State of New Jersey
CANNABIS REGULATORY COMMISSION
P.O. BOX 216
TRENTON, N.J. 08625-0216

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Lt. Governor

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CHRIS RIGGS, *Acting Executive Director*

September 17, 2025

VIA CERTIFIED AND ELECTRONIC MAIL *to:* [redacted]
Bud It Up LLC
[redacted]

Re: NOTICE OF VIOLATION –**BUD IT UP LLC;** INV 111-25

Dear [redacted],

This letter is a Notice of Violation ("Notice"), issued by the New Jersey Cannabis Regulatory Commission ("NJ-CRC") in accordance with N.J.A.C. 17:30-20.4 to Bud It Up LLC ("Bud It Up"). An investigation which commenced on August 14, 2025, and remains ongoing as of the date of this Notice revealed Bud It Up committed the following violation:

1. **Violation 1: N.J.A.C. 17:30-17.2(a)** – A licensed cannabis business may provide information to the public through advertising, except that no person shall engage in advertisement of a cannabis business, cannabis products, or cannabis paraphernalia, unless such person has reliable evidence that at least 71.6 percent of the audience for the advertisement is reasonably expected to be 21 years of age or older.

2. **Violation 2: N.J.A.C. 17:30-9.5 (b)**- A medical cannabis dispensary or cannabis retailer shall not operate as a retail food establishment, as defined at N.J.A.C. 8:24-1.5, and the sale of food, beverages, alcohol, or tobacco on the premises of a cannabis business are prohibited; except that sales of food to personnel of such cannabis business on the premises in an area separated from the physical plant, such as an employee break room; or consumption of food brought by or delivered to, qualifying patients, designated caregivers, or consumers in a cannabis consumption area are permitted, where allowed by law.

Bud It Up advertised a "Bud and Pies Fridays" promotion on its Instagram page. The pizza promotion offered delivery of a plain pizza pie for $18, with a delivery order. Additionally, Bud It Up advertised free ice cream on a sign placed along an ice cream truck parked in the parking lot of Maiettas, the co-sponsor of the free ice cream promotion. The sign stated that the free ice cream was "courtesy of Maiettas & Bud It Up".

Within 20 business days of the receipt of the Notice of Violation, Bud It Up shall (1) Correct the violation; (2) Notify the Commission, in writing, with a postmark date that is within 20 business days of the date of receipt of the Notice of Violation, of any corrective actions taken to correct the violations, and the date of implementation of such corrective actions.

This Notice of Violation satisfies the NJ-CRC's responsibility to provide five-day notice before any enforcement

action shall be taken, as required by N.J.A.C. 17:30-20.5. Bud It Up is notified that the above-referenced violations may result in the imposition of civil monetary penalties in accordance with the schedule set forth at N.J.A.C. 17:30-20.7.

N.J.A.C. 17:30-20.5(a) establishes that: "In response to a violation of any provision of the Act or this chapter, the Commission is authorized to take enforcement action or impose sanctions upon a license holder. Sanctions may include, but are not limited to, civil monetary penalties; suspension, revocation, non-renewal, or denial of a license; referral to State or local law enforcement, pursuant to N.J.A.C. 17:30-20.6, 20.7, and 20.8; or any combination thereof." Corrective action taken by Bud It Up does not preclude the NJ-CRC from imposing penalties but may be taken into consideration when considering the penalty to be imposed for each violation. N.J.A.C. 17:30- 20.6(f)(4).

Bud It Up has acted in violation of the Cannabis Regulatory, Enforcement Assistance, and Marketplace Modernization Act, N.J.S.A. 24:6I-31 et seq., and the adult use regulations by advertising its cannabis business without reliable evidence that at least 71.6 percent of the audience for the advertisement was 21 years of age or older and by operating as a retail food establishment.

The NJ-CRC hereby orders Bud It Up to immediately cease advertising its cannabis business without ensuring that at least 71.6 of the audience for the advertisement is 21 years of age or older and operating as a retail food establishment and conform its operations with the statute and adult use regulations. The NJ-CRC reserves the right to impose sanctions for these violations.

The NJ-CRC appreciates your expeditious cooperation in this matter. Any questions regarding this correspondence can be sent via e-mail to your assigned Field Monitor.

Sincerely,



Paul Thomas Urbish, Esq. Director
Office of Compliance and Investigations
New Jersey Cannabis Regulatory Commission

Cc: Dianna Houenou, Chairwoman, NJ-CRC
Christopher Riggs, Executive Director, NJ-CRC
Dave Tuason, Chief Counsel, NJ-CRC
Anthony Garlington, Investigator, NJ-CRC
Kevin Healey, Chief, NJ-CRC