

A vibrant collage of various fruits and vegetables, including strawberries, oranges, pineapple, and red chili peppers, arranged in a circular pattern on the left side of the image.

**SUMMER 2020**

# **SEASONAL TREND REPORT**



# INTRODUCTION



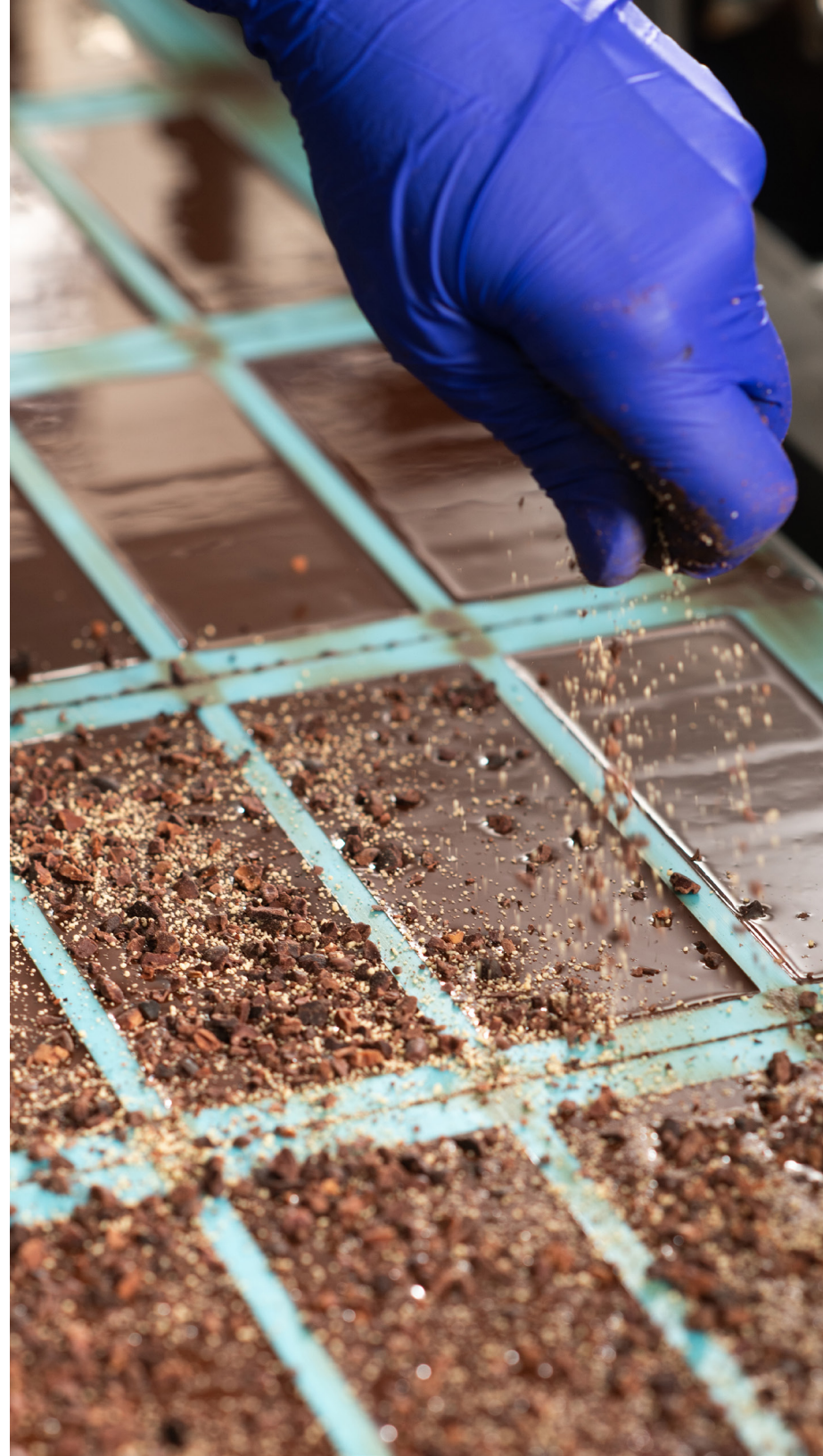
It's always been important to devise new products that surprise and delight customers. But now more than ever, manufacturers have an integral role to play in creating infused products that respond to contemporary needs for well-being, comfort and brighter experiences.

