

## ON THE HORIZON

### THE WHOLE PLANT

Lumen makes cold-pressed hemp shots from a minimally processed source. It's the closest you can get to eating raw hemp leaves. ([drinklumen.com](http://drinklumen.com))

### WEED SOMMS

The Trichome Institute teaches weed somms, or interpeners, to identify terpenes, pinpointing each plant's psychoactive and medicinal properties. ([trichomeinstitute.com](http://trichomeinstitute.com))

### BETTER CLASSIFICATION

Marijuana was once categorized two ways: indica, broad leaf; was thought to be sedating; sativa, narrow leaf, stimulating. The industry now sees it on a spectrum, emphasizing a strain's effects, like "happy" or "calm." And expect more nuanced labeling: There's talk of mapping the plant's taxonomy and its strains to help determine which terpenes and cannabinoids work best for each individual.

## WEED VS. WINE

"Wine country is weed country," says Jamie Evans, founder of The Herb Somm, a cannabis lifestyle brand in the San Francisco Bay Area and author of the forthcoming book *The Ultimate Guide to CBD*. With a similar agricultural focus and emphasis on terroir, Evans says, "It makes sense for both industries to come together to collaborate." There are those who agree, as the rise of canna-tourism and wine-and-weed tours cropping up in destinations like Sonoma County attest. But there are just as many wine growers and vintners who see the cannabis industry as a danger to their livelihood. Because cannabis and wine are farmed in many of the same places, the new crop has been the source of some tension in both industries, which compete for laborers, real estate, and customers.

## A TRIBUTE TO TERROIR

Winemaker **Francis Ford Coppola** teamed up with sustainable cannabis farmers the Humboldt Brothers for **The Grower's Series**, a bottle-shaped tin containing matches, a pipe, rolling papers, three one-gram samples of cannabis flower, and information about each strain's terroir. Each year the flower will change according to the grower and the harvest, just like wine vintages. Consider it the ultimate stash kit for a wine and cannabis lover. (*California only, \$59. callchill.com*)

## BY THE NUMBERS

**45%** of alcohol consumers now also use cannabis



**77%** of those still prefer alcohol for celebrations

**56%** of those prefer cannabis for relaxation

# 1,000%

Growth in sales of CBD beverages in 2019 year-over-year

SOURCE: BDS ANALYTICS

## WHERE TO KEEP UP

kitchen  
toke



### KITCHEN TOKE

This quarterly magazine is dedicated to food and weed, covering the intersection of cannabis and all things culinary to create relevant and of-the-moment recipes and stories. ([kitchentoke.com](http://kitchentoke.com))

### SMIFF & LEARN

Richard Betts, the Master Sommelier and author of *scratch-and-sniff guides to wine, whiskey, and beer*, is coming out with a weed version: *The Indispensable Scratch & Sniff Guide to Cannabis*.

### THE HERB SOMM

Jamie Evans draws on her experience doing marketing for the wine industry to build bridges between cannabis and wine through her blog and a Bay-area wine-and-weed event series. ([theherbsomm.com](http://theherbsomm.com))