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ENTERTAINMENT

Day Dreaming: N. Liberty's Field Day is brewing its own hemp-derived THC beverage



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Iowa City Press-Citizen

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A dream has become a reality at Field Day Brewing Company.

The brewery, [which opened in August 2023](#), entered a new market last week with the release of Day Dreamer, a hemp-derived THC drink brewed locally in three flavors.

Iowa City Press-Citizen

"It really became clear with the other products coming to the state that this was not the future of social beverages, but a big player," said Field Day co-founder, Alec Travis. "We took notice of it, and people were liking it. So we started digging up conversations amongst us owners of 'what does it take for somebody here to do it?'"

Day Dreamer is brewed in three different potencies, each made in North Liberty. The drink was released for public consumption on Feb. 23. The beverage drinks and pours similar to a sour.

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A locally brewed and uniquely created drink

Day Dreamer takes a unique approach to the THC trend, with three flavors and three strengths, all providing a different experience. The flavors include raspberry hibiscus, strawberry citrus, and lemon ginger brewed at three potency levels – Low Key, with two milligrams of a THC and CBD blend; Classic, with seven milligrams THC; and High Key, with 15 milligrams THC. Strength levels will be easily identifiable by the label color – Low Key has a soft, pastel color, Classic is big and bold, and High Key is dark.

"We're trying to create that threshold for the beverage to accommodate any consumer, whether you're new to [hemp-derived THC] or more experienced," Travis said.

Field Day prides itself on being the first establishment in Iowa to brew a hemp-derived THC at its brewery. The Day Dreamer brand will partner with Midwest hemp farmers to create a potent product, one made with organic and natural botanicals and sourced locally when appropriate.

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strengthen, give people what they need.

How are THC drinks legal?

Businesses and manufacturers selling THC-infused products derived from hemp undergo a thorough process to ensure compliance with both state and federal regulations.

Before Day Dreamer launched, Field Day collaborated closely with various state departments to address logistical and legal considerations regarding the production and sale of the beverage, leading Field Day to transition its building license from a food retailer to a food manufacturer.

"While [our beers and Day Dreamer] are made in the same building, we don't use the same equipment; we have them isolated from each other," Travis said. "We keep them separate on different systems, different tanks, and it's not required by law to do that."

THC-infused beverages have emerged in Iowa due to the [2018 Farm Bill, which legalized hemp-derived THC](#) in the form of delta-8 and delta-9 THC. While recreational marijuana remains illegal and medical marijuana is strictly regulated, the growing popularity of THC drinks offers a new buzz for consumers.

Field Day hopes Day Dreamer will allow people to branch outside the norm and try something new without the hangover that often comes from alcohol consumption.

"Daydreaming is about stepping out of your comfort zone a little bit, getting lost in the clouds," Travis said. "Just relax and chill out a little bit. I feel like a lot of people need that."

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include a drink to help users fall asleep or one that more closely reflects the Iowa seasons and harvest, much like seasonal craft beers.

The first three flavors and strengths are available for purchase in the Field Day taproom and to-go at Field Day's North Liberty location. They will soon be available at local stores like John's Grocery in Iowa City and Johny's Liquor Store in North Liberty. Field Day hopes to distribute the product out of state as well.

More: [From sparkling water to edibles, here is where you can find hemp-derived THC products in Johnson County](#)

Approach with caution

Hemp-derived THC drinks have a different effect than alcohol. Field Day Brewing recommends new consumers approach the drink with a bit of caution and enter the new dream world with responsibility and safety in mind.

"My recommendation for anybody is always to approach the low-key first. Drink half of it in about half an hour and then wait half an hour and see what happens because it can take some time," Travis said. "Give it another half an hour. Everything's feeling good. Keep going. But if you're a frequent user, go for the 15 milligrams.

Field Day brewers are excited for feedback, understanding there may be some opposition to the new product. The local brewery is keen on appealing to various demographics and experiences, hopeful they can bring people together.

The local product is the next big leap in a market primed for an explosion. Day Dreamer joins Lua Brewing and Big Grover Brewery's [Climbing Kites line](#) and ReUnion Brewery's partnership with WLD WTR, [Jungle Vibe](#), which was released in January.

Iowa City Press-Citizen

possible knowing that not everyone is going to like it.

Day Dreaming can also be purchased through Field Day's [online store](#).

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