(c) The information required in paragraph (a) may be provided through the use of a scannable barcode or matrix barcode that links to a page on the manufacturer's website if that page contains all of the information required by this subdivision.

(d) The label must also include a statement stating that the product does not claim to diagnose, treat, cure, or prevent any disease and has not been evaluated or approved by the United States Food and Drug Administration (FDA) unless the product has been so approved.

(e) The information required by this subdivision must be prominently and conspicuously placed on the label or displayed on the website in terms that can be easily read and understood by the consumer.

(f) The labeling must not contain any claim that the product may be used or is effective for the prevention, treatment, or cure of a disease or that it may be used to alter the structure or function of human or animal bodies, unless the claim has been approved by the FDA.

#### **Subd. 5a. Additional requirements for edible cannabinoid products.**

(a) In addition to the testing and labeling requirements under subdivisions 4 and 5, an edible cannabinoid must meet the requirements of this subdivision.

(b) An edible cannabinoid product must not:

(1) bear the likeness or contain cartoon-like characteristics of a real or fictional person, animal, or fruit that appeals to children;

(2) be modeled after a brand of products primarily consumed by or marketed to children;

(3) be made by applying an extracted or concentrated hemp-derived cannabinoid to a commercially available candy or snack food item;

(4) contain an ingredient, other than a hemp-derived cannabinoid, that is not approved by the United States Food and Drug Administration for use in food;

(5) be packaged in a way that resembles the trademarked, characteristic, or product-specialized packaging of any commercially available food product; or

(6) be packaged in a container that includes a statement, artwork, or design that could reasonably mislead any person to believe that the package contains anything other than an edible cannabinoid product.

(c) An edible cannabinoid product must be prepackaged in packaging or a container that is child-resistant, tamper-evident, and opaque or placed in packaging or a container that is child-resistant, tamper-evident, and opaque at the final point of sale to a customer. The requirement that packaging be child-resistant does not apply to an edible cannabinoid product that is intended to be consumed as a beverage and which contains no more than a trace amount of any tetrahydrocannabinol.

(d) If an edible cannabinoid product is intended for more than a single use or contains multiple servings, each serving must be indicated by scoring, wrapping, or other indicators designating the individual serving size.

(e) A label containing at least the following information must be affixed to the packaging or container of all edible cannabinoid products sold to consumers:

- (1) the serving size;
- (2) the cannabinoid profile per serving and in total;
- (3) a list of ingredients, including identification of any major food allergens declared by name; and
- (4) the following statement: "Keep this product out of reach of children."

(f) An edible cannabinoid product must not contain more than five milligrams of any tetrahydrocannabinol in a single serving, or more than a total of 50 milligrams of any tetrahydrocannabinol per package.

#### **Subd. 6. Enforcement.**

(a) A product regulated under this section, including an edible cannabinoid product, shall be considered an adulterated drug if:

- (1) it consists, in whole or in part, of any filthy, putrid, or decomposed substance;
- (2) it has been produced, prepared, packed, or held under unsanitary conditions where it may have been rendered injurious to health, or where it may have been contaminated with filth;
- (3) its container is composed, in whole or in part, of any poisonous or deleterious substance that may render the contents injurious to health;
- (4) it contains any food additives, color additives, or excipients that have been found by the FDA to be unsafe for human or animal consumption;
- (5) it contains an amount or percentage of nonintoxicating cannabinoids that is different than the amount or percentage stated on the label;
- (6) it contains more than 0.3 percent of any tetrahydrocannabinol or, if the product is an edible cannabinoid product, an amount of tetrahydrocannabinol that exceeds the limits established in subdivision 5a, paragraph (f); or
- (7) it contains more than trace amounts of mold, residual solvents, pesticides, fertilizers, or heavy metals.

(b) A product regulated under this section shall be considered a misbranded drug if the product's labeling is false or misleading in any manner or in violation of the requirements of this section.

(c) The board's authority to issue cease and desist orders under section [151.06](#); to embargo adulterated and misbranded drugs under section [151.38](#); and to seek injunctive relief under section [214.11](#), extends to any violation of this section.

