

CANNABIS
Western
LEMONADE

CANYON WATER

— HIGH DESERT —
FULL-SPECTRUM THC BEVERAGE



Not your Mamas Lemonade.

BRAND BRIEF

THIS AIN'T YOUR MAMA'S LEMONADE.

Canyon Water was born where the sun doesn't quit and the desert keeps things honest.

Built on Western grit, zero sugar, zero calories, and natural flavor, Canyon Water brings a sharper kind of THC refreshment to the cooler, bold, clean, and made to hit with purpose.

Now entering the Arizona dispensary market, Canyon Water evolves from its Delta-9 roots into High Desert: a full-spectrum THC lineup with a darker edge, a cleaner profile, and a premium shelf presence built for modern cannabis retail.

*This isn't candy-colored cannabis soda.
This is Western Lemonade with bite.*



MISSION

We're not here to whisper about "balance" or dress THC up like a spa day. Canyon Water is for customers who want clean flavor, real potency, and a can that feels as rugged as the landscape it was built from.

**CANYON
WATER**

**CRACK IT COLD,
DRINK WESTERN,
STAY WILD.**



✿ 0 ALCOHOL ✿ 0 CALORIES ✿ 0 SUGAR ✿ 0 BUBBLES ✿

ORGANIC HEMP
Western
LEMONADE

CANYON WATER

Made from
Organic US Hemp



WARNING:

**THESE FLAVORS
HAVE A BITE.**

✦ 0 ALCOHOL ✦ 0 CALORIES ✦ 0 SUGAR ✦ 0 BUBBLES ✦

DELTA-9 ROOTS

THE LINE THAT STARTED THE RITUAL.

The original Canyon Water Delta-9 line established the brand's bold Western Lemonade identity – colorful, refreshing, zero-sugar, zero-calorie, and built around a rugged desert illustration system.

With bright flavor cues, cannabis-forward packaging, and a beverage-first approach to THC, the Delta-9 lineup gave Canyon Water its first shelf presence and created the foundation for a brand with real bite.



RASPBERRY

"Tart, punchy, and here for a good time—like a raspberry threw a pool party in your mouth."



ICED TEA

"Tea so crisp it'll make sweet tea blush. Enough tea to keep it interesting."



CLASSIC LEMONADE

"The lemonade your taste buds wished they had at summer camp—tangy, cheeky, and zero regrets."



PRICKLY PEAR

"A rebel with a cause: sweet, weird, and 100% unbothered by your expectations."



ORGANIC HEMP
Western
LEMONADE

HIGH DESERT

THE FULL-SPECTRUM EVOLUTION

High Desert brings Canyon Water into a more premium space built for dispensary shelves.

It keeps the parts people already recognize: the Western Lemonade attitude, the canyon artwork, the bold type, the cactus grit, and the clean, refreshing profile. The difference is the tone. This line feels darker, sharper, and more grown up.

Built for Arizona dispensaries, High Desert delivers zero sugar, zero calories, natural flavor, and a clean 5MG THC experience with the same desert bite that made Canyon Water stand out in the first place.

**CANYON
WATER**



- * 5MG THC
- * FULL-SPECTRUM
- * 0 ALCOHOL
- * 0 CALORIES
- * 0 SUGAR
- * NATURAL FLAVORS



FLAVOR LINEUP

FOUR FLAVORS. ONE DESERT BITE.

High Desert keeps the lineup simple, sharp, and easy to shop. Four familiar flavor profiles, each with its own Western edge, built around zero sugar, zero calories, natural flavor, and a clean 5MG THC experience.



CLASSIC

-The Original Bite-

Crisp, clean, and straight to the point. Classic carries the Western Lemonade attitude that started the Canyon Water story.



ICED TEA

-No Sugar Swagger-

Smooth black tea character with a dry finish and a little desert grit. Familiar, refreshing, and built for customers who want something less sweet.



RASPBERRY

-Razz Attack-

Tart, juicy, and loud enough to stand out. Raspberry brings a brighter fruit profile without turning into candy.



PRICKLY PEAR

-Desert Punk-

Floral, cactus-fruit energy with a Southwestern edge. A little strange, a little wild, and easy to remember.

**CANYON
WATER**

MARKETING SUPPORT

BUILT TO LAUNCH LOUD

Canyon Water's marketing system is built for fast rollout across social, in-store, menu screens, retailer handouts, and launch promotions.

The creative stays simple and hard-hitting: cold cans, hot desert, bold headlines, and a rugged look that separates High Desert from the usual cannabis beverage noise.

- SOCIAL POSTS / STORY ADS
- POSTCARDS / MENU GRAPHICS
- RETAIL FLYERS / QR LAB CARDS

CANYON WATER

Retail-ready assets for awareness, education, and trial.



CANNABIS Western LEMONADE
CANYON WATER

HIGH DESERT
FULL-SPECTRUM THC BEVERAGE

Not your Mamas Lemonade.

CANYON WATER High Desert
ARIZONA'S NEW WESTERN STANDARD

High Desert Full-Spectrum THC Beverages



LAB RESULTS

CALORIES • 5MG CANYON WATER FULL-SPECTRUM

ALCOHOL • 0 CALORIE

RETAIL PRESENCE

DESIGNED TO OWN THE COOLER

Canyon Water is built for a simple but strong in-store footprint.

The retail system gives dispensaries easy tools to drive attention at the cooler, educate customers fast, and support trial without overcomplicating the space.



Branded Fridge Wrap

Counter-height glass-front cooler wrapped in matte charcoal with Canyon Water High Desert branding.

Countertop Rack

Small powder-coated rack for cans or takeaway cards.

Shelf Talkers

Flavor and benefit callouts near the cooler.

QR Lab Card

Clean product education piece for lab results and product details.

Boot-Print Floor Decals

A small branded path leading customers toward the cooler.

Cooler Clings

Simple door decals or “High Desert Full-Spectrum THC Beverages” callouts.



**CANYON
WATER**

LAUNCH ACTIVATION TRADE SHOW PRESENCE

BUILT FOR THE FLOOR. READY FOR THE CROWD.

Canyon Water High Desert can scale from cooler-door merchandising to a clean, professional launch setup for trade shows, buyer meetings, dispensary events, and sampling activations.

The setup stays simple and premium: cold cans, matte black fixtures, sandstone texture, bold Western branding, and a clear path to trial.



10x10 matte black backdrop

Centered Canyon Water High Desert branding.

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0 ALCOHOL ✦ 0 CALORIES ✦ 0 SUGAR

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High Desert

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