

MAKES
50 DRINKS



CANNABIS INFUSED
BEVERAGE

OLD FASHIONED
LEMONADE

SATIVA

100
MG THC

SIP
OR
MIX



16 FL OZ (473ML) 4846



CQ Brand Education Page

ABOUT US

VCC Brands, originally known as Venice Cookie Company was founded in Venice Beach CA in 2008 to inspire a more inclusive perspective on plant-based wellness. From savory to sweet, keto to vegan, we make cannabis wellness tasty, relaxing and fun. We love what we do.

ABOUT CQ (formerly CANNABIS QUENCHER)

We make award-winning drinks with real fruit and terpene-rich cannabis, each with deliciously juicy highs. 50 drinks per bottle. Sip or mix. The dosing window on the side of the bottle allows for an accurate pour every time. For microdosed drinks, precisely measure each drink with the bottle's cap. Each bottle has a diagram of the THC content of each capful. A capful of CQ's 16oz bottle contains 2mg THC. A capful of CQ's 2oz shot contains 5mg. See bottle for more.

NEW LOW SUGAR AGUA FRESCAS

Our agua frescas were created to have a lighter sweetness profile for those who find our lemonades to be too sweet. "Less sweet. More refreshing." These also taste amazing, see for yourself.

CREATIVE IDEAS FOR DRINKING CQ

Make ice cubes with CQ and drop them in sparkling water! Add a capful to your favorite flavored seltzer!

Common Question: Is this indica or sativa?

Answer: CQ now comes in Indica, Sativa, Hybrid, Sleep w/ CBN, and Relief w/CBD.

TERPENES ADDED

We use the terpenes naturally occurring in the fruits and botanicals of each flavor to enhance the effects of our cannabis. For instance, cold-pressed lemon oil contains the terpenes limonene, pinene, and terpinene which support mood, stress, alertness and memory retention. Additional natural terpenes are infused into our Sativa, Indica, and Sleep SKUs to produce targeted effects.

OUR FAST ACTING CANNABIS

Our sun grown cannabis comes from a single source in Humboldt, where we create our distillate. Distillation removes terpenes but not minor cannabinoids--review our COAs and you will find a host of these minors in our drinks--CBC, CBG, CBN, D8 THC, and others. Terpenes are then infused into our fast acting emulsion which gives the drinks a quick onset of 5-20 minutes depending on your dose.

OUR INGREDIENTS

We sweeten our drinks with cane sugar and never use GMO ingredients or corn syrup.

TLDR? Here's the Main Talking Points:

- 50 drinks per bottle. Sip it or mix it.
- Organic and Non-GMO ingredients
- Cane sugar-never corn syrup
- For microdosing use the window on the side of each bottle
- Precisely measure drink with the cap: 16oz = 2mg/capful. 2oz = 5mg capful.
- Quick onset time of 5-20 minutes depending on dose. (Bigger doses hit faster.)



SIP IT. MIX IT. SHARE IT BY THE CAPFUL.
TAKE A DIP OR DIVE IN HEAD-FIRST.

WE'VE BEEN PERFECTING THE SWEET
SPOT BETWEEN FUN AND FUNCTION
SINCE 2008.

CRAFTED FROM THE HIGHEST QUALITY
INGREDIENTS, EXPECT A TART,
REFRESHING INFUSION OF REAL FRUIT
AND TERPENE-RICH CANNABIS FOR A
DELICIOUSLY JUICY HIGH.

100
MG THC

NATURAL
FLAVOR
MADE WITH
REAL FRUIT!



ADD A SPLASH
TO YOUR SODA,
SELTZER OR
BUBBLY!



MAKES
50 DRINKS.
OR TAKE
A GULP!



THE CQ FAMILY:

NOW AVAILABLE IN SATIVA, HYBRID AND INDICA OPTIONS!