*This above text is an excerpt from a publication of the State of Minnesota's Revisor of Statutes*

# Answer Key: Prior Knowledge Check

- 1. Which of the following is required for all edible cannabinoid products, excluding beverages, when sold in Minnesota?**
  - b. A child-resistant, tamper-evident, and opaque package
- 2. What is the maximum quantity of hemp-derived cannabinoids in a single serving of a legal cannabis product?**
  - a. 5 milligrams of THC and unlimited quantity of other cannabinoids
- 3. Which of the following is a true statement regarding edible hemp-derived cannabinoid products?**
  - c. Cannabinoids consumed in an edible product can affect users differently than smoking or vaporizing cannabinoids
- 4. Which of the following statements is required to be printed on the packing of all edible cannabinoid products sold in Minnesota?**
  - a. “Keep this product out of reach of children”
- 5. What is the main idea of the Entourage Effect theory in terms of the impact of cannabis products on the user?**
  - d. Compounds produced by a cannabis plant other than just cannabinoids contribute to its effect on the consumer
- 6. Which of the following is the best response when a customer asks “Can you help me pick out a product? I know I want something with cannabis, but don’t know what the choices are.”**
  - c. “You’ve come to the right place! The first question I have for you is what method of consumption are you looking for? We have beverages, chocolates, hard candies, and even infused pretzels.”
- 7. How should you respond when a customer asks for a product to treat a specific illness or disease?**
  - a. Be kind but explain that hemp-derived products are not allowed to be sold to treat or cure diseases, but continue asking questions to see if edibles could improve their well-being generally
- 8. What is the role of a cannabis retail associate in Minnesota?**
  - a. To answer questions and ensure legal compliance during the transaction

# Answer Key: Post-Reading Assessment

**1. What is a Cannabinoid?**

c. Any chemical substance that interacts with the body's cannabinoid receptors

**2. What is the legal distinction between hemp and illegal cannabis?**

a. Hemp contains less than 0.3% THC and illegal cannabis contains more than 0.3% THC

**3. What is the Endocannabinoid System?**

b. The neurotransmitter system acted upon by cannabinoids and its related chemical compounds

**4. Which of the following statements are correct?**

a. Indica and sativa are colloquial terms that are not widely used in cannabis science

**5. Which of the following factors impact the effect of cannabinoids consumed in an edible product?**

d. All the above

**6. Which of the following best summarizes the change to state law implemented in 2022 regarding cannabis?**

b. The Minnesota state legislature passed a law that acted to bridge the gap between state and federal law on hemp-derived cannabinoids

**7. What is the maximum quantity of hemp-derived cannabinoids per serving in Minnesota?**

a. 5 milligrams of THC and unlimited quantity of other cannabinoids

**8. At what age can an individual purchase edible cannabinoid products in Minnesota?**

c. 21 years of age or older

**9. Which of the following statements is required to be printed on the packing of all edible cannabinoid products sold in Minnesota?**

a. "Keep this product out of reach of children"

**10. What is the following edible products would not be allowed for sale in Minnesota?**

c. 5 mg THC gummies shaped liked Minnesota-icon Paul Bunyan

- 11. What is required of all edible cannabis products in Minnesota for them to be sold?**  
d. All of the above
- 12. Which of the following edible products would be allowed for sale in Minnesota?**  
d. A 50 milligram THC chocolate bar divided into 5 mg THC single servings
- 13. What is the potential risk of selling an illegal cannabis product in Minnesota?**  
c. Illegal transactions could carry penalties and render yourself and your employer liable to criminal prosecution
- 14. Which of the following should occur before a customer leaves your store with an edible cannabis product?**  
d. All of the above should occur prior to a customer leaving your store with a cannabis product
- 15. Which of the following best summarizes the role of a cannabis retail associate?**  
b. Answering questions for customers using facts while avoiding specific medical claims, and at the same time ensuring transactions follow required regulations
- 16. You ask for a customer's ID, and they respond "I forgot my ID at home, but I'm really in a hurry. Can I just grab something quick?" Which of the following is the best way to respond?**  
d. "Unfortunately, I won't be able to help you today, but welcome back any time with the legally required identification."
- 17. A customer asks you "How will this product affect me?" Which of the following is the best way to respond?**  
c. "Due to the number of factors that go into the specific effect of products, I can't tell you exactly how this product will affect you, but I can walk you through what we have available, and you can start low and see what specific effect they have for you."
- 18. A customer asks you "Do you have a product to treat my stomach ulcers?" Which of the following is the best way to respond?**  
a. "We're not able to make any specific medical claims about any of the products we sell, so I'm not certain about products that will affect that specifically, but I'm happy to walk you through what we do have available."
- 19. Which of the following is the best first step when making recommendations to customers?**  
a. Asking the customer if they have a preferred type of product, such as beverages, gummies, or chocolates

**20. Which of the following is the best option if you believe a product in your store is not compliant with Minnesota law?**

c. Notify your store management and do not sell the product to consumers

## **Ready to Become Certified?**

Thank you for your purchase of the Minnesota Cannabis Retail Training Manual, created by the Minnesota Cannabis College, a 501(c)3 non-profit organization that seeks to provide high-quality cannabis education to present and potential employees and entrepreneurs of Minnesota's cannabis industry.

