



Re: Plift Support of HF 1615

April 22, 2025

Chair Stephenson, Chair Torkelson, and Members of the House Ways and Means Committee:

Minnesota set the stage for what a hemp beverage regulatory framework should look like - thanks to the great work of many of you who helped set up this marketplace for THC beverages two years ago.

Minnesota is a nation-leading market with steady growth, educated consumers, and a network of retailers, distributors, and manufacturers who want to see hemp beverages flourish.

However, in the past twelve months, both new and well-established brands have chosen to forego launching their products in Minnesota because of a state-specific and a nuanced labelling requirement that prevents brands from being compliant with both Minnesota law and the laws of certain other states.

In Minnesota, a lower-potency hemp beverage can have up to 10mg of THC per can so long as the can contains no more than 2 - 5mg servings of THC per can.

However, states such as Georgia and Kentucky currently do not permit multiple servings per container, and states like Rhode Island and Illinois are contemplating legislation that would not permit multiple servings per container. The only way for a brand to work around this issue is to significantly invest in packaging materials or launch in a new market without their top-selling 10mg drinks - neither option is great.

The provision to fix this situation is found in HF 1615, the Cannabis Omnibus bill on lines 52.32-52.33. This change permits brands who sell a 10mg drink to label that drink as a single 10mg serving - with only one serving per container. This change will keep in line with the spirit of the law that caps THC beverages at no more than 10mg of THC per can while evolving with the national hemp beverage regulatory landscape.

This small fix will also allow Minnesota businesses to export their great products to other states and allow other out-of-state businesses to throw their hat in the ring and see if their brand can compete with the best of the best in Minnesota.

Sincerely,

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