

Sampling Demo Tool Kit 2026

January 2026



Brand Ambassador Talking Points

Opening Lines: The goal is to capture consumer's interest quickly

- "There's at least ___ brands in this aisle. Do you want to taste the best one?"
- "What's your favorite canned drink? What if I introduced you to your new favorite?"
- "When's the last time you tried something new? How about today?"
- "Looking for something to relax/unwind without alcohol?"
- "Looking for something to drink socially without alcohol?"

Product Promotion: Quick product introduction to keep their interest peaked!

- "Señorita is a flavor-forward margarita that swaps tequila for THC. All the flavors are made with real juice and organic agave for premium taste, unlike a lot of canned drinks"
- "Señorita was Crafted by world-class winemaking icons Joel Gott & Charles Bieler who gave special attention to the premium ingredients and taste."
- "RYTHM offers full-flavor, functional THC seltzers with options to help you energize or unwind."
- "You can energize with Sativa which has caffeine and a juicy mandarin-orange flavor. Or unwind with Kush, which has CBD and L-theanine in Mango-Pineapple."

SEÑORITA



Brand Ambassador Talking Points

THC Quick Hits: *Combat the THC taboo quickly*

- “Swapping alcohol for THC gives you a similar experience, but without the hangover.”
- “The buzz feels similar to a glass of wine or a beer, but with lower calories.”
- “Most people report feeling social and happy. It’s fun but subtle.”
- “They kick in within about 15 minutes, so you won’t be waiting around waiting for the effects.”
- “If you’re new to THC or sharing with friends, I recommend the 5mg to start.”

Closing Remarks: *Remember your ABCs - Always be closing!*

- “If you need help choosing, ____ flavor is my personal favorite. Do you want one 4-pack or two?”
- “They’re available here for ____, which is a steal for the value.”
- “If you’re not ready to buy right now, check us out at [SenoritaDrinks.com or RYTHMdrinks.com]”



Dual Branded Demos: The Why

While we know best practice is to execute single-Brand focused demos, many accounts are asking for dual-branded demos as they take on both Senorita and RYTHM Brand beverages

- Dual Branded Demos allow us to drive quick distribution/gain support of the account with both Brands quickly
- Dual Branded Demos are to be used as the **EXCEPTION**, not the rule, and only when helping close a sale



Proposed Language for Dual Branded Demos

- Category First: “Interested in trying THC beverages? We have two great brands for you to sample today.”
 - RTBs of THC Beverages: Non-Alcoholic, Real Juice, Low Calorie, Fast Onset, No Hangover
- Brand Pitch & Points of Difference : “We have two distinct brands, each their own unique flavors and effects.”
 - **Señorita:** This is our take on the classic margarita, but we swap tequila for THC so you don't get a hangover. Because Señorita was founded by wine industry icons, Joel Gott & Charles Bieler, it's got strong flavor and is made with premium ingredients like real juice and organic agave. Great for social hour sharing.
 - Shorter: *Our take on a margarita that swaps tequila for THC. They're made with real juice unlike a lot of canned cocktails for premium taste.*
 - **RYTHM:** RYTHM offers functional, delicious options that are light, but with tons of flavor. You can energize with Sativa which has caffeine and a juicy mandarin-orange flavor. Or unwind with Kush, which has CBD and L-theanine in Mango-Pineapple. It's a flavor-forward THC seltzer without booze that's crafted to match how you move.
 - Shorter: *A full-flavor, functional, THC seltzer with options to help you energize or unwind. They're fast onset and made without alcohol so you can enjoy the buzz without the hangover.*

THC Beverages: Frequently Asked Questions

What Are THC Beverages?

THC beverages are drinks infused with tetrahydrocannabinol (THC), the primary psychoactive compound found in cannabis. These beverages come in various forms like seltzers, teas, sodas, and other drink types that contain measured amounts of THC.

How are THC beverages different from other cannabis products?

Unlike smoking or traditional edibles, THC beverages offer a *faster* onset of effects and *more controlled dosing*. They provide a liquid alternative to traditional consumption methods, with more predictable and manageable experiences.

Is Hemp-Derived THC the same as marijuana-derived THC?