Seeking to utilize best practices when selling cannabis products in Minnesota shows current and potential future employers that you have the knowledge and skills needed to successfully help customers to purchase high-quality, locally crafted cannabinoid products. Show employers that you're highly educated by completing the online Minnesota Cannabis Retail Training Certification Course, entering your name in the state's Highly Educated database for current or potential future employers to see.

**As a thank you for purchasing this training manual, we're offering you 20 percent off the cost of the online course and certification using the coupon code MANUAL20 at checkout when registering through [mncannabiscollege.org/education](http://mncannabiscollege.org/education)**

Thank you again for choosing the Minnesota Cannabis College for high-quality cannabis education. We hope you enjoyed learning the knowledge and skills needed to help you be successful in Minnesota's rapidly expanding legal cannabis industry.

# About the Minnesota Cannabis College

## Our Mission

The mission of the Minnesota Cannabis College is to educate and support individuals seeking careers or entrepreneurial opportunities in the state's cannabis industry with an emphasis on individuals facing barriers to traditional education, entrepreneurial, or employment paths while supporting a diverse, equitable, and inclusive cannabis industry throughout the State of Minnesota.

## Our Board of Trustees

Tanner Berris, Chair | Marcus Harcus, Treasurer | Shana Payton | John Bartee

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Jakob Jarecki | Debra Kvamme | Aaron Morrison | Gayle Smaller

## Contact Us

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### Address:

4912 France Avenue North  
Brooklyn Center, Minnesota 55429



## Connect With Us On:

Instagram | Facebook | Twitter | LinkedIn | Reddit | YouTube



# VENDOR SHOWCASE



*Risata*<sup>®</sup>

Prosecco | Peach



**BOGLE**  
— FAMILY —  
VINEYARDS

Pinot Grigio | Sauvignon Blanc

*IL TRAMONTO*<sup>™</sup>  
Limoncello

portlandia<sup>™</sup>  
Sauvignon Blanc

**Shortbread**  
BUTTERY CHARDONNAY

**SLOW PRESS**  
Cabernet | Chardonnay  
Sauvignon Blanc

**STAVE & STEEL**  
Cabernet

**JUGGERNAUT**  
Sauvignon Blanc

**ELEMENTAL**  
WINES

Chardonnay | Pinot Grigio  
Pinot Noir | Rosé

**McMANIS**  
FAMILY VINEYARDS

Pinot Noir | Pinot Grigio  
Merlot | Petite Sirah



OZV Red | OZV Zinfandel

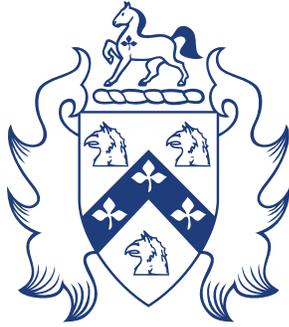
**OLD SOUL**

Chardonnay | Sauvignon Blanc  
Cabernet | Petite Sirah  
Folklore Red | Sauvignon Blanc

*blazon*

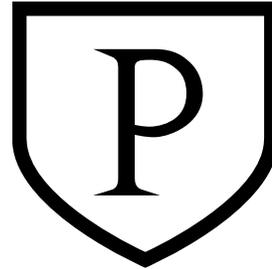
Chardonnay | Pinot Noir  
Merlot | Cabernet

# VENDOR SHOWCASE



JOHNSON BROTHERS

PHILLIPS  
WINE & SPIRITS



**Panther**  
DISTILLERY

**CROP**  
HARVEST EARTH®  
Organic Vodka



 **Four Roses.**  
BOURBON

**Vikre**  
DISTILLERY

**4 copas.**  
The Original  
ORGANIC TEQUILA

**MICHTER'S**



**UV**  
V O D K A

  
**DU  
NORD**  
SOCIAL  
SPIRITS



**DOUGLAS & TODD**  
SMALL BATCH  
BOURBON WHISKEY

**REVEL  
STOKE**

**PRAIRIE**  
— ORGANIC —  
SPIRITS



**KAMORA**

**LEROUX**

ESTD  1897  
**TOMATIN**  
HIGHLAND SINGLE MALT  
— SCOTCH WHISKY —

**Phillips**  
DISTILLING CO

# VENDOR SHOWCASE

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## RÉMY COINTREAU

---

THE BOTANIST<sup>®</sup>  
ISLAY DRY GIN

COINTREAU

— THOUGHTFULLY MADE —  
**WESTLAND**  
AMERICAN SINGLE MALT  
WHISKEY



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## Prestige Beverage Group

---



Plata | Reposado



---

Irish+American | Irish+Bourbon  
Irish+American 110 Proof  
Irish+Bourbon Cask Strength  
10 Year Single Malt

