

# US Liquor Retail Chain Set to Nationwide Delivery of THC Drinks for 4/20

U.S. liquor retail giant Total Wine & More has announced plans to make THC and CBD drinks produced by Texas-based Hill Beverage Co. available for nationwide delivery.

## **Launch Date: April 20 (4/20)**

Total Wine will begin offering delivery of the Do It Fluid brand starting on April 20, coinciding with the unofficial marijuana holiday known as 4/20.

## **Partnership with Snoop Dogg and Death Row Records**

The Do It Fluid brand, which comes in four flavors, was developed in partnership with entrepreneur Snoop Dogg and Death Row Records, according to retail news website Retail Touchpoints. In addition to nationwide delivery, the drinks will also be available at Total Wine stores in California.

## **Expansion of THC Beverage Section**

This initiative marks a significant expansion for Total Wine, as the Maryland-based retail chain had previously created a dedicated THC beverage section at some of its Minnesota stores back in November.

## **Insights from Hill Beverages CEO**

Commenting on the expansion, Jake Hill, CEO of Hill Beverages, expressed optimism about the shifting landscape of cannabis regulations. He stated to California news website 2UrbanGirls, “Major retailers like Total Wine, SPECs, and other major delivery services starting to sell THC products on a national level can only signal one thing—the near end of prohibition.”

Total Wine & More’s decision to offer nationwide delivery of THC and CBD drinks signifies a growing acceptance and normalization of cannabis products in the retail space. With partnerships with notable figures like Snoop Dogg and strategic expansions into THC beverage sections, Total Wine is positioning itself at the forefront of this emerging market.

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