



# Functional Cannabis Beverages for Active Lifestyles

Mirco-Dosed Cannabis, Nootropics, Adaptogens & Energy Boosters



# OUR MISSION

TO BECOME YOUR PARTNER IN PERFORMANCE AND WELL-BEING, EMPOWERING YOU TO LIVE YOUR BEST LIFE THROUGH OUR UNIQUE BLENDS, DELIVERING TRANSFORMATIVE EXPERIENCES, UNITING BODY AND MIND FOR OPTIMAL PHYSICAL AND COGNITIVE HEALTH.





# About Fuel & Elevate

With combined expertise in the regulated cannabis, craft beer, cannabis beverage, CBD, and mental health markets, Fuel & Elevate has created a one-of-a-kind functional cannabis beverage. Since 2017, our leaders have pioneered and launched various products in the specialty beverage market. From an award-winning non-alcoholic beer, market leading transdermal topicals, to cutting-edge cannabis beverages, we are dedicated to enhancing mental and physical well-being of our customers. We are dedicated to delivering outstanding user experiences by offering top-notch products that enable you to live life to the fullest.



## VERTICAL CANNABIS OPERATION

81,000sf supporting, cultivation, processing, manufacturing and retail operations.



## BREWBUDZ

The World's first cannabis infused, flower based, compostable single serve (K-Cup) beverage, generated 2.8B media impressions over 60 days.



## BASKIN WELLNESS

The No. 1 Cannabis Topical in the State of Nevada for 4 years, with THC, CBD and THC:CBD Formulations.



## TWO ROOTS BREWING

Award-winning Non-Alcoholic Craft Beer reached 26 US States and 8 Countries of Distribution



# About Fuel & Elevate, Cont.

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**FUEL & ELEVATE IS A TRAILBLAZING FUNCTIONAL CANNABIS BEVERAGE BRAND, BORN FROM A DECADE OF EXPERTISE IN THE SPECIALTY AND CANNABIS BEVERAGE MARKETS**

**COMBINING NATURAL PLANT-BASED NOOTROPICS, ADAPTOGENS, ENERGY BOOSTERS, AND MICRO-DOSED DELTA-9 THC, FUEL & ELEVATE IS DESIGNED TO DECREASE STRESS AND ANXIETY, ELEVATE MOOD, AND INCREASE ENERGY. PROVIDING A SENSE OF WELL-BEING LIKE NEVER BEFORE.**

**FUEL & ELEVATE IS MORE THAN JUST A BRAND; IT'S A UNIQUE BLEND THAT EMPOWERS INDIVIDUALS WHO STRIVE TO LIVE LIFE TO ITS FULLEST. JOIN US IN EMBRACING A NEW ERA OF ELEVATED EXPERIENCES.**