NON
GMO



VEGAN



CANE
SUGAR



NO ADDED
COLOR



GLUTEN
FREE



REAL FRUIT
JUICE

16OZ LEMONADES



OLD FASHIONED
LEMONADE
- SATIVA



STRAWBERRY
LEMONADE
- HYBRID



ICED TEA + MANGO
LEMONADE
- HYBRID



BLACKBERRY
LEMONADE
(W/LIME)
- INDICA

16OZ AGUA FRESCAS



WATERMELON
CUCUMBER
AGUA FRESCA
- SATIVA



WILDBERRY
GUAVA
AGUA FRESCA
- INDICA

2OZ SHOTS



OLD FASHIONED
LEMONADE
- SATIVA



STRAWBERRY
LEMONADE
- HYBRID



WILDBERRY
GUAVA
AGUA FRESCA
- INDICA



NIGHTTIME
BERRY & LIME
- CBN FOR
SLEEP



TROPICAL
MANGO
AGUA FRESCA
- CBD FOR RELIEF

LESS SWEET. MORE REFRESHING.
New CQ Agua Fresca with lower sugar



SIP OR MIX
Add a splash to soda, seltzer, or bubbly



2oz SHOTS
100mg Targeted Formulas



Q&A with CQ Founder and CEO Kenny Morrison

Can you give a little background on how you started your first brand, Venice Cookie Co. in 2008?

Around 2007, I spent a few years as a part-owner to a couple of dispensaries. Our budtenders were licensed herbalists accupuncturists and they dispensed cannabis alongside other chinese herbs as part of our wellness model. It was innovative and we ended up selling our West Hollywood location to Medmen. I decided that with the number of people we had employed to keep three stores running, it would be more efficient to manufacture and distribute our products to hundreds of stores. My passion has always been branding and communications, it was never retail. After I positioned cannabis in its rightful place within the chinese herbal pharmacopeia, the thrill of retail started to wear off. It was a great place to understand the landscape and how to position future brands, but it was time to move on.

Our flagship retail location was located on Abbot Kinney in Venice Beach, so calling the original brand Venice Cookie Company just made sense. Venice has changed a lot since 2008 when VCC was founded, but much of the spirit is still the same. Venice has always been a community that supports ambitious, radical ideas. It was the Haight Ashbury of Southern California, I'd imagine The Doors contributed to that with their presence back in the day. Whether it was the vision of its founder Abbot Kinney in the 1900's, the local art scenes throughout various decades, or the Dogtown skaters of the 1970's, the Venice community has always pushed progress. From the old hippies educating on the boardwalk in the 80's selling copies of Jack Herer's The Emperor Wears No Clothes, to the current tech boom happening today, the neighborhood's been fertile ground for innovation and progress for generations. It's soul can't be replicated.

is your personal relationship to cannabis? Did you have one before entering the industry?

I was born into a family that normalized cannabis use. It was never hidden in shame or made to be a secretive thing. This doesn't mean I was unaware of its potential to be misused or that I thought it was a cure-all, it just meant that I could look at it honestly without needing to overcome any stigma or misinformation. I just couldn't tell the D.A.R.E. officers at my elementary school, haha.

Unlike pharmaceutical drugs, cannabis is biphasic. This means that taking a larger dose does not make it more effective. A larger dose might actually be less effective than a small dose, or may not work at all. For example, if you're using cannabis for pain you might find that a large dose makes you hyper-focus on the pain rather than put you in a state of mind to forget about it. I'm a low dose guy for sure. I love to work hard, and I'm convinced that I burn a lot of calories just by stressing out and using my brain so much. So, in the evening when I can't shut off the events of the day, I find that nothing gets me peacefully writing poetry in my journal quicker than cannabis. At the right dose, it's an attitude adjuster; at the wrong dose, it's an anxiety amplifier.

What sets VCC apart from other cannabis edible brands?

Our heritage and what we've done for the space sets us apart from other edible brands. All the time, our peers and some of our biggest competitors today tell us that one of our products was the first edible they ever tried. Or that VCC was the first edible brand that they could be proud to sell in their dispensary. Of course, VCC's 16 years in cannabis hasn't come without its setbacks. We've been raided twice by law enforcement and the DEA, and if our roots weren't firmly grounded in integrity and service, we would not have survived.

Something else that sets us apart is that **CQ**, previously known as Cannabis Quencher, just underwent a makeover. We are proud to have existed in the space long enough to have needed to undergo a rebrand. We also developed an infused dry tea for Dennis Hopper towards the end of his battle with cancer in 2010. After his nurse came into our store requesting something warm and soothing, I took to personally delivering the tea to his house in Venice. Now **Subtle Tea** is

finally hitting retail shelves in its newest incarnation as a low dose chilled tea in a glass bottle. We sell a full spectrum version to California THC dispensaries and a broad spectrum version to mainstream grocers/specialty shops.