The world is quickly changing, and Chef Lauren Gockley, Director of Edibles at Coda Signature, has shifted her thinking on where cannabis-infused products fit in.

This is a pivotal moment for infused products, as more people [embrace edibles](#) as a solution for wellness and recreation. A growing consensus of consumers and policy makers are also coming to recognize the multifaceted value of marijuana during challenging times like these. That's been clearly evidenced in numerous states across the country, where cannabis is now deemed an essential industry. The [rapidly growing](#) infused products category is taking center stage, and brands will need to double down on innovation efforts to stay useful and relevant in this space.

As we approach the summer of 2020, Chef Lauren Gockley is sharing her insights on how the edibles industry will evolve. In Coda Signature's inaugural Seasonal Trend Report, Chef Gockley reveals:

- **What's happening now and what's next in the infused products industry**
- **Which trends are driving product design and innovation**
- **Why brands should prioritize personal wellbeing when developing products**
- **Future opportunities for manufacturers, companies and brands to better understand what consumers want and why**





## ABOUT THE EXPERT

Chef Lauren Gockley is the director of edibles at Coda Signature, where she creates gourmet infused confections that elevate the cannabis experience. Since launching her original line of hand-painted truffles in 2016, Chef Gockley has defied industry norms, both in cannabis and in the mainstream culinary world.

Chef Gockley completed her studies as a classically trained chocolatier at l'Ecole du Grand Chocolat in Tain l'Hermitage, home of the Valrhona Chocolate Company. After graduating at 24, she worked in a series of Parisian pastry shops before returning to the states where she quickly found a place with Jean-Georges Vongerichten's Bank, in Houston, Texas, and then on to Thomas Keller's Per Se in New York.

She worked as a raw, vegan chocolatier for 4 years, gaining great knowledge and appreciation for the complexity and versatility of cacao in its natural form. After 10 years of working with chocolate in all forms, Chef Gockley was named one of Dessert Professional's Top 10 Chocolatiers in North America. As the director of edibles for Coda Signature, she and her team have been recognized with numerous awards for her creations, including the Best Overall Score at the 2020 Hemp Connoisseur THC Championship; 2019 California Emerald Cup, the 2019 High Times Colorado Cannabis Cup, and Leaflink's 2019 Best-Selling Products list.



# THE TRENDS

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# TREND #1: EXPERIENTIAL FLAVOR PAIRINGS

## WHAT'S NOW

### *Globally inspired flavors*

Brands are sourcing international ingredients like [coconut](#), pineapple and espresso, venturing beyond borders to create more exotic flavor pairings.

## WHAT'S NEXT

### *Experiential flavor combinations*

Summer 2020 will look very different from any summer we've ever experienced. In a time when we can't have the same typical summer days outside, we can still experience those moments through taste. Savvy brands will develop flavor pairings that evoke nostalgia, recalling specific moments in time.

## TRY THE TREND

Coda Signature's new [Cherry Sarsaparilla Fruit Note](#) flavor transports you to the experience of sitting on your front porch and having a Cherry Coke.



# TREND #2: MORE MEDICAL PRODUCT OFFERINGS

## WHAT'S NOW

### *Expanding into emerging markets*

As more brands tap into the potential of both CBD and THC in the expanding recreational market across new U.S. states, there are more options than ever for quality infused products.

## WHAT'S NEXT

### *New options for medicinal patients*

Medicinal marijuana has played a critical part in building the legacy of cannabis, and edibles brands can take the lead in continuing that legacy. We can offer more access to quality product offerings by adding new dosages and revamping recreational favorites.