*This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.*





SECTION 1 | MARKETS

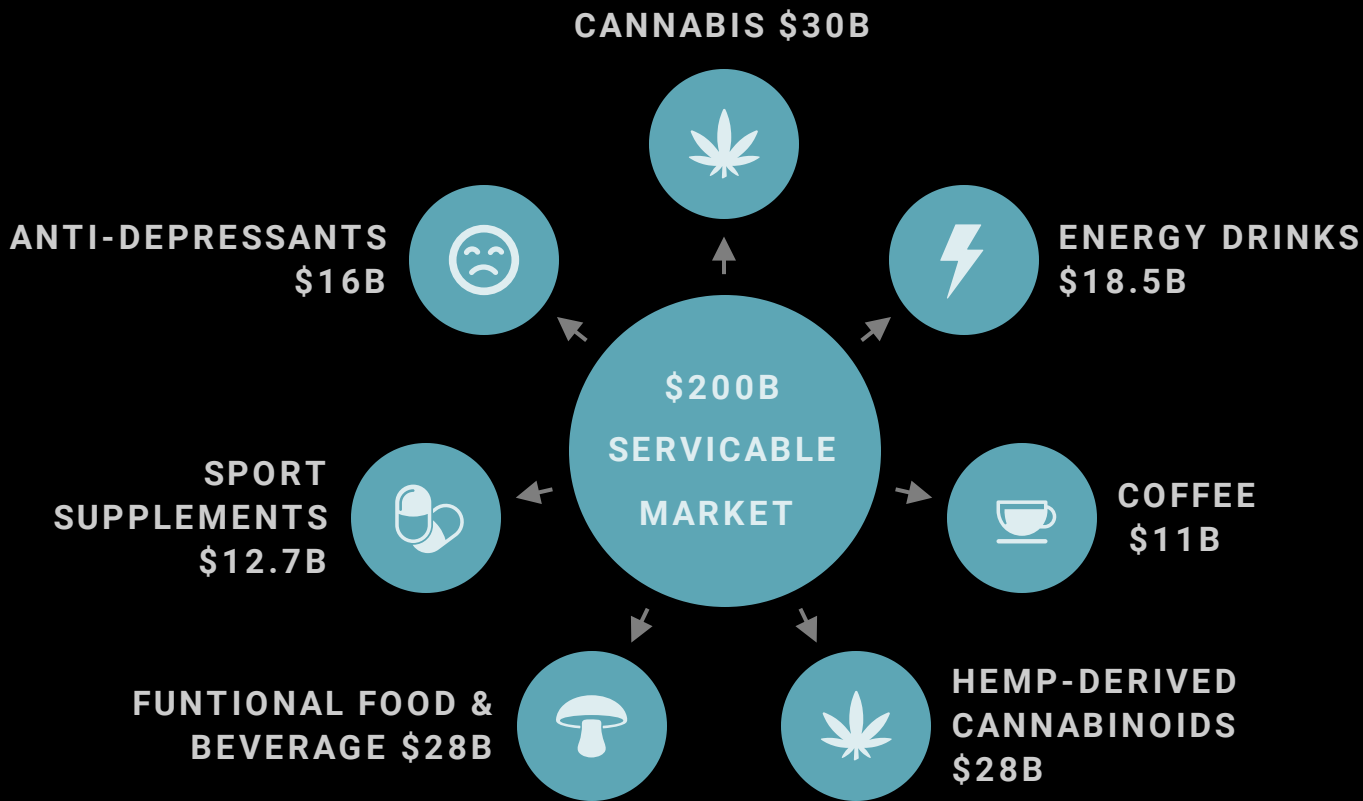
# Hemp-Derived Cannabinoid Serviceable Markets

This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.



# \$200 Billion Servicable U.S. Market

There are three state approaches to the hemp-derived Fuel & Elevate is crafted to elevate mood, alleviate stress and anxiety, and provide enduring energy. By honing in on the intricate interplay of mind and body, Fuel & Elevate presents a unified solution for these interconnected and growing market segments. cannabinoid industry:



[1]: [US Coffee Market - Growth, Trends, COVID-19 Impact, and Forecasts (2022 - 2027) - Market Research](https://www.marketresearch.com/)[2]: US Functional Foods & Beverages Market Size, Share & Trends Analysis Report By Product, By End Use, By Region, And Segment Forecasts, 2022 - 2030 - Market Watch[3]: US Sports Nutrition Market Size, Share & Trends Analysis Report By Product Type, By Form, By Distribution Channel, By Region And Segment Forecasts, 2022 - 2030 - Grand View Research[4]: US Anti-depressant Market Size study, by Product, by Application and Regional Forecasts 2022-2030 - Research And Markets[5]: US Energy Drinks Market Size, Share & Trends Analysis Report By Product, By Distribution Channel, By Region And Segment Forecasts, 2022 - 2030 - Grand View Research[6]: US Cannabis Market Size, Share & Trends Analysis Report By Product Type, By Medical Application, By Region And Segment Forecasts, 2022 - 2030 - Market Watch



