State of New Jersey
CANNABIS REGULATORY COMMISSION
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CHRIS RIGGS, *Acting Executive Director*

October 20, 2025

VIA CERTIFIED AND ELECTRONIC MAIL *to:* [redacted]
The Social Leaf LLC
[redacted]

Re: NOTICE OF VIOLATION –**The Social Leaf LLC;** INV# 141-2025

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 The Social Leaf LLC ("The Social Leaf"). An investigation which commenced on September 7, 2025, and remains ongoing as of the date of this Notice revealed The Social Leaf 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.

The Social Leaf advertised its dispensary on a sign on the Seaside Heights Boardwalk at 1800 Boardwalk, Seaside Park, NJ. The sign was displayed on a fence and stated, "We Deliver" and included a QR code that when scanned, led to The Social Leaf's website. On September 9, 2025, NJ-CRC advised The Social Leaf that the sign would have to be removed if The Social Leaf could not produce data demonstrating that at least 71.6 percent of the audience on the Seaside Heights Boardwalk is 21 years of age or older. As of the date of this Notice, The Social Leaf failed to provide the requested data and has not advised the NJ-CRC that the sign was removed.

Within 20 business days of the receipt of the Notice of Violation, The Social Leaf 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. The Social Leaf 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 The Social Leaf 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).

The Social Leaf 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.

The NJ-CRC hereby orders The Social Leaf 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 conform its advertisements 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