# VENDOR SHOWCASE

## TRINCHERO

*Family Estates*



Rosé

**OUTLIER**

Pinot Noir



Albariño



VINEYARDS  
Sauvignon Blanc

**IRON + sand**

Cabernet



**SAN POLO**

MONTALCINO

Rubio



Grapefruit Paloma



1793



ENGLISH GIN

THE  
**BUTTERFLY  
CANNON™**  
TEQUILA

Blanco | Silver | Rosa  
Blue | Winged King

**POWERS.**

Gold Irish Whiskey  
Rye Irish Whiskey  
Rye VAP

MN | US

**TATTERSALL**



Tightline Vodka

Blueberry Collins

Key Lime Gin & Tonic

Grapefruit & Ginger

Rosso Gin

Five Year Rye Whiskey

Bottled in Bond High Rye Bourbon

Bottled in Bond Wheated Bourbon

Interstate American Single Malt

## Monday Featured Speaker



Courtney Godfrey is a local TV reporter at Fox 9 in Minneapolis, Minnesota. Her job has taken her from New York City to Louisville, Kentucky, and given her the opportunity to cover some of the biggest news events of our time.

In September 2017, the course of her life took a drastic turn when she was involved in a horrible boat accident. The injuries she sustained prompted her to find a new purpose, leading her to a life rooted in advocacy and philanthropy.

In 2021, she took a leave of absence from her career in television to pursue another passion - putting life as she knew it on hold to become a competitive snowboarder. She quickly found success, earning her way onto the World Cup para-snowboarding circuit. After taking last winter off to welcome her second baby, she returned to competition this winter and hopes to make the US team for the 2026 Paralympics in Italy.

She is on the board of amputee non-profit Wiggle Your Toes, as well as serving on the Hennepin Healthcare Foundation. On her own time, she advocates for amputee rights at the state and federal level and provides one-on-one peer support to new amputees.

On top of all that, she's also a wife and mother. She lives in the Twin Cities with her husband and their four-year-old son Callan and one-year-old daughter Frankie.

# Space to Sales Strategy (Spirits)

- 

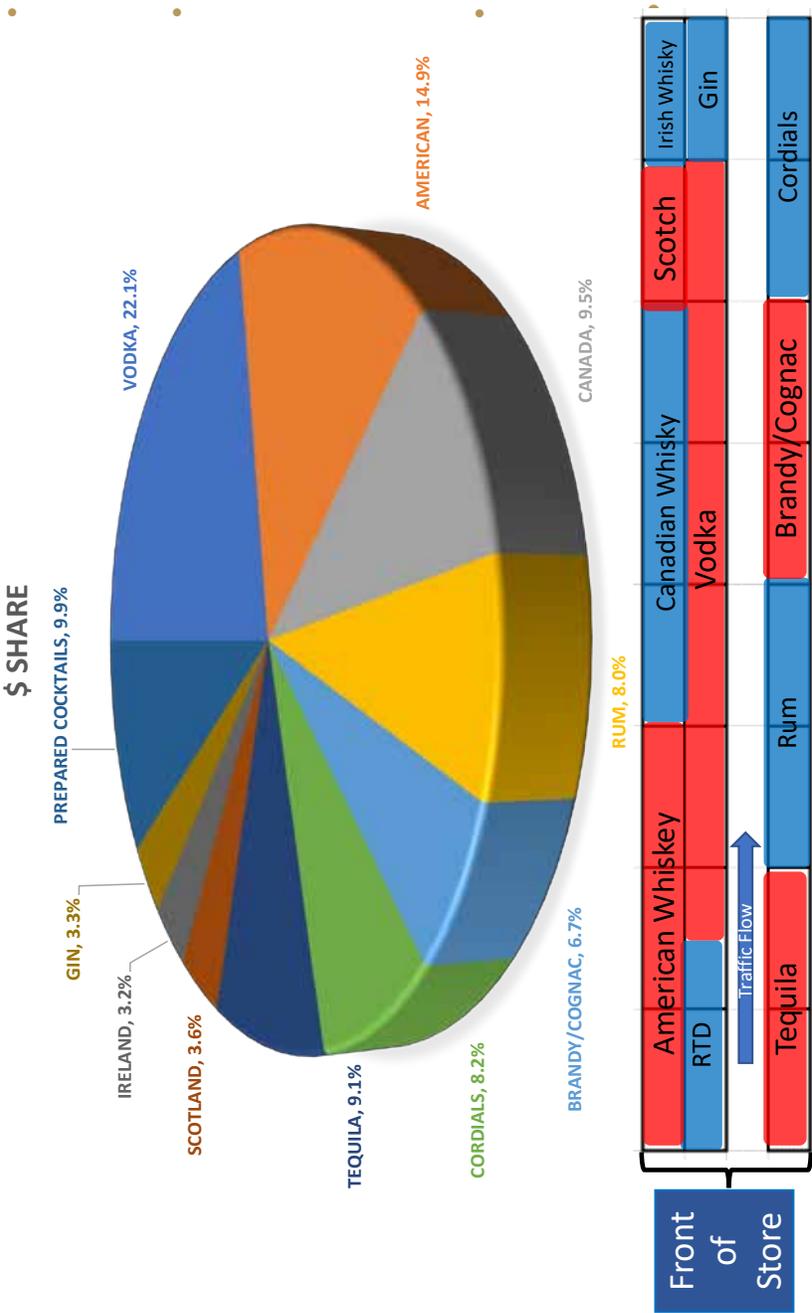
If you have 24 - 4' Segments (96') for spirits, below is how your spirit set should look according to the current \$ Share data from MIN Nielsen