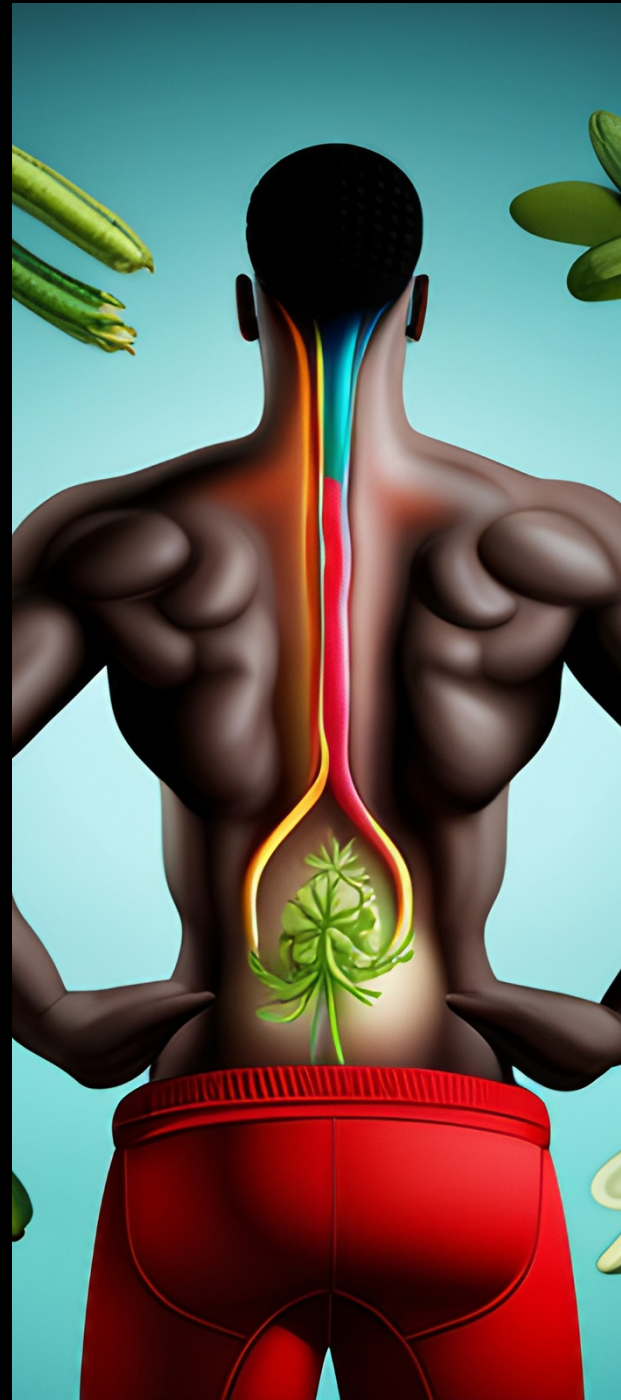
# U.S. Intoxicating Hemp Derivatives (IHDs')

- 1 Q3 2023, 27% OF AMERICANS REPORT USING PSYCHOACTIVE THC, FROM CANNABIS AND HEMP
- 2 2021 - 2022 DELTA-8 THC GENERATED \$2 BILLION IN REVENUE
- 3 HEMP-DERIVED THC REACHED \$2.8B IN 2023
- 4 THE TOTAL ADDRESSABLE MARKET (TAM) FOR IHDS IS A VALUE OF \$28.4B, RANGING FROM \$21.3B TO \$35.8B.



SECTION 2 | FORMULATIONS

# Fuel Your Body, Elevate Your Mind!



EUPHORIC SENSE OF WELL-BEING  
EXTREME FOCUS  
IMPROVED MOOD BDNF ENERGY  
LIFEFULLY  
DECREASED STRESS & ANXIETY  
INCREASED

COCONUT COFFEE  
BACOPA EXTRACT (BACOPAMONNIERI)  
MCT  
POWDER  
ORGANIC  
MILK EXTRACT  
RHODIOLA BERRY  
THEANINE-1  
POWDER  
ANCIENT PEACH APPLE EXTRACT  
NATURAL VANILLA FLAVOR

ASHWAGANDHA

FUEL & ELEVATE



# FIND YOUR MOJO!

## Fuel & Elevate the Blend

Fuel & elevate offers an exceptional choice for individuals seeking to enhance their daily rituals and make the most out of life. Whether kick-starting the day, powering through workouts, igniting creativity, or enhancing social gatherings, Fuel & Elevate is the ideal companion.

