

**SPEAKING ENGAGEMENT**

# **Hemp Beverages and Consumer Market Panel | Alissa L. Jubelirer**

**Midwest Cannabis Summit**

MAY 28, 2026

Speakers: [Alissa “Ali” Jubelirer](#)

Chicago, IL

A quiet revolution has been unfolding on liquor store shelves, in bars, and at corner stores across the country. Hemp-derived THC beverages opened up an entirely new distribution channel - one that exists entirely outside the traditional dispensary model - giving consumers access to THC products in places they'd never been available before. Consumers have responded clearly: they want this channel, they trust it, and they're spending real money in it. (Some) Regulators have other ideas.