Beverage market entry and label review

A practical sample for planning a cannabinoid beverage launch in Minnesota, Tennessee and Kentucky.

This example shows how A&A Consulting can turn a target market and launch date into a requirements review, label checklist and coordinated execution plan. The product, findings and schedule are illustrative. No real brand, formula, license, artwork or client record is included.

Start with a market eligibility gate

Confirm federal and state product eligibility, effective dates, business roles and sales channels before committing to a launch. A market name in this sample is a research lane, not a finding that a product may lawfully be sold there. Requirements and agency review times must be verified for the actual product and planned launch date.

Example engagement brief

Input	Sample scope
Product	One hypothetical cannabinoid beverage, with single-can and multipack artwork reviewed separately. Formula, potency, serving count and manufacturing location to be confirmed.
Markets	Minnesota, Tennessee and Kentucky, subject to the eligibility gate. Each market receives its own requirements and evidence record.
Target	T is the client's proposed first-sale date. The schedule on page 3 works backward from T and remains provisional until dependencies are cleared.

Market requirements matrix

Market	Official review sources	Evidence and decisions to capture
Minnesota	Office of Cannabis Management [1]	Applicable product category; current packaging and label rules; symbols, warnings, testing and business-role requirements; written agency clarification where needed.
Tennessee	Alcoholic Beverage Commission and Department of Revenue [2, 3]	Product and channel eligibility; supplier and distributor roles; label and testing requirements; brand-registration status and applicable tax setup.
Kentucky	CHFS Department for Public Health Food Safety Branch [4]	Applicable business and product registrations; label and warning requirements; test records; registry evidence before release.

Working record for each item: source and effective date | requirement | evidence | owner | due date | Open / Pass / Hold / N/A. A consultant review does not replace a required approval.

Beverage label review checklist

Use one controlled checklist per SKU, package configuration and target market. All items begin Open in this sample.

Review artwork at actual print size. Record the exact source and section supporting each applicable requirement. Mark N/A only with a reason; unresolved mandatory requirements remain on Hold.

ID	Review point	Evidence to inspect
01	Product identity and eligibility	Confirm beverage category, lawful cannabinoid inputs, permitted formulation and intended channel for the market.
02	Potency and servings	Reconcile per-serving, per-container and multipack cannabinoid statements with specifications, batch COA and applicable limits.
03	Required symbols	Confirm the market-specific symbol, permitted artwork, size, color, legibility and panel placement; apply exemptions only when supported.
04	Warnings and age statements	Verify exact required language, font size, contrast and placement from current sources. Check all primary and secondary panels.
05	Net contents and package count	Check appropriate U.S. customary and metric declarations, units, placement and multipack count against the physical package.
06	Nutrition and ingredients	Reconcile the nutrition panel, serving size/count, ingredient order, cannabinoid ingredient description and allergen information with the product record.
07	Business and origin details	Verify the responsible business, required addresses and accurate manufacturer/packer statements. Confirm any required license or registration identifiers.
08	QR and laboratory access	Scan the printed-size QR code; confirm its destination, batch/COA match, required records and any market-specific placement or access requirements.
09	UPC and SKU control	Scan the barcode and confirm it maps to the correct flavor, size and single-unit or multipack configuration.
10	Directions and onset	Verify required use instructions, serving guidance, onset, impairment and other applicable statements without unsupported claims.
11	Claims and presentation	Review health and performance claims, youth appeal, branding, artwork and any alcohol-related statement for applicable restrictions and accuracy.
12	Traceability and shelf life	Check lot/batch fields, manufacturing/use-by information and the evidence supporting dates and storage instructions.
13	Package and marketing layer	Confirm applicable material, closure, tamper-evidence, serving and outer-package requirements; check that mandatory information is not obscured.
14	Final proof and market release	Match the final printer proof to the reviewed revision; close findings and confirm required registrations and distributor readiness before release.

Checklist record: SKU _____ Package _____ Market _____ Artwork revision _____ Reviewer _____ Review date _____

Launch plan and review findings

Illustrative planning sequence for a targeted first-sale date. Agency processing, laboratory work and production lead times can change the schedule.

