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Pot Cola, Sodas Coming to Medicial Marijuana Outlets

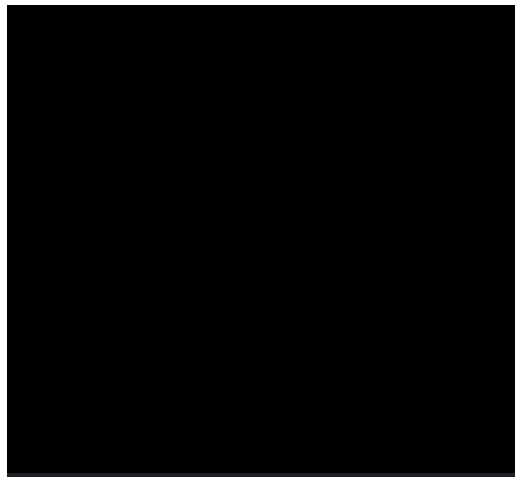
Medical Marijuana Users May Soon Have Pot Cola '12 Mind Blowing Ounce' Bottles

BY LYNEKA LITTLE

Jan. 28, 2011



Canna Cola is the new spoonful of sugar to help the medicine go down.



The beverage combines soda and THC, a psychoactive ingredient found in marijuana, to create a drink that co-brand-developer Clay Butler calls "medibles," edible medicine.

"A lot of people simply don't want to smoke," says co-brand developer Clay Butler. "It's very easy to take your medication in the form of a cookie, soda or brownie and you can do that without drawing attention to yourself."

Why soda pot? "Some people prefer medibles because it's better on the body than smoking or prescription drugs," says Butler. The use of marijuana-infused cola "allows them to stay away from the prescription pain killers."

The marijuana soda comes in "12 Mind Blowing Ounces" and is expected to cost \$10 to \$12 but will vary based on the price of supply at dispensaries.

The drink will feature five flavors: Canna Cola, the Dr. Pepper styled Doc Weed, Orange Kush, Grape Ape and Sour Diesel. The company decided to pick

classic soda types shunning atypical drinks like Lychee flavors because they provided a full spectrum of flavors.

"It had to do with understanding people were going to expect to have the classic flavors to begin with," says Butler, who also envision a root beer or punch-flavored version of the drink.

But, if you're wondering how the new drink tastes don't ask Butler. "I've never tried marijuana and I don't drink soda," Butler says.

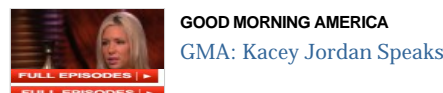
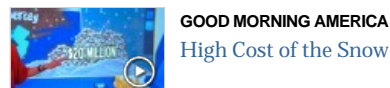
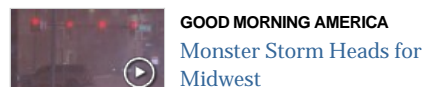
In order to create the beverage testing had to be done with a very controlled group because one ingredient is not exactly legal for all.

"You don't just get a group together and say 'hey let's try this,'" says Butler. "This can only be manufactured, used, depending on which state you live in. You can't just round people up on the street and do testing," he says. "The formulas are tested on people already trying medibles or people with medical marijuana cards" based on the law.

Medical marijuana users in Colorado will get the first chance to try the drink. The company expects to begin selling the product in there in February before expanding to the huge California market.

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While the majority of Americans would support using medical marijuana to treat chronic conditions, the drug is only legal in 15 states including the District of Columbia.

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