

## **Circle K to Sell Hemp THC Beverages Nationwide Starting in 2026**

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### **Convenience Store Giant Takes Bold Step Into Mainstream Cannabis Market**

In a landmark move for the U.S. cannabis beverage sector, Circle K plans to roll out hemp-derived THC beverages in as many as 3,000 stores nationwide beginning in 2026, company officials told *MJBizDaily*.

The announcement marks one of the most significant entries of a mainstream retailer into the hemp-derived THC space, signaling a major shift in how cannabis-adjacent products are reaching consumers.

Before the national expansion, Circle K will first introduce the drinks produced by Horticulture Co. and branded by former NBA star Allen Iverson in North Carolina, South Carolina, and Florida during the final quarter of 2025.

“This partnership makes the brand one of the most accessible in the space overnight,” said Saf Sadiq, CEO of Horticulture Co. “It’s about as close to a national rollout as the industry has seen — and the largest in scale by any chain retailer.”

### **National Rollout Marks a Milestone for Cannabis Beverages**

The rollout represents Circle K’s most ambitious foray yet into the cannabis market. The company — operated by Alimentation Couche-Tard, based in Laval, Quebec — runs nearly 10,000 locations across North America.

The new hemp beverage initiative follows limited pilot programs earlier this year in Georgia and Florida, where Circle K tested hemp-derived THC drinks. The brand’s upcoming national expansion represents a major milestone for both retail acceptance and consumer normalization of hemp products.

Circle K’s history with cannabis experimentation dates back to 2022, when it attempted to co-locate medical marijuana dispensaries run by Green Thumb Industries at Circle K gas stations in Florida. That plan was ultimately rejected by state regulators — but the new hemp beverage model circumvents those restrictions.

Because hemp-derived THC remains federally legal under the 2018 Farm Bill, these beverages fall outside traditional cannabis regulatory frameworks, allowing Circle K to sell them in mainstream stores.

## **Iverson Branded THC Drinks Set to Debut in Late 2025**

Produced through a partnership between Horticulture Co. and Viola, the cannabis brand founded by former NBA player Al Harrington, the Iverson-branded beverages will contain 10 milligrams of THC per can, according to *C-Store Dive*.

The drinks are expected to hit shelves in select southeastern markets before expanding across the Circle K network in states that permit hemp-derived THC sales.

“This is the biggest national retail move we’ve ever seen for hemp,” Sadiq said, emphasizing that the collaboration could elevate the visibility, credibility, and consumer confidence of the entire THC beverage category.

## **Growing Trend: Cannabis in Mainstream Retail**

Circle K joins a growing list of major national retailers entering the hemp THC market. In October 2025, Target announced plans to sell hemp THC beverages in 10 Minnesota stores, following that state’s legalization of hemp-derived THC products in mainstream retail.

Similarly, Total Wine & Spirits recently began stocking hemp-infused drinks, further demonstrating the rising appeal of these beverages as a legal, low-dose alternative to alcohol.

“The genie is not going back in the lamp,” said Josh Kesselman, founder of RAW Rolling Papers, whose products are already found at many Circle K stores. “Consumers clearly want THC products — and retailers are responding.”

## **Hemp THC Sales Rising Amid Federal Uncertainty**

The growing popularity of hemp-derived THC beverages comes despite ongoing regulatory uncertainty. The 2018 Farm Bill legalized hemp production nationwide but unintentionally created a loophole that allowed intoxicating hemp derivatives such as delta-8 and hemp delta-9 THC to enter the market.

Some states, including Texas, have sought to ban or heavily regulate hemp-derived intoxicants, while others have established purchase-age limits or potency caps instead.

Meanwhile, Congress is debating how to address these products in the next Farm Bill update, with some lawmakers — including Sen. Mitch McConnell — calling for restrictions. Yet opposition from other figures such as Sen. Rand Paul has prevented consensus, leaving hemp-derived THC in a legal gray area.

Despite these uncertainties, Circle K and other major retailers continue to move forward, betting that consumer demand and federal ambiguity will sustain growth in this emerging market.

## **A Defining Moment for the Cannabis Beverage Industry**

Industry analysts say Circle K’s entry represents a turning point for the \$32 billion U.S. cannabis industry. As one of the most recognizable convenience store brands in North America, Circle K’s embrace of hemp THC products could accelerate mainstream acceptance and normalize THC consumption alongside traditional beverages.

“This is a watershed moment,” said Steve Schain, a cannabis attorney with Malkin Law. “Circle K’s move shows that hemp-derived intoxicants are not a niche — they’re becoming part of everyday consumer life.”

With nearly 3,000 stores expected to carry hemp THC beverages by 2026, Circle K could redefine the intersection between convenience retail and cannabis culture, offering millions of Americans their first legal THC experience not in a dispensary, but at their neighborhood gas station.

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