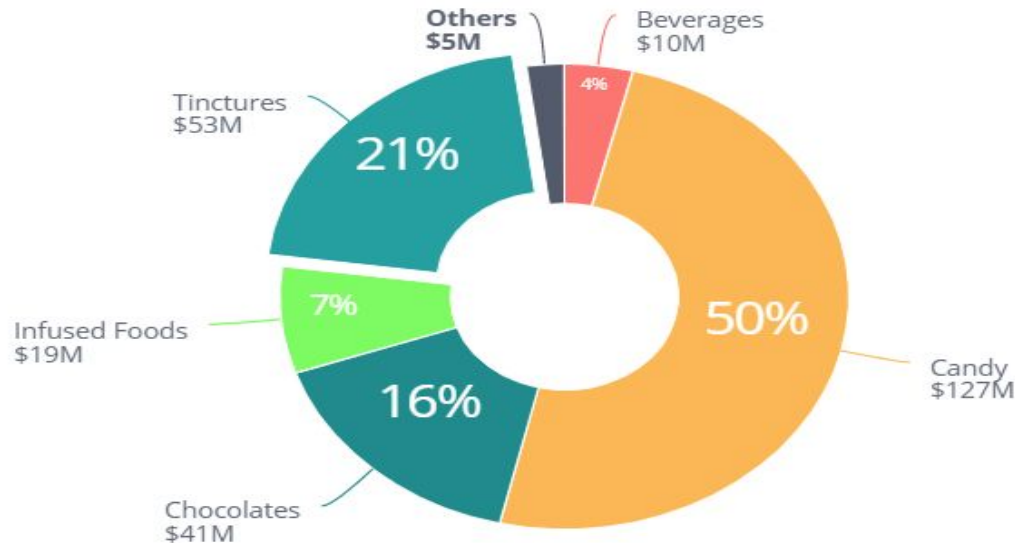


Overall Edible market graph



Dollars Sold

Dollars Sold
\$52.84M

Units/Grams Sold **1.26M**

Average Retail

Average Retail Price Per Unit
\$41.87

Number of Ingestible Brands

Number of Brands
60

Units Sold by Price Point (\$5 Bands)

