NEWS | GLOBAL

AB InBev, Tilray focus on cannabis infused drinks

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By **Guest** | December 20, 2018



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> WordPress post #8323

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The partnership is limited to Canada and decisions regarding the commercialization of the beverages will be made in the future. The research partnership combines AB InBev’s deep experience in beverages with Tilray’s expertise in cannabis products.

AB InBev’s participation will be through its subsidiary Labatt Breweries of Canada, one of the country’s founding businesses and its leading brewery, and Tilray’s participation will be through its Canadian adult-use cannabis subsidiary High Park Company, which develops, sells, and distributes a portfolio of socially responsible cannabis brands and products in Canada. Each company intends to invest up to $50 million, for a total of up to $100 million.

With strong track records of responsible product development and marketing in their respective industries, AB InBev and Tilray believe that the legal market for THC and CBD beverages will only thrive if the industry embraces appropriate regulation of adult-use cannabis, including responsible production, marketing, sale and consumption.

Read online: https://nuffoodsspectrum.in/news/31/13449/ab-inbev-tilray-focus-on-cannabis-infused-drinks.html
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