- 

Place categories with a high consumer affinity together to drive incremental sales

- American, Canadian, Scotch and Irish Whiskey
- Vodka ↔ Gin
- Tequila ↔ Rum

Make sure not to place growth categories like American Whiskey, Tequila and RTD in locations that don't allow for future expansion



**A simplified spirits shopping experience can generate up to a 12% increase in sales**

Source: Nielsen Minnesota Liquor Plus xAOC Census Only 52 Weeks Ending 2/24/2024



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# Space to Sales Strategy (Wine)

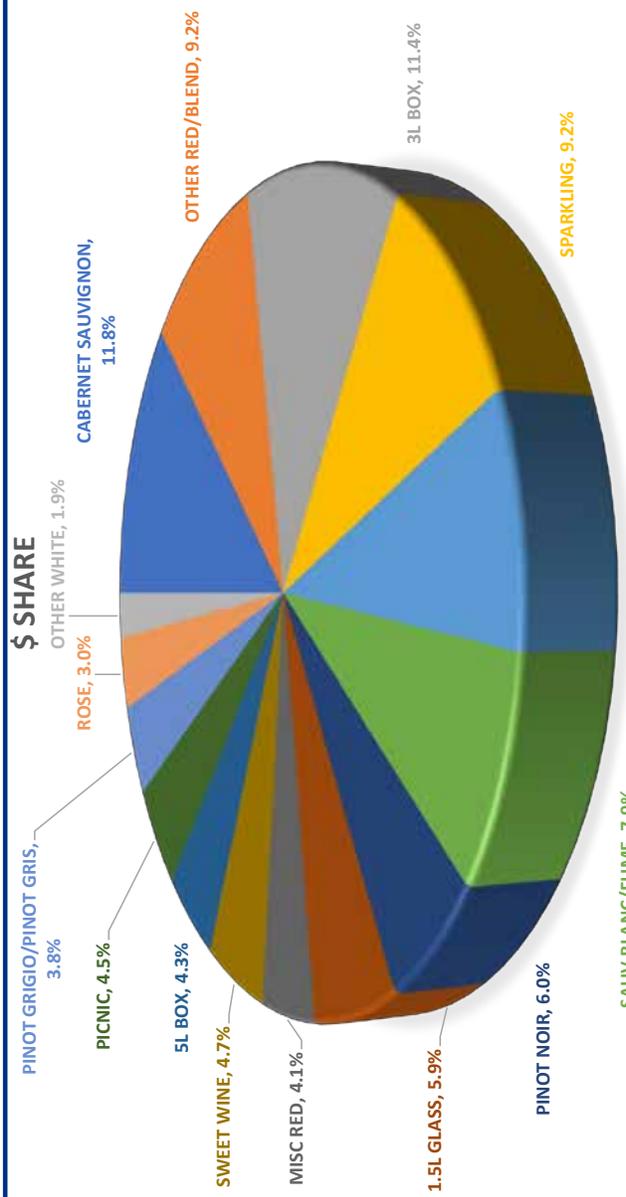
## Space to Sales

- The basic philosophy of space to sales is that the space allocated to a category should be proportional to the revenue it generates
- Below is an example of how to lay out a wine department with ideal category spacing, category adjacencies and category placement
- Picnic includes 187ML, 375ML, 500ML, and 250ML items
- Misc Red includes Zin, Syrah, Malbec, and Merlot