Our all-natural formula, meticulously crafted with THC, Nootropics, Adaptogens, and Energy Boosters, not only fuels your body but elevates your mind. Experience increased focus, energy, and mood while reducing stress and anxiety with Fuel & Elevate.

Elevate your daily moments with Fuel & Elevate and unlock the true potential of a vibrant and uplifted lifestyle.

### NOOTROPICS

ORGANIC ARABICA COFFEE

ORGANIC COFFEE BERRY EXTRACT

L-THEANINE

### ADAPTOGENS

ASHWAGANDHA

BACOPA MONNIERI

RHODIOLA

### ENERGY BOOSTERS

MCT OIL C8 - C10

NATURAL CAFFEINE ANHYDROUS

ANCIENT PEAT & APPLE EXTRACT

### CANNABINOIDS & OTHER NATURAL INGREDIENTS

HEMP-DERIVED DELTA-9 THC

CANNABIDIOL "CBD"

GRASS-FED BOVINE COLLAGEN  
PEPTIDES

VITAMINS B6 & B12

*This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.*





# Fuel & Elevate

- **NOOTROPICS:**

Nootropics, also known as cognitive enhancers or smart drugs, refer to substances that may improve cognitive function, including memory, creativity, motivation, and overall mental performance. These substances are often used to enhance focus, alertness, and mental clarity without causing sedation or stimulation. Nootropics can include a wide range of compounds, such as vitamins, herbs, and synthetic drugs, each with its own specific cognitive-enhancing properties.

- **ADAPTOGENS:**

Adaptogens are a class of herbal compounds that are believed to help the body adapt to stress and maintain a state of balance or homeostasis. These substances are thought to support the body's ability to resist and recover from stressors, whether physical, chemical, or biological. Adaptogens are often used to promote overall well-being, enhance resilience to stress, and improve the body's adaptive response. Common examples of adaptogenic herbs include rhodiola, ashwagandha, and holy basil.

- **ENERGY BOOSTERS:**

Energy boosters are substances or products that increase energy levels and combat fatigue. They can include compounds that stimulate the central nervous system, enhance metabolism, or support energy production. Caffeine from coffee and tea is a well-known natural energy booster, but vitamins, amino acids, and herbal extracts are also commonly used. The goal is to temporarily increase alertness, focus, and physical performance without causing long-term adverse effects or dependency.



# Formulation Benefits

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By elevating mood, decreasing anxiety, and increasing energy levels, Fuel & Elevate delivers:

**TRANQUIL CONFIDENCE, CREATIVITY, INCREASED FOCUS, SUSTAINED ENERGY, ENHANCED AND RELAXED SOCIALIZATION, AND DEEP RESTORATIVE SLEEP.**





# Essential Inputs

In addition to the known vitamins, adaptogens, and nootropics included within the "Fuel & Elevate" formulation, we have incorporated two very unique and incredibly beneficial ingredients, they include:

- **HEMP-DERIVED DELTA-9 THC**
- **COFFEE BERRY EXTRACT**
- **ANCIENT PEAT & APPLE EXTRACT**



This product is 100% Hemp-derived and compliant the U.S. Far Bill with less than .3% delta-9 THC by dry weight.





# Delta-9 THC and Brain Function

THC & Brain-Derived Neurotrophic Factor "BDNF" an Essential Brain Protein



## CHRONIC USE<sup>1</sup>

**Research** by Shira Knafo et al. (2004) showed that exposure to THC can **decrease BDNF levels in the hippocampus, the part of the brain responsible for learning and memory.** Another study by Anna Dlugosz et al. (2012) found that chronic use of THC in rats **caused a decrease in BDNF levels in the prefrontal cortex, a region responsible for cognitive and executive functions.**



## MICRO-DOSING<sup>1</sup>

A study conducted by Tzahi Klein and colleagues (2017) showed that **low doses of THC can increase BDNF levels in the hippocampus.** This finding may explain why some **people claim that cannabis improves their creativity and cognitive function.**



