

JOINT COMMITTEE ON CANNABIS POLICY 2025-2026 (194th) BILL SUMMARY

Bill Number: H.147

Title: An Act to modernize cannabis retail operations

Sponsor(s): Rep. Manny Cruz (*Salem*)

Hearing Date: July 22, 2025

Reporting Deadline: September 20, 2025

Prior History: None

Similar Matters: S.81 (Sen. Fernandes – Identical)

CURRENT LAW:

Subsection (a1/2)(xxix) of Section 4 of Chapter 94G of the Massachusetts General Laws requires the Cannabis Control Commission (CCC) to promulgate advertising regulations. At minimum, those regulations must include restrictions enumerated in said subsection (a1/2)(xxix), including item (6) which requires prohibition of “advertising, marketing and branding through certain identified promotional items as determined by the commission, including giveaways, coupons or “free” or “donated” marijuana[.]” The resulting advertising regulations promulgated by the CCC prohibit, among other things, “[a]dvertising of the price of Marijuana or Marijuana Products” and “[a]dvertising through the marketing of free promotional items including, but not limited to, gifts, giveaways, discounts, points-based reward systems, customer loyalty programs, coupons, and “free” or “donated” Marijuana... .” (935 CMR 500.105(4)(b)(18) and (20).

SUMMARY:

The bill amends item (6) of subsection (a1/2)(xxix) of Section 4 of Chapter 94G by adding that CCC advertising regulations may not prohibit (and must be amended within a year to allow for) advertising of sales, discounts, and customer loyalty programs inside of a Marijuana Establishment, on its website, or through opt-in emails.