Aside from the plant that it comes from, the Delta-9 cannabinoid is the SAME regardless of which plant it is derived from

Is Hemp- Derived THC Intoxicating?

Yes- the same dosage of hemp-derived THC and cannabis-derived THC will have the same effect and effect intensity

THC Beverages: Frequently Asked Questions

DOSAGE 101

- Dosage is a measure of concentration of THC / strength of the product, much like ABV
- Dosages in THC beverages are typically measured in milligrams (mg)
- Each person will respond differently to different levels of THC, exactly like how individuals respond differently to different levels of alcohol
 - Factors like individual tolerance and metabolism significantly impact the effects felt
- Beginners are advised to start with low doses (2.5-5mg) and wait at least 45 minutes to 1 hour before consuming more

Dosage mantra = **START LOW & GO SLOW!**

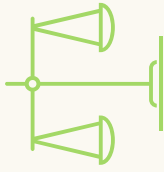


HOW WILL I FEEL?



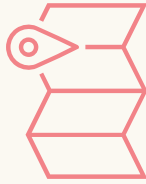
Think happy hour without the hangover. For most people, 5mg of THC feels like a glass of wine or two. Like with alcohol, everyone responds differently so start low and go slow.

THC Beverages: Legal and Regulatory FAQs



How are THC Beverages Even Legal?

THC Beverages are federally legal after Congress passed the 2018 Agricultural Improvement Act - “The Farm Bill”. The Farm Bill federally legalized hemp products by defining hemp products as having <0.3% THC by dry weight.



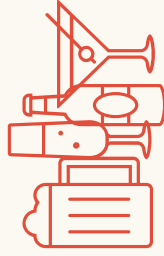
Are THC beverages legal everywhere?

While legal federally, regulations vary across markets. Some states explicitly allow hemp derived THC product sales, while others maintain strict prohibitions. Please consult with local regulations to determine any restrictions.



What age restrictions typically apply?

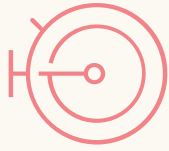
While no federal laws currently exist that mandate an age restriction, we believe that it is appropriate to only sell to 21+ consumers and many states are taking a similar approach to limiting sales to consumers 21+ years-old



Can THC infused beverages contain alcohol?

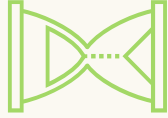
No. Alcohol product laws prohibit THC or CBD being added

THC Beverages: Effects and Consumption



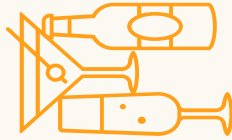
How quickly do THC beverages take effect?

Unlike traditional edibles, THC beverages can have a faster onset, typically within 15-45 minutes. Factors like empty/full stomach, individual metabolism, tolerance, and drink composition influence absorption speed



How long do the effects typically last?

While shorter than traditional edibles, effects can range from 1-4 hours, depending on dosage, individual metabolism, and tolerance. Peak experiences usually occur around 1 to 2 hours after consumption



Can I mix THC drinks with Alcohol?

Mixing is discouraged for consumers new to THC. Combining THC and alcohol can intensify impairment, so we recommend building comfort with each product before combining. Always consume responsibly

BRAND OVERVIEW



SEÑORITA
THC MARGARITAS

MEET SEÑORITA

Reasons to love SEÑORITA THC Margaritas



FAST
ONSET



NON
ALCOHOLIC



FULL
FLAVOR



LOW
CALORIE



NATURAL
INGREDIENTS



SEÑORITA

SEÑORITA Lime Margarita

Fresh, Fun, and Full of Flavor. Zesty Mexican lime meets organic agave for a smooth, balanced base. Then jalapeño steps in with a subtle kick that brings the heat—without overpowering the vibe. Bright, bold, and built to keep the party going.

5 or 10MG THC

70 CALORIES

LOW SUGAR

12oz / 355ml

Ingredients:

Organic Mexican agave,
lime juice, jalapeño,
Himalayan salt,
carbonated water, THC.



5MG THC



10MG THC

A new take on the craft margarita.