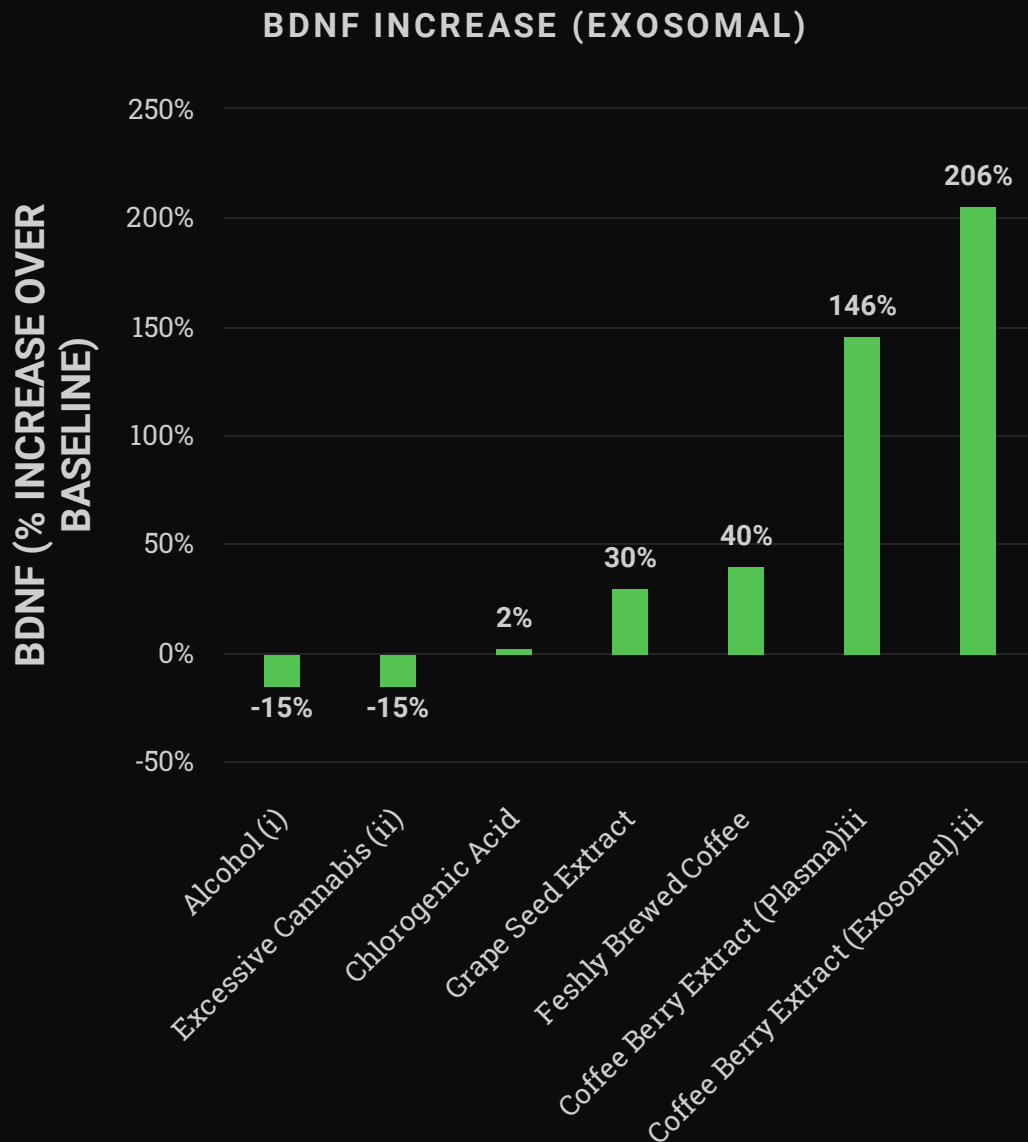
## PROTECTION

Fuel & Elevate's blend of Nootropics may provide protection against the effects of chronic cannabis use, and in doing protect higher brain functions, and potentially elevate the effects of THC, by naturally increasing the level of BDNF in both blood plasma and cells.