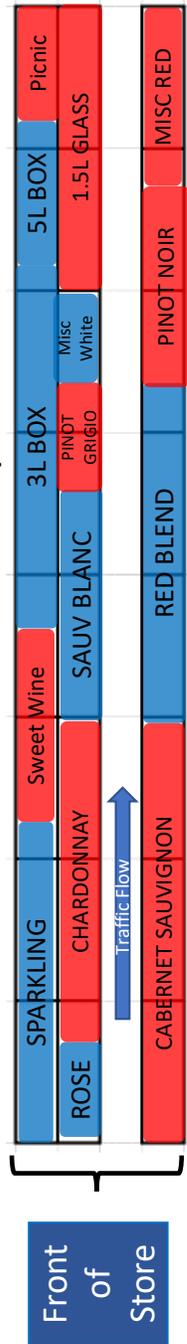
## Tips for Wine Category Layout

- By grouping red wines, white wines, and alternative packages together you reduce the shopper's decision making by 33%
- Simplifying the shopping experience leads to a larger basket size through impulse purchases

**A simplified wine shopping experience can generate up to an 8% increase in sales**



## Recommended Wine Layout



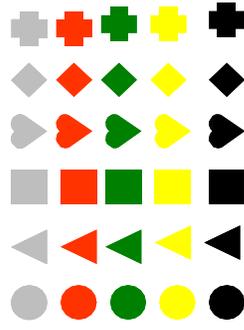
Source: Nielsen Minnesota Liquor Plus xAOC Census Only 26 Weeks Ending 2/24/2024



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# Shelf Principles: Make it Easy so they Buy More

- > Up to 65% of purchase decisions made in store – critical to get it right
- > Don't fight human nature – adapt your store to shoppers
- > Simplicity is key



**HIGH**  
  
**LOW**

## 1. BLOCKING

- > Horizontal and Vertical
- > Straight Lines
- > Defined Edges
- > 4' to 6' Wide
- > Simple Shapes (rectangles)

## 2. ANCHOR BRANDS

- > Shoppers navigate by major brands
- > Shoppers view eye shelf first and most
- > Place leading brands on eye shelf at leading edge of traffic flow

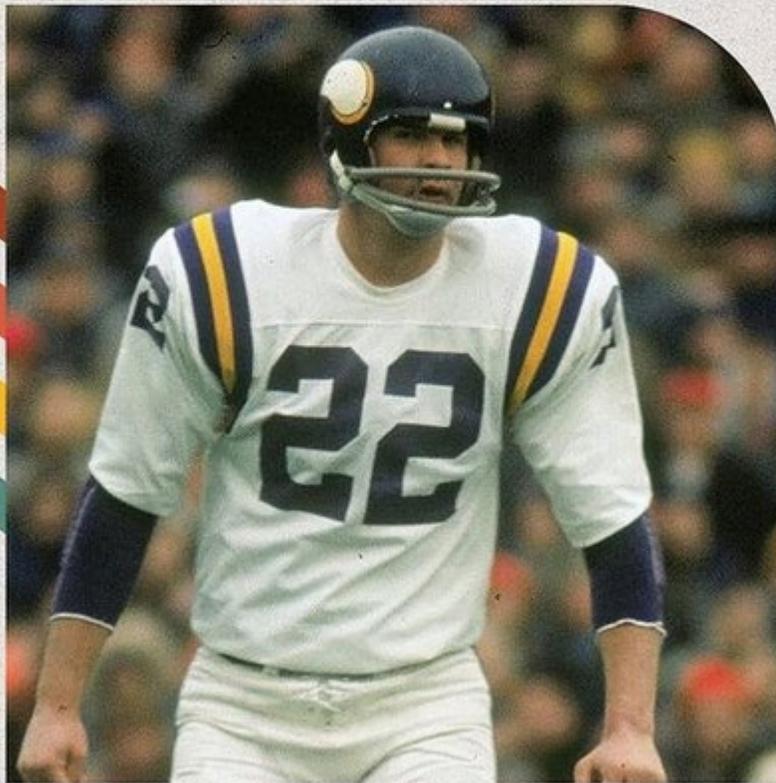
## 3. HIGH TO LOW

- > Shoppers expect it
- > Supports higher sales and profits
- > Only price shoppers shop price – don't trade other shoppers down



Monday Relationship Building with  
MolsonCoors

**THE 100 GREATEST  
PLAYERS IN NFL HISTORY**



**#86 PAUL KRAUSE**

**SAFETY — 1964 - 1979**



# 2024 MMBA Annual Conference

## The Leadership Game

## **How to be For Your Community**

### **Discuss**

What's your favorite company or brand?

What's one thing that company or brand is known for?

How is that company or brand delivering on their brand promise?

What's your business known for?

What do you **want** your business to be known for?

### **Be For Your Customer**

Customer service is \_\_\_\_\_

Customer engagement is \_\_\_\_\_

\_\_\_\_\_ leads to \_\_\_\_\_

\_\_\_\_\_ leads to \_\_\_\_\_

Action: Who can I \_\_\_\_\_ this week?

