



U.S. Hemp Roundtable

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U.S. Hemp Roundtable Makes Big Splash into Hemp Beverage Space with Election of Two Prominent Executives

Art Massolo, Vice President of Business Development at Cycling Frog, has been elected as the Roundtable's new Executive Vice President. Joining him is Aaron Nosbisch, Founder of BRĚZ, who has been named Vice President for E-Commerce.

WASHINGTON D.C. — The Board of Directors of the U.S. Hemp Roundtable, the leading national advocacy organization for the hemp industry, proudly announces the election of two distinguished leaders from the booming hemp beverage sector to its officer ranks.

Art Massolo, VP of Business Development at Cycling Frog, will serve as the new Executive Vice President, while Aaron Nosbisch, founder of BRĚZ, assumes the role of Vice President of E-Commerce.

These appointments mark a significant milestone as the U.S. Hemp Roundtable continues to expand its reach within the rapidly growing hemp beverage market. Currently, more than 25 of the Roundtable's members are engaged in hemp beverage commerce.

"Beverages represent the fastest-growing segment of the hemp industry, and the Roundtable is blessed to have two of the industry's most prominent leaders join us as Vice Presidents," said **Jonathan Miller**, the Roundtable's General Counsel.

"Involving hemp beverage companies within the umbrella of an organization that is dedicated to the entire hemp food chain is critical to the success of the entire industry. All hemp product lines face an existential threat from the unholy alliance that has developed between monopolistic marijuana companies and cannabis prohibitionists. These groups are massively funding efforts to bring all hemp products into the dispensary system. Only through a united front can we sufficiently fund and execute a successful strategy to regulate, not prohibit, hemp products."

Art Massolo expressed his gratitude and commitment to the cause, stating, "*Joining the Executive Board of the U.S. Hemp Roundtable is a true honor. I am grateful for the opportunity to collaborate with the entire cannabis industry and dedicate as much time as it takes to advancing equitable and sustainable hemp policies. Together, we will advocate for science-driven regulations that ensure the growth and integrity of the hemp industry, fostering innovation and inclusivity. The industry must be united—it cannot be one product line for itself—because our opponents will take advantage of any division.*"

Massolo continued, "Post-prohibition is never easy, and on behalf of Cycling Frog, the entire hemp beverage industry, and the entire hemp ecosystem, I commit to helping all of our products remain and flourish on shelves, online, on tables, and in fridges throughout the world for centuries to come."

Aaron Nosbisch, founder of BRĒZ, shared his enthusiasm *"I'm honored to join the U.S. Hemp Roundtable as Vice President of E-Commerce, where I'll lead efforts to drive the hemp industry's direct-to-consumer success. With my experience founding and leading BRĒZ & Lucyd, I've gained a deep understanding of the unique challenges and opportunities in this space. In this role, I'll empower brands with the tools and resources they need to thrive, ensuring their products remain compliant, safe, and accessible only to adults. When safety and trust are prioritized, business success follows naturally, creating a powerful harmony that benefits society, and in turn, the entire industry."*

About Art Massolo

Art Massolo is a highly accomplished senior executive with over 30 years of experience across various sectors, including cannabis, wine, craft beer, spirits, food and beverage, CPG, FMCG, recruitment, sustainability, retail, health, and wellness. He founded Viña Cono Sur in Chile in 1994 and Viña Trivento in Argentina in 1996. In 2001, Art founded B2Bwine.com, which became part of WX Brands. With over 15 years as a management consultant in the beverage space, Art brings a wealth of knowledge and experience to his new role with the U.S. Hemp Roundtable. Raised in Singapore, Indonesia, Italy, Panama, Brazil, Denmark, Costa Rica, and Chicago, Art is a graduate of Hamilton College. He is the proud father of four amazing adults and is happily married to his love, Val.

About Aaron Nosbisch

Aaron J. Nosbisch, founder of BRĒZ, the fastest-growing cannabis beverage and Lucyd, the largest cannabis social advertising agency in the world, is an entrepreneur, investor, and adventurer who has founded numerous endeavors while driving hundreds of millions in revenue for his projects and clients, all while traveling the world. Selling 1.5M cans within the first year alone, BRĒZ was founded in 2023 as the world's first cannabis and mushroom infused social tonic (and #1 fastest growing cannabis beverage), offering two blends: THC-Infused Lemon Elderflower and Lion's Mane. BRĒZ sees the functional beverage space as ripe for disruption and aims to create effective, functional blends – using only natural ingredients – that pair perfectly with different moments of life. With a powerful brand grounded in transparency, innovation, and a genuine care for others, BRĒZ continues to delight and surprise its customer base with an ever-expanding portfolio of thoughtfully-crafted beverages.

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About the U.S. Hemp Roundtable

The U.S. Hemp Roundtable is the industry's national advocacy organization, dedicated to promoting policies that support the full potential of the hemp plant. The Roundtable works with lawmakers and regulators to advance the interests of hemp farmers, processors, manufacturers, and consumers. With a focus on safety, sustainability, and innovation, the Roundtable is committed to ensuring the future success of the hemp industry. More at hempsupporter.com