Why do you think your drinks are popular?

Our drinks taste great, are fast-acting and are easy to dose. We've had years to learn how to mask the cannabis and dial in the effects with terpenes. I worked with California regulators to gain approval for a transparent dosing window on the side of our CQ bottles so consumers could safely and accurately control dosing. Originally, cannabis beverages had to be packaged in completely opaque bottles, but regulators saw the wisdom in allowing our dosing window.

What is some advice you would give someone who is new to edibles?

I would say to start with Subtle Tea because they come in low, single serving doses. If you start with CQ, drink only a capful or two, max. Make sure to use the dosing window and review the diagrams on the bottle. CQ can be a great way for a group of newbies to safely ease into edibles together, get educated, and make some cannabis infused drinks for fun. One 16oz bottle makes 50 drinks.

What changes in the cannabis industry do you hope to inspire through your brand?

We've helped mainstream cannabis edibles, and now we're going to help mainstream cannabis beverages. We still do a lot of policy work at the state level, prying open hearts and minds to expose people to the benefits of normalized cannabis. Hopefully we can broaden access and license availability to more CA cities; currently only 30% of the cities in the state allow regulated retail. It's a problem that needs to be addressed because unsafe and untested products are the only items available in those cannabis deserts. Nobody should have to resort to shopping for therapeutic products in illegal, unregulated stores.

My travels have taught me that tolerant communities are beautiful communities. Using cannabis isn't always a requirement for health and happiness, but a moderate dose of tolerance is. In a small but crucial way, cannabis is a gateway to tolerance. Tolerance, reflection, and understanding is one of the most powerful things we can inspire in others, especially in today's polarized world.

2012

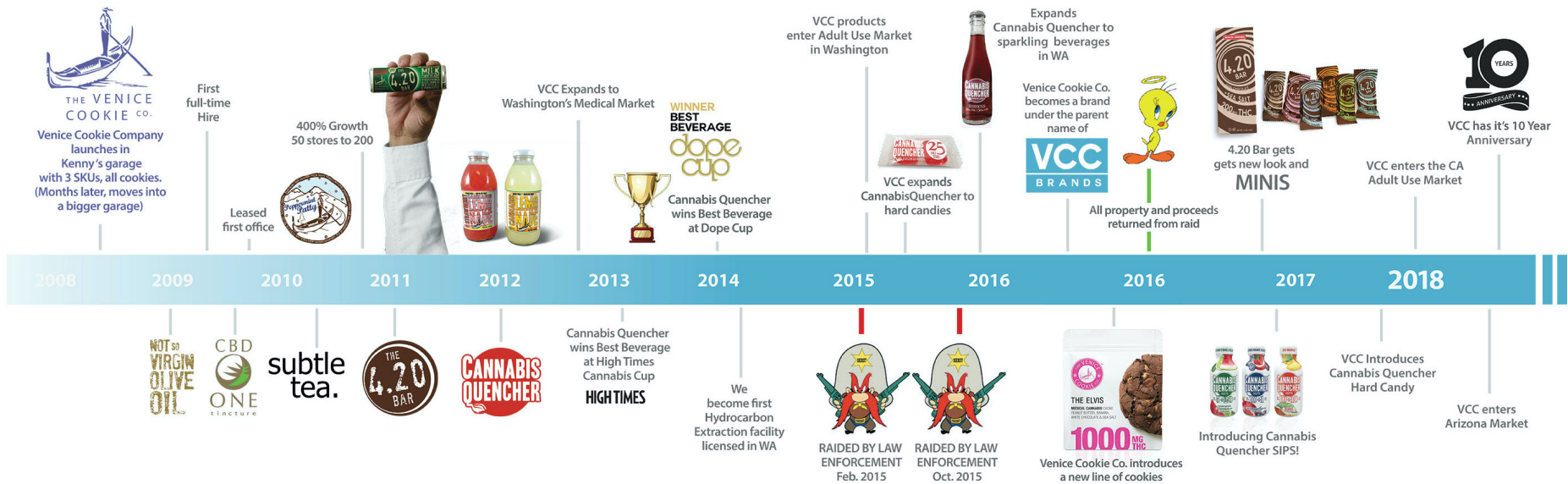


2014



2021







PEACE. LOVE. CANNABIS.™

📷 @CQ_DRINKS