### **Be For Your Team**

Active \_\_\_\_\_

Alliance \_\_\_\_\_

Customized \_\_\_\_\_

Action: What does it feel like to work with me?

### **Be For Your Community**

What \_\_\_\_\_ are we trying to solve for the community?

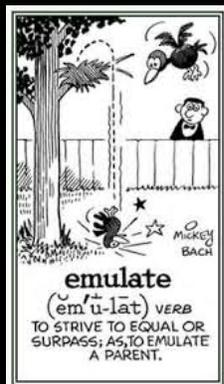
How are we making the \_\_\_\_\_ better?

Why should the community care if our organization starts to \_\_\_\_\_?

## SUCCESSING IN THE 2024 COMPETITIVE ENVIRONMENT



## MESSAGE TO JUDGES



Focus on examples  
others can emulate!!

## Community Involvement Award



## RANIER LIQUOR PROMOTIONS

### THE STORY

They say it takes a village to raise a family. The same holds true with our municipal. No matter what event the muni is holding everybody wants to join in and help. The small population of Ranier makes it feel like everyone is family.

Twice a year we have two separate customer appreciation days.

The first one is our annual customer appreciation pig roast. Between cooking the pig, bringing side dishes and naming the pig, our customers want to be right in the action.

The second customer appreciation is held right before Christmas. Staff and patrons put on their ugly sweaters, bring their favorite side dish to share and enjoy a delightful turkey dinner.

The Grinch makes an appearance and a local band entertains all night. Our Christmas party has expanded into raising money for a local family each year that has fallen on hard times no fault of their own. Whether there was a house fire, loss of a family member, major health issues or cancer it is a great way to give back to the community.

Ranier has a lot of retired veterans. A fun day is the Army vs. Navy football game. It's just another way we like to give thanks to our local veterans and yes, you will find amazing food.

We have numerous potlucks throughout the year and two of our favorite potlucks have turned into competitions. Our chili cook off and our soup cook off.

Hunting season can turn our small village into a ghost town. The big buck contest helps keep the on sale side going while people wait for the great white hunters to weigh in their trophy bucks. The exciting part about this contest is usually one female hunter places top three!

In the dead of winter when temperatures reach - 40 the Muni gathers community members and has an annual boot hockey tournament. From kids to grandparents you can find a wide age group of players on our outdoor ice rink.

Between games you can find kids sledding on our sledding hill, practicing on our kids ice rink or sitting by the outdoor fire eating a hotdog and sipping on hot chocolate. When the sun goes down and the kids go to bed we move indoors for a dance party.

Although we reach frostbite temperatures, we are lucky to have the community hall to hold beanbag tournaments in the winter.

Cribbage tournaments are held numerous times throughout our winter season. We have a wooden toilet bowl to sign each tournament to the person who places last.

We usually spend 60% of the year shoveling snow, so when the snow melts it's time to start having our larger events outside.

One of the town favorites is the Muni BBQ cook off. What started as one choice of meat to cook has grown into three choices of meat which gives the chefs three chances to win. You can find smokers and barbecues placed all over the parking lot. The delicious aroma fills the town. Members of the community help by either being a contestant, bringing a side dish or signing up to be a judge. Throughout the day a large bean bag tournament is held and into the evening a local band entertains everyone.

The Ranier muni has a co-ed softball / beer league team. On Wednesday nights you can find staff members and patrons playing other neighboring bars.

Interesting fact about Ranier!

We have no leash law for dogs that live in Ranier. Each four legged friend registers at the town hall, have their picture taken and is given a red dog tag.

Each day the Muni can be guaranteed to have our four legged-friends show up for their daily treats. Happy hour isn't just for humans. The dogs also like 2 for 1 treats. You can even find certain dogs trying to claim a barstool. Each year we hold a dog parade for our furry friends.

We cannot forget about our youth members. Each summer we hold a big dance party in the parking lot for the kids. Bubbles galore, beach balls, goggles, sprinklers and the pure joy of laughter.

The Muni takes on a large role in planning our founders day. From rock bands, comedians, food trucks, adult and kid games, name that tune, kid parade, regular parade, local art and craft vendors, a dunk tank to raise money for youth sports and much more.

Aside from the usual bar activities such as dart league, pool league, meat raffles, trivia and bingo the Ranier Mural is the hub of our community and is also guilty of having fun.

Fun fact!

We had a couple get married right in our bar!