Window	Work and deliverable	Lead and release gate
T minus 12 to 10 weeks	Confirm product and market eligibility; collect formula/specifications, draft artwork, COAs, business-role information, proposed channels and supplier lead times. Deliver a requirements matrix and gap log.	A&A; regulatory lead with client owner. Gate: eligibility and scope confirmed; unresolved legal questions referred to counsel.
T minus 10 to 8 weeks	Review cans and multipacks. Produce annotated artwork, a designer brief and a prioritized correction list. Identify test, registration and agency questions.	A&A; reviewer and client-appointed designer. Gate: required copy, symbols and panel allocation agreed.
T minus 8 to 4 weeks	Coordinate design corrections, laboratory records and applicable submissions. Log agency questions, response dates and written clarifications; align distributor onboarding requirements.	Assigned consultant, laboratory and distributor contacts. Gate: complete evidence package and submission status recorded.
T minus 4 to 2 weeks	Check final proof at print size, scan QR/UPC, close label findings and reconcile approval/registration status with production, packaging and freight lead times.	Client, A&A;, designer and manufacturer. Gate: authorized print revision and no unresolved release-blocking findings.
T minus 2 weeks to T	Complete distributor handoff, inventory and receiving checks; confirm all required approvals and release authority. Recheck rule changes affecting the launch date.	Client release owner with consultant coordination. Gate: documented go/no-go; move T if a dependency remains open.

Example findings from a hypothetical review

Priority	Finding and next action	Owner
Hold	Can and multipack potency statements disagree. Reconcile against specifications and the relevant batch COA; revise both artwork files before print approval.	Regulatory lead + designer
Hold	QR destination opens a general page rather than the intended records. Confirm required access and link the correct batch documentation; retest the printed proof.	Brand owner + laboratory contact
Open	Distributor receiving requirements and first delivery date are unconfirmed. Confirm case/UPC data, warehouse intake, documentation and shipment timing.	Operations lead + distributor

These are example findings, not observations about an actual product. The schedule is a planning model, not a promised approval or launch timetable.

Handoffs and launch readiness

A single record connects the client, designer, laboratories, regulators, manufacturing partners and distributor.

What the client receives

- A market-by-market requirements matrix with official sources, effective dates and unresolved questions.

- A completed label checklist and annotated artwork findings, with a designer-ready correction brief and revision history.

- A launch dependency plan with owners, target dates, submission status and escalation points.

- A distributor handoff checklist covering approved product records, COAs, SKU/UPC information, case configuration, receiving requirements and shipment timing.

- A final readiness summary listing closed items, remaining holds and the client's documented go/no-go decision.

Who owns each decision

A&A coordinates the agreed review, agency liaison, design handoff and distributor follow-up. We can help the client identify a designer; design fees and services are separately scoped. The client supplies accurate product records and authorizes commercial decisions. The designer implements artwork corrections. Laboratories issue test records; manufacturers confirm production readiness. Agencies determine approvals within their authority. The client retains final print and launch-release authority.

Final release checklist

[ ] Federal and state eligibility rechecked for the product, channel and launch date.

[ ] Applicable licenses, registrations and approvals confirmed, with evidence retained.

[ ] Final artwork revision reconciled with product specifications and testing records.

[ ] Designer and manufacturer working from the same approved print file.

[ ] Distributor documents, receiving plan and inventory handoff confirmed.

[ ] No unresolved mandatory item; remaining commercial risks acknowledged by the client release owner.

Official reference starting points

[1] Minnesota OCM Packaging and Labeling Guide version 3.1

[2] Tennessee ABC HDCP supplier product guidance

[3] Tennessee Department of Revenue approved brands

[4] Kentucky CHFS hemp-derived cannabinoid product program

Reference starting points checked November 14, 2026. Revalidate current law, guidance, federal developments and product-specific applicability at engagement and before release. This sample demonstrates the workflow; it is not a completed legal or product-compliance determination.

A&A Consulting | appletonseedsolutions@gmail.com | aa-consulting.pages.dev