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Enchanted snacks

Starbucks releases its first Spaces cakes

The Starbucks coffee brand begins selling Space Cakes with low and high THC thanks to the total or partial legalization of cannabis in certain states in the United States.

By Ahmad Souaidy
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Starbucks, operating since 1971 is the largest coffee chain group in the world, with nearly 35,711 coffee shops located in 86 countries.

Their turnover for 2023 is \$29.46 billion and they seem to plan to increase their turnover by launching into the sale of Space Cake. Starbucks wishes to increase its profits by opening their doors to a new audience.

Knowing that cannabis is legal and that it sells well in certain states such as Washington, Nevada, New York, that its sales results are around 20 billion euros, Starbucks wants to stand out and therefore follow the trend and therefore provide well-being to potential customers. Starbucks wanted to take the example of Snoop Dogg who released a drink based on THC and CBD called “Do it fluid”.

As there's a growing interest in CBD-containing products made from hemp throughout the western world, indeed Cannabis has been one of the buzziest wellness trend and continues to gain momentum.

Now legal in many states – though not all the CBD industry is flourishing in the US, projected to hit \$16 b by 2025. It has reached new pinks with celeb endorsements as Kim Kardashian West to overcome stress of giving birth and professional golfer Bubba Watson to promote sleep.

And now Starbucks announces its first cannabis cakes in its stores like Snoop Dogg who sell cannabis beverage name “Do It Fluid”.

Yet Cannabis comes with a host of challenges.



They will add this new product to their store list at a lower and more competitive price

Starbucks hopes that new product will increase their income.

If you are interested by that product, it's going to be available at the start of April.

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