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

MIKIE SHERRILL
Governor

DR. DALE G. CALDWELL
Lt. Governor

HARRIS LAUFER, *Chair*
JACQUELINE FERRARO, *Vice Chair*
AMELIA MAPP, *Commissioner*
KRISTA NASH, *Commissioner*
SEAN KENNEDY, *Commissioner*
CHRIS RIGGS, *Acting Executive Director*

August 13, 2026

[redacted]
Mister Jones LLC
[redacted]

Re: **NOTICE OF ENFORCEMENT ACTION -** INITIAL AGENCY DECISION REGARDING IMPOSITION OF SANCTIONS AGAINST MISTER JONES LLC

Dear [redacted]:

The New Jersey Cannabis Regulatory Commission ("NJ-CRC" or "Commission") has imposed a civil monetary penalty of $15,000.00 for the reasons articulated below.

NJ-CRC's Issuance of Notice of Violation

Pursuant to N.J.A.C. 17:30-20.4(a), during an onsite assessment, a review of financial records, or other Commission review of the license holder and its operations, if the Commission identifies a violation of the Cannabis Regulatory, Enforcement Assistance, and Marketplace Modernization Act, P.L.2021, c.16, N.J.S.A. 24:6I-31 et seq., (the "Act") or the implementing Personal-Use Cannabis Rules (the "Personal-Use Regulations"), the Commission shall provide notice of the violation, including an official written report of the findings and the nature of the violation, to the cannabis business or testing laboratory within seven business days following the onsite assessment or other identification of the violation.

Pursuant to N.J.S.A 24:6I-35a.(9)(c), a licensed cannabis business is prohibited from engaging in advertising unless the advertiser has reliable evidence that at least 50 percent of the audience for the advertisement is reasonably expected to be 21 years of age or older.

Pursuant to 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.

Pursuant to N.J.A.C. 17:30-17.2(d)(5), no person shall advertise any cannabis business, cannabis product, or cannabis paraphernalia:

5. At or in connection with a charitable, sports, musical, artistic, cultural, social, or other similar event or sponsor such an event, unless the advertiser or sponsor has reliable evidence that no more than 20 percent of the audience at the event is reasonably expected to be under the legal age to purchase cannabis items

Pursuant to N.J.A.C. 17:30-17.2(d)(7), no person shall advertise any cannabis business, cannabis product, or cannabis paraphernalia:

7. On a sign or placard in an arena, stadium, shopping mall, fair that receives State allocations, or video game arcade, unless such a site is an adult-only facility that prohibits persons under 21 years of age from entering

Pursuant to N.J.A.C. 17:30-17.2(f)(1), a cannabis business that advertises shall keep records as reliable evidence that the advertisement meets the requirements of this subchapter, which shall be available, upon request, to the Commission.

1. Such records shall include a precise description of the audience that is reasonably expected for an advertisement, and a list of all publications and venues in which an advertisement was published.

On May 27, 2026, a Notice of Violation was issued to Mister Jones LLC ("Mister Jones") for advertising its cannabis business without reliable evidence that at least 50 percent of the audience for the advertisement was reasonably expected to be 21 years of age or older; advertising its cannabis business at and in connection with a sports event without reliable evidence that no more than 20 percent of the audience at the event was reasonably expected to be under the legal age to purchase cannabis; advertising its cannabis business on a poster in an arena or stadium that did not prohibit persons under 21 years of age from entering; and failing to keep records as reliable evidence that its advertisements met the requirements of the adult use regulations.

Pursuant to N.J.A.C. 17:30-20.4(b), unless otherwise specified by the Commission, within 20 business days of receipt of the notice of violation, the cannabis business or testing laboratory shall correct the violation(s) and notify the Commission, in writing, of any corrective actions taken to correct the violations, and the date of implementation of such corrective actions. Mister Jones responded to the Notice of Violation and provided a corrective action plan within 20 days of receipt of the Notice of Violation.

