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

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CHRIS RIGGS, *Acting Executive Director*

April 21, 2026

**VIA CERTIFIED AND ELECTRONIC MAIL** *to:* [redacted]
Prolific Growhouse LLC
[redacted]

Re: NOTICE OF VIOLATION –**Prolific Growhouse LLC;** INV 21 26

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 Prolific Growhouse LLC ("Prolific Growhouse"). An investigation which commenced on January 7, 2026, and remains ongoing as of the date of this Notice revealed Prolific Growhouse committed the following violation:

1. **Violation 1: N.J.S.A. 24:6I-35a.(9)(c)** –Prohibit 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.

2. **Violation 2: N.J.A.C. 17:30-17.2(a)**[1]- 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.

3. **Violation 3: N.J.A.C. 17:30-17.2(d)(1)(ii)-** No person shall advertise any cannabis business, cannabis product, or cannabis paraphernalia:
    1. In a manner that would target, or is designed to appeal to, individuals under the legal age to purchase cannabis products, including, but not limited to:
        ii. Inclusion of objects, such as toys, characters, or cartoon characters suggesting

[1] As of the date of this Notice, the regulation has not yet been updated to reflect the recent statutory amendment concerning the percentage of an advertisement's audience that is reasonably expected to be 21 years of age or older.

the presence of a person under 21 years of age, or any other depiction designed in any manner to be especially appealing to a person under 21 years of age

On January 7, 2026, during a NJ-CRC site visit, Prolific Growhouse's license holder was observed driving a Tesla Cybertruck wrapped in a full-vehicle decal that included: a large cartoon character on the hood; large text displaying the business name on the driver's side; and the Prolific Growhouse "P" logo throughout the entire decal, with each "P" containing a cannabis leaf.

Within 20 business days of the receipt of the Notice of Violation, Prolific Growhouse 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. Prolific Growhouse 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 Prolific Growhouse 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).

Prolific Growhouse has acted in violation of the adult use regulations by 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 and by advertising its cannabis business in a manner that targets, or is designed to appeal to an individual under the legal age to purchase cannabis products.

**The NJ-CRC hereby orders Prolific Growhouse to immediately cease advertising its cannabis business without reliable evidence that at least 50 percent of the audience for the advertisement is reasonably expected to be 21 years of age of older and advertising its cannabis business in a manner that targets, or is designed to appeal to an individual under the legal age to purchase cannabis products. The NJ-CRC further orders Prolific Growhouse to conform its advertisements with the 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:
Christopher Riggs, Executive Director, NJ-CRC
Dave Tuason, Chief Counsel, NJ-CRC
Bob Goodwin, Investigator, NJ-CRC
Kevin Healey, Chief, NJ-CRC