## TRY THE TREND

Coda Signature [recently updated](#) its bestselling chocolate bar flavors with new 1,000mg and 500mg THC dosage options, providing access to more formulations.



# TREND #3: SUGAR (ALTERNATIVES), SPICE & EVERYTHING NICE

## WHAT'S NOW

*High sugar and fat content.*

It can be challenging to prioritize health when creating infused confections, so it's no surprise that current product offerings in the edibles market are high in sugar and fat.

## WHAT'S NEXT

*Natural ingredients that spice things up*

When your main ingredient is sugar, what can you do to address health-conscious consumers? Brands should look for clean, organic ingredients while seeking alternatives to things that could continue to be viewed as harmful, especially sugar. It will be important to use real fruit, natural flavoring and whole spices to create the same delicious experience while pushing the industry toward health and wellness.

## TRY THE TREND

At Coda Signature, we have been rethinking the gummy. With our [Fruit Notes](#) line we have introduced gluten-free gummies with whole spices and natural fruit flavor pairings to give consumers a more health-forward option.



# TREND #4: SEASONAL COLLECTIONS

## WHAT'S NOW

### *Holiday-themed product releases*

Much like the mainstream food world, cannabis brands are releasing limited-edition holiday products around Thanksgiving, St. Patrick's Day, Christmas and beyond.

## WHAT'S NEXT

### *Seasonally driven collections*

Beyond focusing on holidays, the cannabis world will become more seasonally driven. Just as the fashion world releases seasonal runway collections, cannabis brands will release seasonal infused product collections. Starting with the summer, we will see new colors and flavor pairings emerge that convey the emotion and excitement of the entire season.

## TRY THE TREND

To kick off the summer, Coda Signature released new Fruit Notes featuring bright, tropical flavor pairings, including [Mango & Chile Lime](#) and [Kiwi & Watermelon](#).





# TREND #5: CHOCOLATE ISN'T GOING ANYWHERE

## WHAT'S NOW

*Experimenting with different product categories.*

As more brands recognize the potential of THC and CBD in different formats, we're seeing new categories emerge, from beverages to bath bombs.

## WHAT'S NEXT

*A renewed appreciation for the classic chocolate bar.*

Chocolate is here to stay. Even as we look forward to expanding our palates to new flavors and categories, we always go back to chocolate. We need indulgent experiences more than ever, and chocolate is everyone's indulgence: It has the power to boost your mood, transport you to a moment in time or help you through a breakup.

Chocolate is also the ultimate blank canvas to create on. There is so much potential to reimagine the chocolate bar and chocolate truffle with new flavors to keep it current while celebrating chocolate as the original comfort food.

## TRY THE TREND

Coda Signature is relaunching its signature truffle collection to honor the original chocolate creations that Coda Signature started.



# CONCLUSION



Cannabis has a rich history of craftsmanship and the story has just begun. Heading into the summer of 2020, Chef Gockley has shared her insight on what the next chapter will be about.

The edibles industry started with the tried-and-true basics: Gummies, chocolate and brownies. As more brands establish themselves in the new regulated industry, the trend of playing it safe and sticking to industry standards has continued.

But now is not the time to be playing it safe. As we navigate unprecedented circumstances, people will be looking for comfort and brightness in the foods we eat. This is still true when it comes to cannabis.

As more consumers rely on infused products, brands should be creating edibles that feel familiar, use natural ingredients and deliver joyful moments. By bringing these culinary techniques into the cannabis world, the edibles industry can continue to innovate while serving customers on both a medicinal and recreational level.

## ABOUT CODA SIGNATURE

[Coda Signature](#) seeks to elevate the sensory experience of cannabis the way music elevates life. Inspired by both classical music and classical confections, Coda Signature creates cannabis-infused products full of imagination. The company has established itself as a leading luxury brand with products featuring bold flavor combinations and top-quality, natural ingredients.

