



Nov. 1, 2024

## Informational Notification

### RE: Mislabeled Edible Marijuana Produced by Northwest Confections Colorado LLC doing business as “Wyld”

The Colorado Department of Revenue (DOR), in conjunction with the Colorado Department of Public Health and Environment (CDPHE), is issuing an Informational Notification due to the identification of a mislabeled edible Regulated Marijuana Product (gummies) produced by **Northwest Confections Colorado LLC, doing business as Wyld** (license number 404R-00416).

The CDPHE and DOR deem it a consumer safety concern when Regulated Marijuana Products are found to have been mislabeled. Northwest Confections Colorado LLC, 404R-00416, dba Wyld, is collaborating with the Marijuana Enforcement Division (MED) to complete a voluntary recall for the affected Production Batch. The affected product is Wyld Peach 2:1 gummy, created on March 13, 2024.

The MED has identified a labeling discrepancy between the outer box print and the inner label on some products within this batch. While the outer packaging accurately reflects the information on the Certificate of Analysis, some Wyld Peach 2:1 gummies are labeled with incorrect THC and CBD amounts (please see the photo below for reference).

#### Details of the discrepancy:

- The outer box correctly displays the target potency of 50mg THC/container + 100mg CBD/container and correctly displays the tested potency of 53.36mg THC/container + 98.27mg CBD/container (5.34mg of THC per serving).
- The label on the inner plastic container incorrectly displays the target potency of 100mg THC/container + 50mg CBD/container (10mg THC per serving).

The mislabeled packages have an exterior label that accurately reflects the amount of THC in the product: (5mg of THC per serving); however, the interior label reads 10 mg per serving.

The MED and CDPHE are sharing this information to increase public and consumer awareness in the interest of public health and safety. Individuals who experience adverse health effects after consuming the affected product should seek medical attention immediately and report the event to the MED by submitting a [MED Reporting Form](#).

All Regulated Marijuana must have a label affixed to the container that, at a minimum, indicates the license number of the Regulated Marijuana Business that produced the Regulated Marijuana Product, and the Production Batch number assigned. **Individuals should check the label of marijuana products for the following license numbers and Production Batch numbers.**

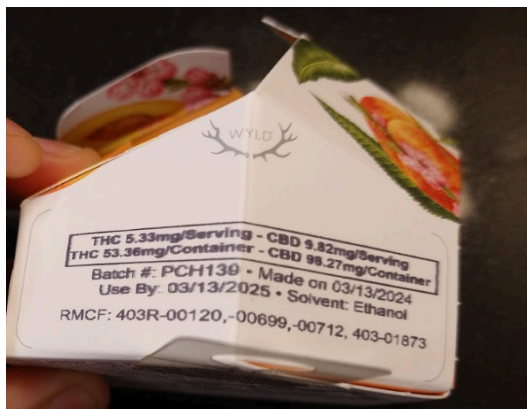
**Retail Marijuana Products Manufacturer License:**

**404R-00416 Northwest Confections Colorado LLC, dba Wyld**

**Potentially Mislabeled Production Batch:**

**PCH 139 Wyld Peach 2:1 gummy**

**MISLABELED PRODUCT**



## CORRECTLY LABELED PRODUCT

