

Socials Tasting Toolkit



Hello, Host!

Looks like you're setting a new standard for good vibes and healthier alternatives.

From jazz-filled, candlelit dinners to old-school dance parties, post-workout gatherings or a twist on the monthly book club, Sunnies Socials level up just about any occasion. With the legalization of recreational cannabis and the increasing, health-driven sober-curious movement, we hear often from a diverse array of people - all ages, genders and interests - who want to know more about the effects of THC and its potential as a healthier alternative to alcohol for relaxation and fun. The emergence of cannabis-infused beverages now offers an even more socially acceptable and predictable way to give it a try.

Whether your guests are non-drinkers, sober-curious, health-conscious or just looking to switch up the vibe, Sunnies Socials are the perfect feel-good alternative. We thank you for hosting a tasting - and we bet your guests will too!



Scan for tasting invite
graphics, Socials mocktail
recipes and more!



Keep the vibes going
with this Sunnies Socials
playlist on Spotify.

Host your event in style

From party invites and tasting notes to product information and craft mocktail recipes, this Socials Tasting Toolkit provides everything you'll need to ensure your event is a success and your guests have a blast.

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Let's Get Social!

Event Tools & Resources

Before the event

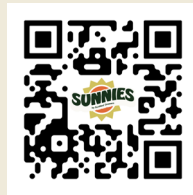
Invitation Graphics

We've created a few event graphics, versioned to align with different settings and audiences. These can be found at sunmedgrowers.com/tastingtoolkit in the "invites" folder. Feel free to use one of these graphics to spruce up your tasting invitation!

Pro-Tip

While the graphics mentioned above will not include specific details about your event, you can drop them into an email, share via a Facebook event invite or add a bit of style by adding one of the graphics to an invitation via online programs like Evite or Paperless Post.

Scan here to
access your digital
Tasting Toolkit.



We'll share the items below ahead of your event. Please confirm a final guest count at least one week before the date with your SunMed representative!

- Sunnies Socials samples in several flavors.
- Mocktail recipes for every Socials flavor, sign-in sheets and a "Guide to Responsible Cannabis Consumption" can be found in your digital Tasting Toolkit. Reminder: Guests are required to complete the sign-in form to verify that they are 21+.
- Tasting notes cards and Socials swag bags for your guests will be delivered ahead of the event.

During the event

- Ensure every guest attests to being 21 or older on the sign-in form upon arrival.
- Provide each guest with a tasting notecard.
- Share Socials swag bags as guests depart. If the party was a hit, encourage them to check out the included card with more information about product reviews, sharing their experience on social media and hosting a tasting of their own.
- Take photos! We'll ask guests on the sign-up form for approval to share their images on our social media accounts.
- Set the vibe with a Sunnies Socials playlist (QR code on page 2).

A note on responsible tasting

Those new to cannabis should always start slow and low with any THC product. We recommend no more than half a 10mg can of Socials for the newbies. More detailed information about responsible cannabis consumption and dosing can be found in the **Guide to Responsible Cannabis Consumption** included in your digital Tasting Toolkit.

After the event

- Share tasting pics with your SunMed representative!
- Let us know if the event was a success by answering a few questions in the **Host Tasting Review Form** at sunmedgrowers.com/hosttastingreview.
- Send the completed sign-in form to your SunMed representative.

Good Vibes Without Compromise

Cannabis-Infused Sparkling Waters



Pineapple

60 CALORIES

Lightly bright & tropical



Mango

20 CALORIES

Lightly succulent & sweet



Black Cherry

10 CALORIES

Lightly sweet & spicy



Watermelon

60 CALORIES

Lightly crisp & juicy



Peach

40 CALORIES

Lightly sweet & floral



Lemon Lime

10 CALORIES

Lightly tart & tangy

Socials FAQs

What makes Sunnies Socials different from THC edibles?

Unlike traditional edibles, the THC in infused beverages is designed to skip digestion and enter your system more directly for a rapid onset of effects, typically in 15 minutes.

How do I know what dose is right for me?

Sunnies Socials are available in 10mg, single-serving resealable cans. If you're new to THC beverages, start with a lower dose to gauge the effects and adjust as desired.

Are Sunnies Socials made with gluten or animal products?

Sunnies Socials are gluten-free and vegan.

Do Sunnies Socials contain caffeine?

Sunnies Socials are caffeine-free.

How many calories are in a can?

