

Cannabis Replaces Alcohol for More Americans During Thanksgiving

As More Americans Opt for Marijuana Over Alcohol, the ‘Cousin Walk’ Thanksgiving Tradition Gains Mainstream Attention

For the cannabis community, the Thanksgiving “cousin walk” an annual outing where younger adults step outside to share a joint before the holiday feast has been a long-standing tradition. Yet if you rely on mainstream media for your updates, you might assume it’s a newly emerging trend.

This year, outlets like *The Wall Street Journal*, *Bloomberg*, *The Independent*, and *Morning Brew* have all highlighted the practice, signaling the gradual normalization of marijuana culture in national reporting.

Mainstream Media Spotlight Shines on a Longstanding Cannabis Tradition

Articles leading up to Thanksgiving captured the essence of the “cousin walk” and its growing appeal:

- *The Wall Street Journal*: “This Year’s Thanksgiving Surprise: Half of the Guests Are Stoned”
- *Bloomberg*: “Cannabis Is In, Booze Is Out at This Year’s Thanksgiving Table”
- *The Independent*: “What is a ‘cousin walk’—and are you hopping on this Thanksgiving tradition?”
- *Morning Brew*: Pre-Thanksgiving strolls are firing up weed sales

According to *The Wall Street Journal*, what began as a subversive ritual among dedicated stoners has evolved into a commercialized tradition. With marijuana legal for medicinal use in 40 states and recreational use in more than half of those, the cannabis industry is capitalizing on the pre-turkey tokes to boost sales.

Cannabis Retailers Promote the Tradition Ahead of Thanksgiving

Retailers have also embraced the cousin walk concept. Instagram posts from Gotham, a New York-based dispensary, highlighted a marijuana pre-roll pack named “Cousins Walk” specifically for Thanksgiving. Gotham described the tradition as “a secret society that meets once a year,” reflecting both the playful secrecy and the growing commercialization of the holiday custom.

The cannabis industry’s marketing of these products underscores the increasing social acceptance of marijuana consumption in family and holiday settings.

Cannabis Gains Popularity Over Alcohol Among Younger Adults

The cousin walk trend is part of a larger societal shift: adults are increasingly choosing marijuana over alcohol. Recent surveys show that younger Americans particularly millennials and Gen Z prefer cannabis-infused beverages as a healthier alternative to alcohol for after-work socializing and holiday gatherings. One poll found that roughly one in three younger workers now opt for THC drinks instead of alcoholic beverages during events like happy hours.

Another study reported that a majority of Americans view cannabis as a “healthier option” than alcohol and expect marijuana to be legal nationwide within the next five years. These trends indicate that the cousin walk tradition is likely to grow in popularity as younger generations continue to integrate cannabis into their social routines.

The Cannabis Holiday Experience: Balancing Fun with Responsibility

With Thanksgiving approaching, the cousin walk serves as both a social ritual and a reflection of changing attitudes toward cannabis. Experts note that the appetite-enhancing qualities of marijuana, combined with a preference for more mindful consumption, make the holiday especially relevant for this practice.

Last year, multiple states and federal agencies in the U.S. and Canada issued guidance regarding marijuana use during Thanksgiving. Authorities encouraged responsible consumption, cautioned against crossing state or national borders with cannabis, and reminded the public of legal limitations to prevent potential legal complications.

Normalization of Cannabis in Mainstream Culture

Coverage of the cousin walk in outlets like *The Wall Street Journal* represents more than a quirky holiday story—it signals the gradual mainstreaming of cannabis culture. While the tradition has long existed within stoner communities, media attention highlights how marijuana is increasingly viewed as a socially acceptable, legally regulated alternative to alcohol.

As public perception continues to shift, the cousin walk tradition may serve as an early example of cannabis becoming a normalized part of family and holiday rituals. Analysts predict that with increasing legalization and growing consumer acceptance, similar holiday and social traditions could become more visible and mainstream in the coming years.

A Growing Tradition Reflecting Changing Attitudes Toward Cannabis

The Thanksgiving cousin walk exemplifies how cannabis culture is evolving. What was once a secretive activity among younger adults is now recognized by national media, promoted by dispensaries, and tied to broader trends in cannabis consumption.

As more Americans continue to choose marijuana over alcohol, traditions like the cousin walk will likely become a more common and accepted part of holiday celebrations reflecting both changing social norms and the growing influence of the legal cannabis industry.

For families, marketers, and policymakers alike, the cousin walk highlights how cannabis is not just a recreational activity but an emerging cultural phenomenon with real social and economic implications.

For more information contact at info@cannabisriskmanager.com

Email: info@cannabisriskmanager.com | Phone: +415-226-4060

© Copyright 2025 Cannabis Risk Manager. All Rights Reserved