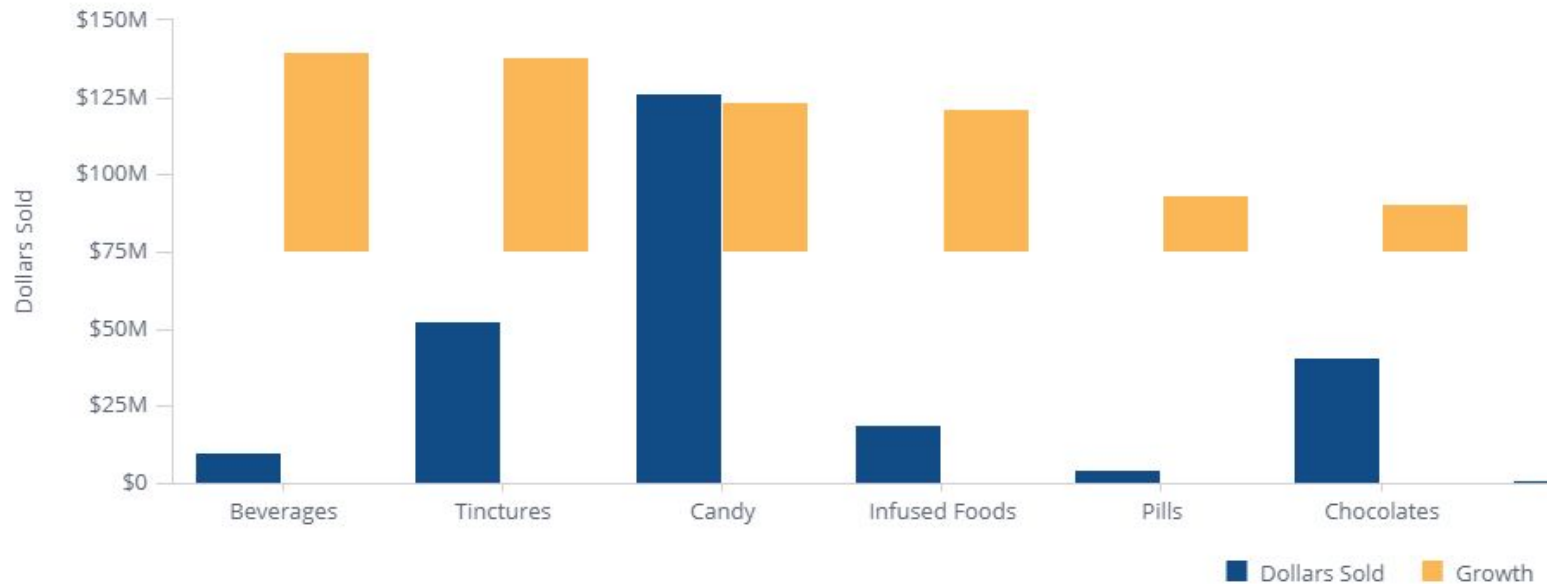


- Numbers are representative of 2017 to present

Category Level 2 - Dollar Sales Trend

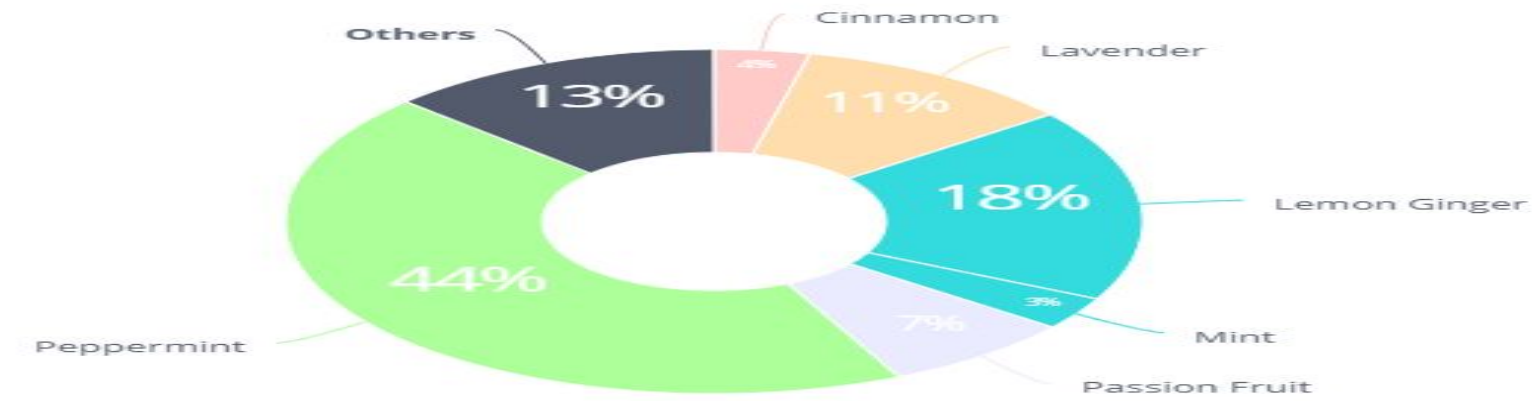
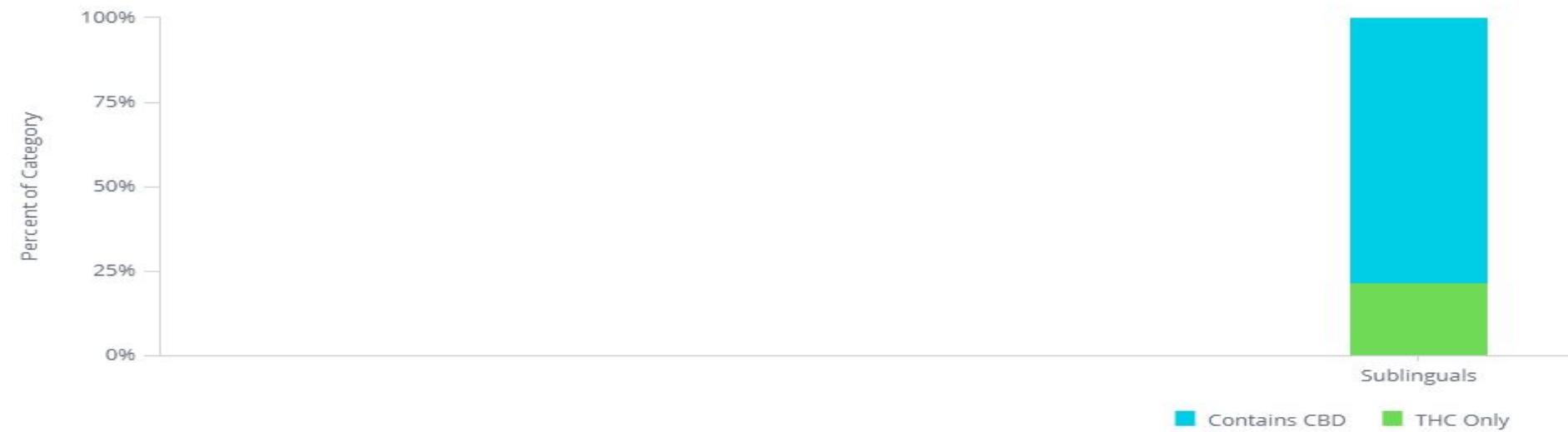