- Margarita continues to be the #1 cocktail preference in the US.
- FY2023 tequila and mezcal sales were up +7.9%.
- Brands like Cutwater lead RTD sales with their margarita SKU.
- SEÑORITA leverages a popular flavor profile enhanced by THC instead of tequila or mezcal.

SEÑORITA

SEÑORITA Mango Margarita

Juicy, smooth, and always in the mood. Totapuri mango leads with rich and perfectly ripe tropical flavor, backed by a splash of lime and a touch of organic agave. It's vibrant, easy-drinking, and crafted to bring the vacation buzz wherever you are—porch, pool, or pregame.

5 or 10MG THC

60 CALORIES

LOW SUGAR

12oz / 355ml

Ingredients:

Organic Mexican agave, lime juice, mango (totapuri), Himalayan salt, carbonated water, THC.



5MG THC



10MG THC

SEÑORITA



SEÑORITA PALOMA

Vibrant, lush, and endlessly easygoing. Ripe ruby red grapefruit, fresh lime, Himalayan pink salt, and organic agave blend into a bright, balanced refresher. It's a modern take on a classic—light, bright, and made to be shared.

5 or 10MG THC

70 CALORIES

LOW SUGAR

12oz / 355ml

Ingredients:

Organic Mexican agave,
Ruby Red grapefruit juice,
lime juice, pomelo juice,
Himalayan salt,
carbonated water, THC.



5MG THC



10MG THC

SEÑORITA



SEÑORITA RANCH WATER

Light, crisp, and effortlessly refreshing. Tart lime and sparkling mineral water meet organic agave and a dash of salt for a perfectly balanced sip. Clean and simple, it's built for winding down—or turning up.

5 or 10MG THC

40 CALORIES

LOW SUGAR

12oz / 355ml

Ingredients:

Organic Mexican agave,
lime juice, Himalayan
salt, carbonated water,
THC.



5MG THC



10MG THC



SEÑORITA

INTRODUCING

RHYTHMTM
THC BEVERAGES





#1

**PREMIUM CANNABIS
BRAND IN THE WORLD***(By \$ Sales)*

For over a decade, RYTHM has cultivated cannabis that enables your flow state – allowing you to connect with the present moment.

Now, we're bringing that same obsession to RYTHM Beverages with an effects-driven liquid that puts you in control of the dial.

Whether you want to turn up the energy or tone down the vibe, there's a RYTHM Beverage that takes you where you want to be.





AMPLIFY YOUR VIBE

Energizing THC + Natural Caffeine



5 MG



10 MG



25 MG



Non-Alcoholic
Real Fruit
Fast Onset
Low Calorie
No Hangover

Offered in 5mg,
10mg & 25mg

UNWIND AND CHILL

Relaxing THC + CBD + L Theanine



5 MG



10 MG



25 MG



RYTHM SATIVA

BA Talking Points:

- Fast onset for a quick, feel-good buzz
- Effects vary by consumer but the Sativa SKUs is most commonly associated with a light, uplifting boost in mood and in energy due to the combination of THC and natural caffeine.
- Energizing blend of THC + 70 mg of natural caffeine (one espresso shot)
- Real mandarin orange and lemon for a bright, refreshing taste
- Sip to amplify—with no alcohol and no hangover
- Only 60 calories per can



MANDARIN ORANGE

Bright, zesty, and built to amplify your RYTHM—RYTHM Sativa turns up the dial on your day. Bursting with tangy-sweet mandarin orange, balanced with lemon and a crisp citrus twist, it's generous in flavor with just enough sweetness to keep you reaching for another sip. Infused with premium cannabis and 70 mg of natural caffeine, this energizing formula helps you tap into creativity and good vibes without the jitters or the crash.



RYTHM KUSH

BA Talking Points

- Fast onset for a quick, feel-good buzz
- Calming blend of THC, CBD + L-theanine
- Real mango and pineapple for a tropical lift
- Sip to unwind—with no alcohol and no hangover
- Only 60 calories per can



MANGO PINEAPPLE

Tropical, smooth, and blissfully mellow—Rythm Kush invites you to slow down your RYTHM. Juicy, perfectly ripe mango meets tangy pineapple for a silky, refreshing sip. Crafted with THC, CBD, and L-theanine, this calming blend melts away the day and eases you into a more relaxed state.