

C-STORE CONNECTION

Newsletter by **DFW Alcohol Permits**

Hopping on the CBD Train?

Recently, Governor Greg Abbott signed a law that legalized both hemp production and the sales of CBD products throughout the entire state of Texas. This opens a wealth of opportunities to small business owners – and convenience store owners and gas station owners can get in on it as well.

Understanding CBD:

CBD is the abbreviation for cannabidiol, which is a compound that is found in cannabis plants – it's just one of the many cannabinoids that is found in these plants. You may think cannabis is just marijuana, but hemp is a close cousin and is also a cannabis plant, as are a small handful of others.

Both marijuana and hemp have CBD, but marijuana contains a much higher amount of THC, which is what makes you high. The amount of THC in hemp is negligible, and, thus, hemp is typically not considered to be a drug. Hemp, along with

products made from hemp, are what have been legalized through the aforementioned legislation.

What can CBD products do?

CBD products have been shown to have a

variety of health benefits to those who use them regularly. Here is just a quick look at some of the things that CBD has been shown to do.

- Reduce seizures and tremors associated with various disorders (Parkinson's, epilepsy, etc.).
- Provide pain relief for those with chronic pain or cancer.
- Effectively treat anxiety and depression without the threat of addiction.
- Treat skin issues like acne and rosacea (studies ongoing).
- Potentially reduce neurological issues associated with Alzheimer's and dementia (studies ongoing).

As more studies are done and the use of CBD oil extracted from hemp becomes even more widespread, it's likely that researchers will find more positive effects associated with using it. And, as a result, it's likely that we'll start to see a lot more CBD oil-based products on store shelves.

Why should convenience stores consider CBD products?

As a result of all of the health benefits discussed here, there are a lot of people who are using CBD-based products in order to take care of their ailments in a safe and natural manner. This is especially true when it comes to millennials (those who are in their 20's and 30's) and/or those who are digitally savvy, as CBD has become quite a trend. It's a safe, natural, and more affordable option for medication and overall health and wellness.

Not only that, but hemp-based CBD oil is poised to become pretty big business in the future. There are some market esti-

mates that say that, by 2022 (just three years from now), the hemp-CBD market will have sales of almost \$650 million a year. For such a young industry, that's a huge leap, and it's only going to be up from here.

Which products should you consider?

So, you're convinced that CBD oil may be worth an extra look. But, you may be asking, what products are going to be best to drive sales? What things should you explore and how many different products should you put on your shelves?

Beverages are always a good place to start as you dip your toes into offering hemp-based CBD products. These can include single dose shots, water, juices, tea, and even ready-to-drink coffee. Since beverages are likely one of your biggest sellers already, it will likely be quite a simple transition to add products with hemp-CBD included to what you already offer. And, according to the National Restaurant Association, beverages are set to be the number 1 trend in this area.

CBD infused foods are another option that you may be looking at as well, and the National Restaurant Association labels them as the number 2 trend to look for in hemp-CBD products. Ice cream and desserts are some of the most common options for CBD-infused products, but you can find them in a number of other foods as well. Gummy bears (or other gummy treats) are also incredibly popular, especially for those who are looking for something that they can take a couple times of day to deal with pain or other symptoms.

It's also likely that more products will come along in the future, so you want to

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keep an eye on market trends and see which hemp-based CBD products are getting a lot of traction and attention in the greater marketplace.

As you can see, there are a lot of different reasons that CBD oil and CBD oil-based products are a solid next step for convenience store owners that are

looking to expand their inventory and offer a wider array of options to customers that may be looking for health and wellness supplies. Are you considering adding CBD oil and its related products to your lineup of health and wellness products? Or have you been doing so since this legislation was announced? If you haven't, it might be

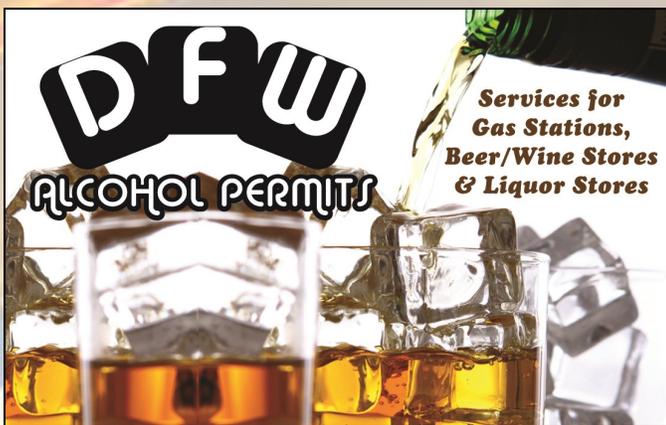
time to jump on the CBD train.

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Did You Know?

In 1947, a computer malfunctioned because of a moth caught in one of its circuits. A computer error has been called a bug ever since.

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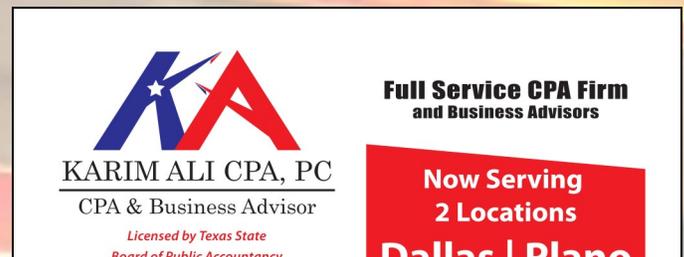
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Random Tip:

If you own the land where your c-store or gas station is situated, have you thought about renting your extra space to a billboard sign company? Or, you can erect your own billboard sign and rent out the advertisement spaces on your sign board.

(If you have a tip to share with the readers of this newsletter, you are welcome to share.)

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