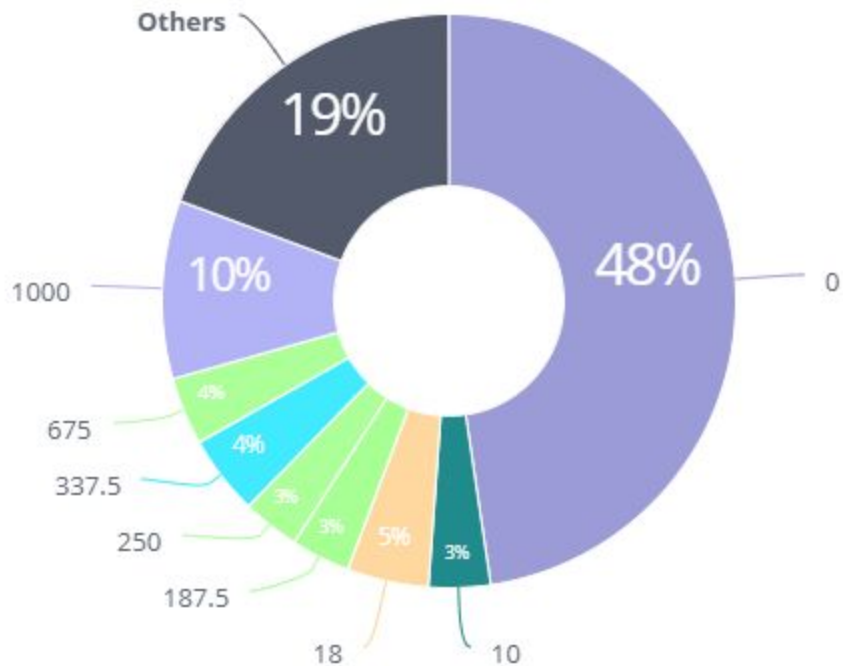
Category Level 3 - Dollar Sales and Growth



- Given that tinctures are a more expensive item, they've managed to outsell (dollarwise) chocolates thus far. Also have the second highest growth rate behind beverages.
- Has the 2nd highest growth margin behind beverage market for edibles.