Depending on the flavor, Sunnies Socials contain between 10 and 60 calories per can.

After opening a Sunnies Social, how long do I have to enjoy it?

Sunnies Socials cans are resealable. After the initial opening, we recommend consuming your Socials within 5 days.

Where can I buy Sunnies Socials?

You can buy Sunnies Socials at most licensed dispensaries in Maryland. Find a dispensary with Socials near you at sunmedgrowers.com/SipSmarter.

Good Times, Every Time

Gone are the days of worrying when and how hard the THC will hit. Unlike traditional edibles, the THC in Sunnies Socials is designed to skip digestion and enter the system more directly for a rapid onset of effects, typically in 15 minutes. A faster, more predictable experience means you can relax and socialize with confidence, knowing exactly when and how the effects will kick in.

Sip Smarter

Sunnies Socials are the perfect companion when you're sticking to better choices. The feel-good alternative for an afternoon with friends or an evening wind down, these refreshing, lightly-flavored infused sparkling waters are low-calorie, fast acting and crafted locally without caffeine, gluten, animal products or added sugars. Raise a can to good vibes without compromise.



Join the Party, Your Way

With a Sunnies Socials in hand, you can join the party on your terms. No more awkward explanations for skipping the cocktail. Just raise a can, sip and socialize. Whether you're a non-drinker, sober-curious or just looking to switch up the vibe, Sunnies Socials are the feel-good alternative for any occasion.

Just Right, All Night

Choose your own adventure with Sunnies Socials. Available in 10mg resealable cans, these low-dose infused sparkling waters are perfect for setting your own pace. Sip slowly and stay social without worrying about going overboard. Whether you're new to THC or want to add to the experience, you can keep the vibes going and enjoy every moment—your way.



Maryland Guidelines for Private Consumption Events

It is legal in Maryland to consume cannabis at events hosted on private property. While most laws related to events, advertising and promoting cannabis govern the actions of licensed cannabis companies rather than individuals, we ask that you adhere to these guidelines when sharing SunMed or Sunnies products at your tasting event.

Ensure all guests are 21+

Cannabis is legal in Maryland only for adults 21+. We ask that all guests attest to the fact that they are 21 or older by entering this information on the attached sign-in sheet upon their arrival at your event. We also recommend that you include language on the event invitation stating that guests must be 21+ to attend.

Communicating about the event with public audiences

Please refrain from including any statement or image that is false or misleading; targets or is attractive to minors; is obscene or displays the direct use of cannabis, i.e. images that show an individual actively drinking (can to mouth) or smoking SunMed products. More on social media do's and don't are included to the right.

Guidelines for contests and games

Maryland law prohibits licensed cannabis businesses like SunMed from offering cannabis or cannabis products as a prize, premium or consideration for a lottery, contest, game of chance, game of skill, or competition of any kind. We ask that you adhere to this prohibition at your private tasting event.

Do not provide cannabis products to anyone who is visibly intoxicated.

Maryland law prohibits licensed cannabis businesses like SunMed from "selling, transferring or delivering" cannabis to an individual who is visibly intoxicated. We ask that you also adhere to this prohibition at your private tasting event.

Social Media Guide

We're building a community and would love for you and your guests to share your tasting experience on social media! Different platforms have different rules about cannabis posts. This guide provides tips for creating engaging and compliant content on all platforms. For more detailed information, you can find "community guidelines" for posting on each individual platform.

Key Points

- Avoid posts that might appeal to minors.
- Focus your content on the event, what you loved and any product benefits that appealed to you personally.
- Maintain a responsible tone that does not promote intoxication.
- Don't use hashtags with the words "cannabis" or "THC" or "weed".

Rules to Follow on all Social Media Platforms

Allowed

- Engaging personal content related to cannabis and your experience with cannabis.
- Educational content about cannabis (i.e. - product benefits)
- Photos of a person or people with a Socials can in hand or otherwise in the photo.
- News and discussions about cannabis.

Not Allowed

- Promoting the sale of cannabis products (i.e. - you CAN'T say "Go Buy Socials," but you CAN say "I loved Socials because . . .")
- Explicit language or images.
- Photos of a person or people smoking or dabbing cannabis (flower/pre-rolls/concentrates).





Zero Proof.

Low Calorie

Gluten Free & Vegan

No Added Sugars

No Preservatives

No Caffeine

No Regrets

Sip Smarter.

Cannabis-infused Sparkling Water