



Re: Important Protocols for introducing THC Products at the Beer, Wine & Spirits Industry Event

Dear trade show vendor,

Thank you for choosing to participate in this year's Beer, Wine & Spirits Industry Event. The Massachusetts Package Stores Association is very pleased to offer our annual trade show event as an opportunity for attendees and guests to learn more about the many new products entering the stream of commerce. An example is the many new and interesting THC products that are now available in Massachusetts. There is clearly a lot to learn and understand about the sale of these products. Many of our retailers have reached out with questions about these products.

Known with some certainty is that THC products and alcohol beverages should not be co-mingled or ingested by an individual simultaneously. Using cannabis and alcohol together has been reported to enhance the effects of each, causing increased impairment, such as slowed reaction time, loss of coordination and problem-solving skills, and distorted perception of time, distance, and speed.

*In acknowledging that the medical information and laws addressing THC products are evolving, and that enforcement in Massachusetts may be unpredictable, **some important standards and guidelines concerning THC products must be followed by all participants.** In particular, the decision has been made not to allow samples of any THC or CBD products to be offered at the Beer, Wine, and Spirits Industry Event. Products can be displayed but no attendee or participant is permitted to consume any THC derived product on the premises of the trade show event. There will be no exceptions to this necessary safety protocol.*

The safety of all event participants is the top priority in an event of this nature. Therefore, in advance MASSPACK thanks all participants for respecting and abiding by this imperative event directive. Please reach out with any questions. Thanks, and see you on April 25th!