



State of New Jersey
CANNABIS REGULATORY COMMISSION

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HARRIS LAUFER, *Chair*
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KRISTA NASH, *Commissioner*
SEAN KENNEDY, *Commissioner*
CHRIS RIGGS, *Acting Executive Director*

RESOLUTION 2026-08-06-09
IMPOSITION OF SANCTIONS AGAINST MISTER JONES, LLC

WHEREAS, pursuant to N.J.S.A. 24:6I-35(a)(15), the New Jersey Cannabis Regulatory Commission ("Commission") shall adopt rules and regulations, which shall include civil penalties for the failure to comply with regulations adopted pursuant to this section; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, 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. *The regulation has not yet been updated to reflect the recent statutory amendment (N.J.S.A. 24:6I-35a.(9)(c)); and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, Mister Jones, LLC (“Mister Jones”) failed to adhere to the Act and the Personal-Use Regulations as it relates to 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; and

WHEREAS, on May 27, 2026, a Notice of Violation was issued to Mister Jones; and

WHEREAS, Mister Jones provided a response to the Notice of Violation; and

WHEREAS, pursuant to N.J.A.C. 17:30-20.5(a), in response to a violation of any provision of the Act or applicable 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; and

WHEREAS, 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; and

WHEREAS, 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 purposes of calculating the number of violations; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, pursuant to N.J.A.C. 17:30-20.7(a), violations shall be categorized as follows:

1. Category I, which is the exhibition of a pattern and practice of violating the requirements of the rules, posing a serious risk of harm to the health, safety, or welfare of consumers or personnel;
2. Category II, which is the failure to comply with administrative requirements, such that the licensee or permittee poses an immediate and serious risk of harm or actual harm to the health, safety, or welfare of consumers, personnel, or the general public, including, but not limited to, transfer of cannabis to a person under 21 years of age;
3. Category III, which is the submission of fraudulent, false, or misleading information, as to a material fact, to the Commission, or falsifying or concealing any record required to be maintained by the license holder;
4. Category IV, which is the failure of any owner, principal, management services contractor, employee, or volunteer of a cannabis business license holder or testing laboratory to register with the Commission and be issued a Cannabis Business Identification Card; or failure to complete training course, or failure to be in physical possession of their Cannabis Business Identification Card while acting in the course of their duties; and
5. Category V, which shall consist of other violations of the Commission's rules, or violations of valid ordinances established by municipalities that do not constitute a major violation;

NOW, THEREFORE, BE IT RESOLVED by the New Jersey Cannabis Regulatory Commission that Mister Jones violated the Act and Personal-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; advertising its cannabis business at and in connection with a sport 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 penalty of **\$15,000.00** against Mister Jones pursuant to violations of the regulations and statute. A Notice of Enforcement shall be provided to the license holder in accordance with this Resolution and the Commission's regulations.

Pursuant to N.J.A.C. 17:30-20.6(i), the license holder 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 the Notice of Enforcement Action.

Submitted by:



Harris Laufer, Chair

CERTIFICATION

I hereby certify that the foregoing is a true copy of the Resolution adopted by the Cannabis Regulatory Commission at its meeting held on the 6th day of August 2026.



Arundhati Mohankumar, Chief Counsel

Vote on the Approval of This Resolution	Motion	Second	Yes	No	Abstain	Absent	Recusal
Chair Laufer			X				
Vice Chair Ferraro			X				
Commissioner Nash		X	X				
Commissioner Mapp			X				
Commissioner Kennedy	X		X				