**AND  
THE MORAL  
OF THE  
STORY IS...**

*There are PLENTY of ideas bars can utilize to SUPPORT  
the community AND make MONEY!!!*

*Congratulations*

*Team of the Year*



PRINCETON WINE & SPIRITS

## THE STORY

- Sales and profits increasing.
- Average tenure is six years. One employee has been there 20 years, another for 12 years, another for 10 years.
- Staff takes ownership including facility appearance, inventory placement, product knowledge and sampling with customers.
- Active in MMBA Community Value programs and community grants.
- Store Manager Dylan Donner encourages staff to ask questions about new products, readily gives them the knowledge they're looking for, and directs them to sample new arrivals with customers. This has greatly helped increase their average sale, product knowledge, and ability to upsell, which in turn has led to increased sales and profit margins.

## THE STORY

The most important thing is staff at Princeton Wine & Spirits know they are appreciated and they're given the tools needed to succeed.

They take pride and ownership in working together towards the common goal of making Princeton Wine & Spirits a pleasant shopping experience and an important community asset.

# AND THE MORAL OF THE STORY IS...

Ask yourself....

*How does you staff feel?*

*What do they think?*

*How are you supporting them?*

*Are you and your team on the same page?*

# Congratulations

## In-Store Experience & Design



### BC (Brooklyn Center) Liquor Community Mural

## THE STORY

**BROOKLYN CENTER AT THE CENTER**

**BROOKLYN CENTER LIQUOR**  
Celebrate Responsibly at the Center

*Beautiful Brooklyn Center*

**Building Our Home Together**

The Arts are one of the most powerful means of communication and coping we have at our disposal today. We would like your input to generate the design for Public Art at the **Brooklyn Center Liquor Store #1 (1350A Shingle Creek Crossing)**. Local Mural Artist Guillermo Valadez will begin creating Public Art at this location as early as June 2023.

## THE STORY

### ***Liquor Store Mural Completed!***

This mural serves as a reminder that together, we can overcome challenges and build a harmonious future, symbolized by the monarchs, a species that holds various significance in various cultures and contexts. The monarchs, like our community, reflect the journeys, struggles, and aspirations of those who have migrated to a new land. As resilient, adaptive, and diverse as the monarchs, our community reflects those who transcend physical limitations in pursuit of safety, opportunity, and a better future. The City of Brooklyn Center celebrates the journey of migration, the strength of adaptation, and the beauty of cultural diversity. Through this mural, we hope to honor our diverse city's shared experiences. You can find this completed mural at Brooklyn Center Liquor Store #1 - 1350A Shingle Creek Pkwy.

**AND  
THE MORAL  
OF THE  
STORY IS...**

*Explore joint opportunities with your city  
for increased exposure and mutual gain.*

*Congratulations*

*Best Innovation*



PAYNESVILLE LIQUOR FACEBOOK VIDEOS

## THE STORY

- First Nomination:

Manager, Bill Ludwig, has become the face of the store and **stepped out of his comfort zone** by posting videos on Facebook to attract new customers as well as keep his current customers engaged.

Anyone who knows Bill is aware that social media and technology are not in his field of expertise and posting videos of himself is most definitely something he would normally not do.

However, Bill has put that all aside and has created videos that are informational about products new to the store, upcoming events or he goes live during events to show the turnout and the fun the crowd is having.

## THE STORY

- Second Nomination:

This past year manager, Bill Ludwig has been promoting items, events and the store itself via Facebook live. Each event remains on Facebook for 30 days.

Bill appears in the improvisational feeds.

The first event he went live with was for the Firefighter event. He also had great success going live, with a Battle of the Wines that was attended by 120 people, he was later told that most all of those folks came back the next month. Repeat customers!

Bill did a spoof on ice fishing that showed him fishing outside the store, he got **1500 hits** on hits on that feed alone. He also uses this platform to teach how to mix a cocktail and introduce new products that are being sold in the store.

This effort by Bill has increased awareness on line and foot traffic into his store.

## THE STORY



There was going to be a THIRD nomination.

But two is enough!!!!

**AND  
THE MORAL  
OF THE  
STORY IS...**

*Getting out of your comfort zone can lead to successful results.*

*(And the world won't end!!!)*

*Congratulations*

*Best Themed Promotion*



THE DOCKSIDER (LONGVILLE)  
"BUY A FIRE FIGHTER A DRINK" PROMOTION

## THE STORY

With this program, customers were able to “buy” a drink for a local firefighter.

During the months of August and September, the bartenders would ring up a \$4 or \$5 special drink chip at the customers request to donate to the program.

They were able to buy every firefighter a Coors/Coors Light at the bar and the rest was a direct donation to the fire department.

The night all the firefighters came in also boosted sales for that day as they did not just stay for their free drink.

All municipal bars could participate in the program and show support for their community.

## THE STORY



**AND  
THE MORAL  
OF THE  
STORY IS...**

*It's OK to make money AND give back to the community!!!!*

*Plus, it doesn't take much effort when working with MMBA Commercial Members!*

*Congratulations*



kaliak



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