

Packaging – The Shelf Appeal 🧐

1. **Enticement** – Does the packaging grab you
2. **Design** – Is the packaging professional and represent cannabis is a good light
3. **Wastefulness** – Was the packaging wasteful

Technical Analysis – Personal Preference 📊

1. **Ingredients** – Quality of ingredients and health factor
2. **Cannabinoids** – Are the THC and/or CBD levels desirable, are they too strong
3. **Sourcing** – Are the ingredients sustainably or organically farmed

First Impressions – The Senses 🤔

1. **Freshness** – Does the item look and smell fresh or has it gone stale
2. **Hands on** – How does it feel, is it hard to handle
3. **'Mouth water'** – How excited are you to try it

Experience – Down the Hatch 🍷

1. **Taste** – How delicious was it
2. **Portion size** – Was it too much, too little, or just right
3. **After taste** – Did it sit well with your palette or leave a bad flavor

Effect – No Thanks or New Go-to? 🧠

1. **Body high** – Does it provide physical relief
2. **Head high** – Does it provide mental relief
3. **Recommendability** – How strongly would you recommend this to a friend

5 points per item

Red – Double points

100 maximum score