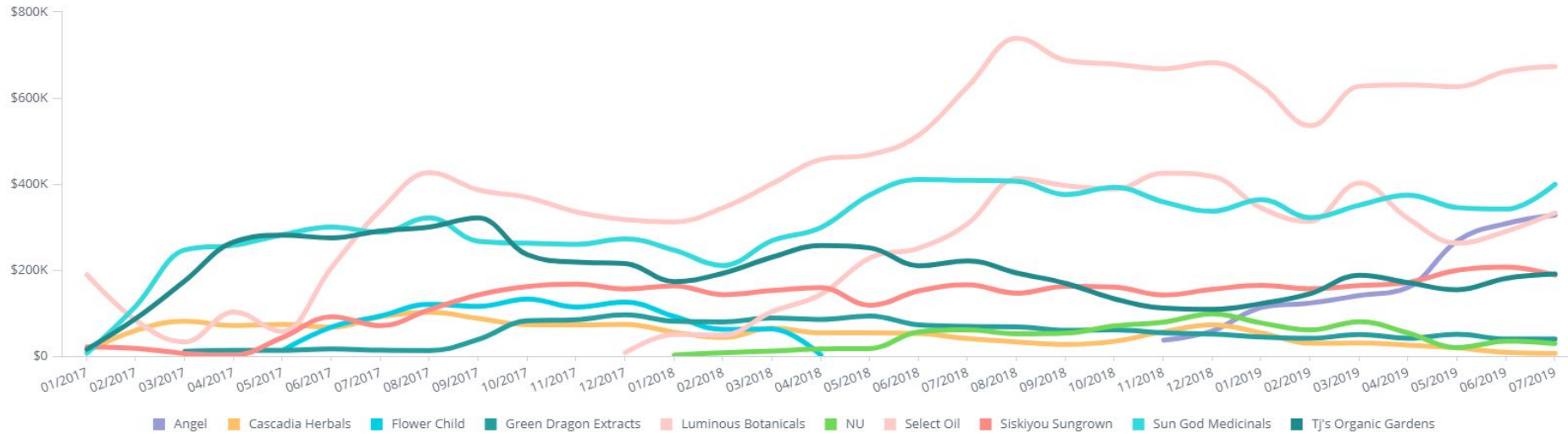
Product Attributes - Percent of Products Containing CBD





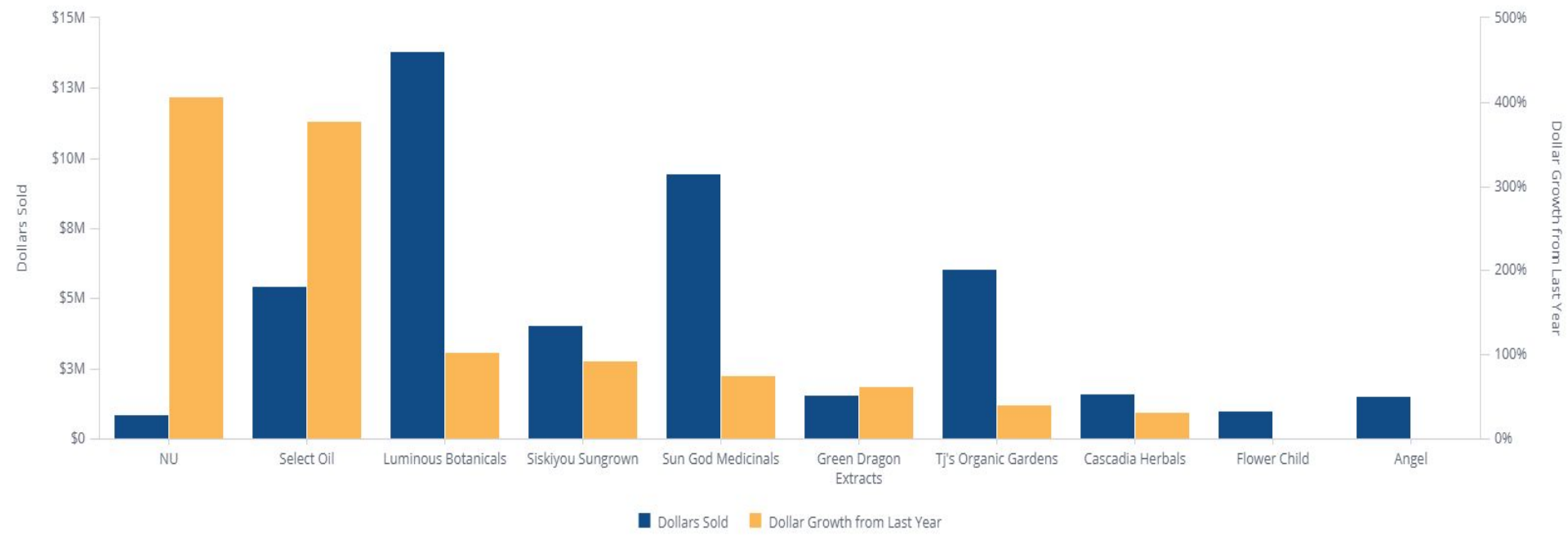
- **Total MG CBD per bottle average**
- 10% of tinctures have 1000mg of CBD in them? Would like to look at this with Sam and Zach to get their interpretation on this piece of data