<sup>1</sup> *Maximizing Your Brain Function: Understanding the THC - BDNF Relationship*

<sup>2</sup> There have been 8,300 papers published on brain-derived neurotrophic factor (BDNF) since 2014. [www.pubmed.com](http://www.pubmed.com)





## WHAT IS COFFEE BERRY EXTRACT "CBE"?

CBE is a natural, patented extract derived from premium *Coffea arabica* coffee cherries. It contains a unique profile of polyphenols that clinical studies show to stimulate the production of Brain-Derived Neurotrophic Factor (BDNF), a key neuroprotein involved in overall brain health.

## WHAT IS BDNF?

BDNF has been widely reported to play a vital role in the development, maintenance, connection and protection of brain neurons.

Low BDNF has been associated with a variety of brain-related health concerns. incl. depression & anxiety.

CBE is a natural botanical shown to significantly increase BDNF levels in two double blind, peer-reviewed studies of healthy human subjects.

## Benefits of BDNF

**Elevated mood - Enhanced Learning - Improved Memory - Higher Thinking - Neural Protection - Neuron Protection Cellular Communication,**

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

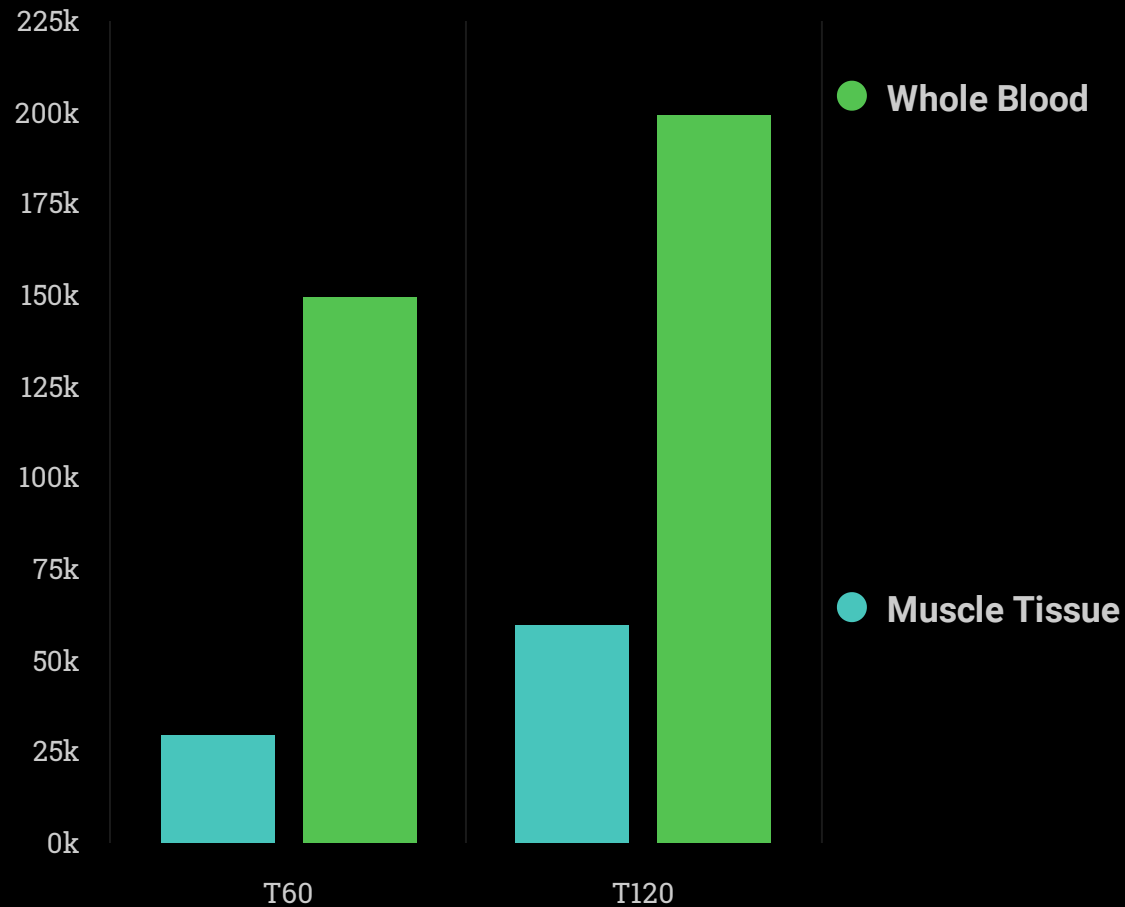
(i) The Effects of Alcohol on Mental Health and How to Counter the Risks

