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MARIJUANA SODA PROVIDES A HIGH WITHOUT THE SMOKE



Analysis by David Teeghman
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One Colorado soda company has developed a line of sodas that have an unusual ingredient: marijuana. Dixie Elixirs has made their drinks available to anyone with a prescription for medical marijuana.

The drinks come in eight different flavors, including pink lemonade, root beer and grape. But if the company really wants to get their drinks into the hands of marijuana lovers, they may want to start working on pizza and nachos flavors.

But marijuana is only legal to consume in 14 states with a prescription from a doctor. So, unless you are one of the approximately [half-million people](#) who is a medical marijuana patient, this pot-infused soda won't do you much good.

It's an open secret that you can smoke marijuana and still be a valuable part of society. But when you think of smoking weed, you're more likely to think of Cheech and Chong than the people running the United States government. (Even though at least two U.S. presidents have admitted smoking it.)

The drink makers say part of the reason they developed their line of mary-jane drinks was to remove that "reefer madness" stigma associated with marijuana smokers.

If California voters [decide](#) to make recreational marijuana legal this November, you may start seeing these organic sodas (the drink makers really know their audience) in grocery stores and liquor stores right next to the stuff from Pepsi and Coke.

But if Coca-Cola's history is any sign of what the company might do next, they could return to [the heady days of putting mind-altering substances](#) in their sodas.

At a time of [sagging](#) soda sales, drink makers are looking for a way to boost sales, and marijuana might be the answer. Medical marijuana has already proven an effective way at boosting newspaper sales, of all things. The New York Times [reports](#) that medical marijuana ads in small Colorado newspapers boost revenues enough for it to increase the size of its staff.

Photo: Dixie Elixirs

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