Dollars Sales by Month of Top 10 Brands

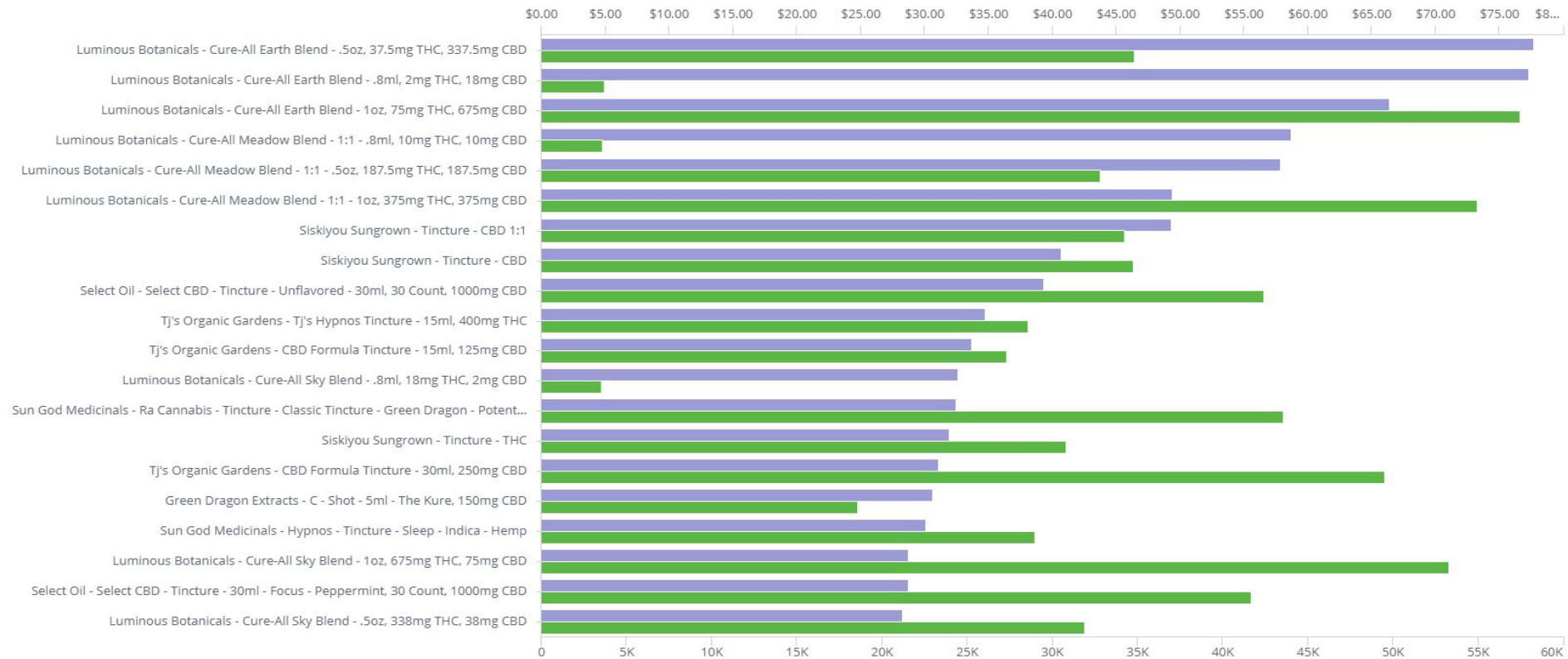


- Luminous products are in a lipid based oil that also has transdermal properties. Ian says that they used almond oil when he visited their facility. Attractive branding, their bottles are blue thus they stick out. Provide test results and they kill it from an educational perspective.

Top 10 Brands - Year over Year Growth



Top 20 Items by Units Sold



Top 20 Items by Dollars Sold