(ii) Maximizing Your Brain Function: Understanding the THC - BDNF Relationship

(iii) [Whole Coffee Berry Extract & BDNF](#)



# Ancient Peat & Apple Extract



## What is Ancient Peat & Apple Extract "APAE"

APAE, a combination of ancient peat and a proprietary apple extract, has been shown in clinical studies to increase serum levels of mitochondrial adenosine triphosphate (ATP), the energy currency of the body.

## APAE Supports Increased Levels of ATP\*

Supplementation with 150mg of "APAE" resulted in significant increases in intracellular ATP in both whole blood and muscle tissue with no significant changes in ROS and lactate.

## Energy without the Stimulatory Side Effects?

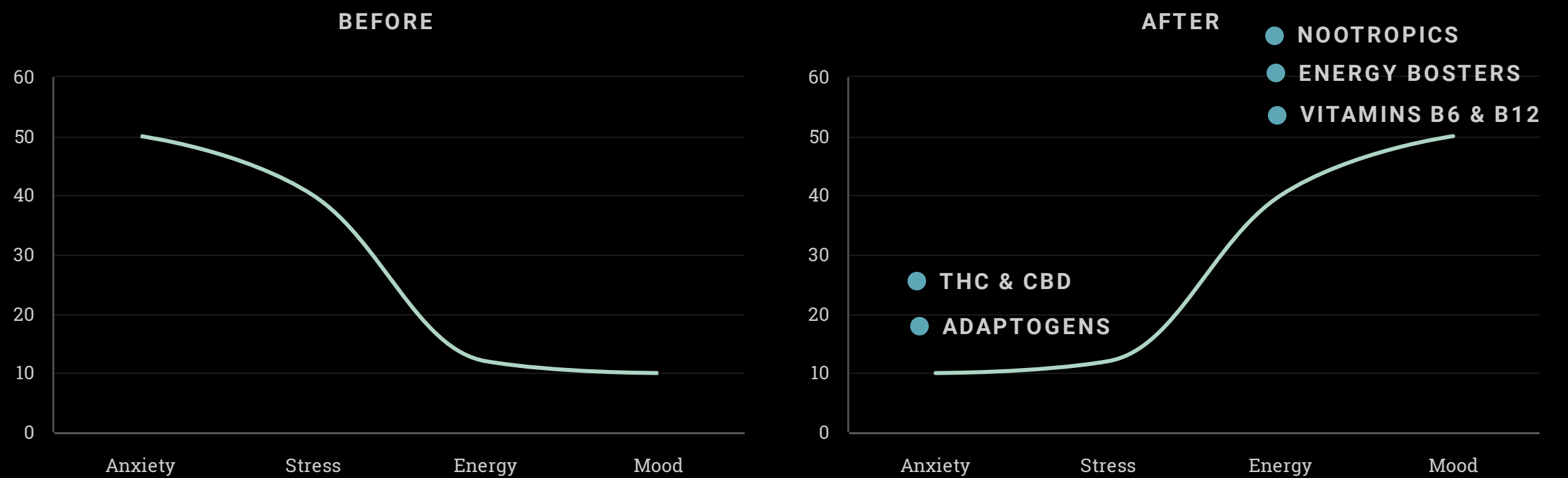


\* *Ancient Peat & Apple Extract*



# Fuel & Elevate's Objective

The interrelation between body and mind is compelling, where stress & anxiety have a direct correlation to a decrease in mood and energy levels, with the inverse also being true. F&E's has been formulated to target both sides of the body & mind equation; A) increase energy and mood to crease stress & anxiety, and B) decrease stress and anxiety to elevate mood and energy.



