



FOR IMMEDIATE RELEASE

Cannabuzz named First Associate Member of Wine & Spirits Wholesalers of America THC Drink Supplier Category

LEXINGTON, KY — September 25, 2025 — Cannabuzz, Lexington-based maker of adult, hemp-derived THC ready-to-drink (RTD) beverages, has been accepted as an associate member of Wine & Spirits Wholesalers of America (WSWA) — the organization's first member in the THC-infused drink supplier category. The milestone aligns with Cannabuzz's vision to provide non-alcohol cannabis RTDs through safe, adult-use, and compliant standards.

"We're proud to be the first THC brand to join WSWA's THC beverage category. We look forward to collaborating with the organization and providing our industry expertise to help grow a safe and accessible market," said Annie Rouse, Cannabuzz CEO & Founder.

Mainstream RTD wholesalers, retailers, and hospitality operators are actively evaluating how hemp-derived THC beverages fit into a modern, responsibility-led beverage set. WSWA membership provides Cannabuzz access to distributor expertise, best-practice frameworks, and policy engagement as the Cannabis category matures.

Early Focus Areas include:

- **Standards & safety:** Clear serving sizes, potency transparency, QR-linked COAs, and retail training for responsible service.
- **Channel readiness:** Packaging/UPC compliance, age verification, and merchandising guidelines for grocery, c-store, and hospitality.
- **Education:** Plain-language FAQs for shoppers and staff; how THC RTDs complement today's moderation and 0-proof lifestyle trends.

"Our goal isn't just to sell drinks — it's to help retailers, distributors, and regulators align on simple guardrails that protect consumers and give stores confidence to stock the category," added Rouse. "We believe standardized labeling, potency appropriate serving sizes, and clear age-gating will define the next chapter of adult cannabis beverages. We're excited to join beverage-alcohol's leading trade group to help build these responsible standards for hemp-derived THC RTDs."

About Cannabuzz:

Cannabuzz is a women-owned beverage company, founded by hemp industry veterans and headquartered in Lexington, Kentucky. The company produces and distributes low-dose, hemp-derived THC ready-to-drink beverages, promotes responsible standards and supports bridging the gap between alcohol and cannabis.

Learn more at www.cannabuzz.com.

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