NJ-CRC's Review of Imposition of Sanctions

Regardless of whether a license holder provides a corrective action plan, pursuant to N.J.A.C. 17:30-20.5(a), in response to a violation of any provision of the Act or the Personal-Use Regulations, 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.

Pursuant to N.J.A.C. 17:30-20.6(b), a monetary penalty imposed by the Commission on a license holder pursuant to this subchapter may not exceed $500,000 per major violation or $50,000 per

any other license violation. Pursuant to N.J.A.C. 17:30-20.6(c), a violation by each entity or person per day shall constitute a separate incident for the purposes of calculating the number of violations.

Pursuant to N.J.A.C. 17:30-20.6(d), the Commission may impose greater penalties for successive violations up to the maximum amounts.

Pursuant to N.J.A.C. 17:30-20.6(f), the Commission may, in the Commission's sole discretion, consider additional factors in determining the penalty for each violation. Such factors may include, but are not limited to:

1. Any prior violations that the license holder has admitted to or was found to have engaged in;
2. Good faith measures by the license holder to self-report or prevent the violation;
3. The license holder's record of compliance with the laws and rules pertaining to personal use cannabis;
4. Corrective action(s) taken by the license holder related to the current violation or prior violations;
5. Willfulness and deliberateness of the violation;
6. Likelihood of reoccurrence of the violation; and
7. Violations involving damage or danger to the life, health, welfare, safety, or property of any person.

After completing a thorough review of Mister Jones' violations for advertising its cannabis business without reliable evidence that at least 50 percent of the audience for the advertisement was reasonably expected to be 21 years of age or older; advertising its cannabis business at and in connection with a sports event without reliable evidence that no more than 20 percent of the audience at the event was reasonably expected to be under the legal age to purchase cannabis; advertising its cannabis business on a poster in an arena or stadium that did not prohibit persons under 21 years of age from entering; and failing to keep records as reliable evidence that its advertisements met the requirements of the adult use regulations, the Commission has determined to impose a civil monetary penalty of $15,000.00. The Commission's assessment of the civil monetary penalty is detailed below:

1. Violation 1: N.J.S.A. 24:61-35a.(9)(c) - $5,000.00
2. Violation 2: N.J.A.C. 17:30-17.2(a) - $0.00
3. Violation 3: N.J.A.C. 17:30-17.2(d)(5) - $5,000.00
4. Violation 4: N.J.A.C. 17:30-17.2(d)(7) - $2,500.00
5. Violation 5: N.J.A.C. 17:30-17.2(f)(1) - $2,500.00

In determining the penalty, the Commission considered where applicable, the license holder's history of violations, penalties previously imposed on businesses for similar violations and the particular facts and circumstances of the violation. The Commission finds the imposed penalty to be fair, reasonable, and consistent with the regulations at N.J.A.C. 17:30.

Next Steps

Fines must be paid online by logging into the Commission's licensing portal at https://nj-crc-public.nls.egov.com/login. If you feel you cannot pay the fine within 30 days of the date of this notice, you are encouraged to contact the Commission to establish a payment plan.

Please inform your assigned investigator when payment has been made.

If you wish to contest the imposition of this penalty, you may request an adjudicatory hearing pursuant to the Administrative Procedure Act, N.J.S.A. 52:14B-1 et seq., and 52:14F-1 et seq., to contest the Commission's imposition of a civil monetary penalty for any license violation within 14 days of receipt of this initial decision. If you wish to exercise your right to a hearing, such a request must be made in writing and sent to:

Arundhati Mohankumar, Chief Counsel
New Jersey Cannabis Regulatory Commission
PO Box 216
Trenton, NJ 08625-0216
Arundhati.Mohankumar@crc.nj.gov

Should you have any questions regarding this correspondence, please submit your inquiry to the NJ-CRC Licensing inbox at crc.licensing@crc.nj.gov.

Sincerely,



Harris Laufer
Chairperson
New Jersey Cannabis Regulatory Commission