Graphs are for illustrative purposes only.



SECTION 1 | PRODUCTS

# Instant Beverage Offerings



# INSTANT CLASSIC BLACK (15 Calories)

BLEND: Elevate

Available in: Single Serve (8) Pack, & (25) Serving Pouch



3.85G NOOTROPICS



5MG DELTA-9THC,  
2MG CBD PER SRV.



400MG  
ADAPTOGEN



OTHER

- Vitamin B-6
- Vitamin B-12



700MG ENERGY  
BOOSTERS



FLAVOR NOTES -  
ROBUST, CREAMY,  
SUBTLY SWEET,  
SATISFYING





# INSTANT KETO-CREAM & SUGAR (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



4.35G NOOTROPICS



5MG DELTA-9THC,  
2MG CBD PER SRV.



400MG ADAPTOGEN



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12



5.2G ENERGY  
BOOSTERS



FLAVOR NOTES -  
FLAVORFUL,  
AROMATIC,  
CREAMY



DAIRY  
FREE



KETO  
FRIENDLY



GLUTEN  
FREE



# INSTANT CAFE MOCHA (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



4.35G NOOTROPICS



5MG DELTA-9THC,  
2MG CBD PER SRV.



400MG  
ADAPTOGEN



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12



4.2G ENERGY  
BOOSTERS



FLAVOR NOTES -  
RICH & CREAMY,  
MOCHA



DAIRY  
FREE



KETO  
FRIENDLY



GLUTEN  
FREE



# INSTANT VANILLA LATTE (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



4.35G NOOTROPICS



5MG DELTA-9THC,  
2MG CBD PER SRV.



400MG  
ADAPTOGEN



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12



4.2G ENERGY  
BOOSTERS



FLAVOR NOTES -  
SMOOTH &  
CREAMY, HINTS  
OF VANILLA



DAIRY  
FREE



KETO  
FRIENDLY



GLUTEN  
FREE





# INSTANT SALTED CARAMEL (120 Calories)

BLEND: FUEL & ELEVATE

Available in: Single Serve (8) Packs, & (12) Serving Pouches



4.35G NOOTROPICS



5MG DELTA-9THC,  
2MG CBD PER SRV.



400MG  
ADAPTOGEN



OTHER

- 15g Grass-Fed Bovine Peptides, Vitamin B-6 Vitamin B-12



4.2G ENERGY  
BOOSTERS



FLAVOR NOTES -  
SALTY-SWEET,  
CREAMY &  
EARTHY



DAIRY  
FREE



KETO  
FRIENDLY



GLUTEN  
FREE

# Enjoy Hot or Cold

## How to Prepare

### ENJOY YOUR BUDZ HOT



Add Scoop to a  
Mug



Add 8-10oz of  
Hot Water



Stir & Enjoy

### ENJOY YOUR BUDZ ICED



Enjoy Your Budz  
Iced



Add 8-10oz of  
Cold Water



Shake



Add Ice & Enjoy

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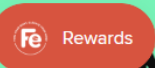
FREE SHIPPING ON ALL ORDERS OVER \$100

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## MICRO-DOSED CANNABIS NOOTROPICS ADAPTOGENS & MORE

## MORE FOR LESS

Check out our bundles



Rewards

## Simply Add Water.

Chat with us





# Blog Posts



**CAN INTOXICATING ADULT  
BEVERAGES BE GOOD FOR  
YOU?**



**MAXIMIZING YOUR BRAIN  
FUNCTION: UNDERSTANDING  
THE THC - BDNF  
RELATIONSHIP**



**THE EFFECTS OF ALCOHOL  
ON MENTAL HEALTH AND  
HOW TO COUNTER THE RISKS**





**UNLOCKING THE ENERGY  
WITHIN: UNDERSTANDING  
MITOCHONDRIAL ADENOSINE  
TRIPHOSPHATE (ATP)**





# Let's get started


Cognitive Brands, dba Fuel & Elevate


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 Fuel & Elevate



# FUEL & ELEVATE

# FIND & FUEL YOUR MOJO!

