

PMCA Cannabis in Confections & Snacks Science Symposium

Chemistry Panel Q&A

Joan Harvey, Bell Flavors & Fragrances

- 1. For clarification, are the creative names associated with the specific cannabis strains? Do different combinations of terpenes represent the flavors of those strains?**

Yes, these fanciful names are named after specific strains. Each strain has its own terpene makeup, so yes, different combinations of terpenes would represent specific strain aromas and tastes.

- 2. Were the emotion association studies coupled with terpene analysis?**

Bell has done terpene analysis on many of the strains in preparation for our flavor development, and these analyses guided us to our flavor blends. We used the terpene blends in emotional study.

- 3. For terpene mood association, did you include THC/CBD with the terpenes?**

No, we only were evaluating flavor.

- 4. Functional/benefit claims are prohibited in most promotion of cannabis products. How does a company respond to this and both "stay legal" and promote their products?**

Great question. Fanciful marketing is required for companies to get the sales benefit from the consumer who is already educated and the halo effects from literature. Bell is creating its own data using panels for flavor evaluation and emotional connectivity, it is not selling actives so is not in this arena yet where claims are monitored. If you are using THC/CBD actives, this is where the claims are being highly reviewed by the FDA. Recently the FDA sent 15 warning letters out where product had actives and claims.