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**NEW YORK STATE OFFICE OF CANNABIS MANAGEMENT
ANNOUNCES PUBLICATION OF UPDATED PACKAGING,
LABELING, MARKETING & ADVERTISING REGULATIONS**

New Regulations Now in Effect Following State Register Publication

Updates Deliver Clearer Standards and Greater Flexibility for Licensees

ALBANY, NY — [The New York State Office of Cannabis Management \(OCM\)](#) today announced that newly updated [Packaging, Labeling, Marketing, and Advertising \(PLMA\) regulations](#) has been published in the State Register and are now officially in effect. The [Cannabis Control Board \(CCB\)](#) approved these updates at the last board meeting.

The revised regulations provide significant improvements for New York’s cannabis industry, including *expanded marketing flexibility, clearer signage rules, and the authorization of rewards and loyalty programs*. Several packaging and labeling changes include a six-month transition period, supporting a smoother shift for licensees. These updates reflect extensive public feedback gathered by OCM over the last two years.

“This regulatory package delivers what licensees have asked for: clearer rules, more flexibility, and a more consistent framework across the supply chain.” **said Jessica Garcia, Chair, New York State Cannabis Control Board.** “By improving marketing options and resolving long

standing ambiguities, we are giving operators a stronger foundation to succeed — while ensuring regulations remain protective, transparent, and easy to follow.”

Key Regulatory Updates

- Authorization of rewards and loyalty programs
- Clarified rules on outdoor signage, including removal of the previous two-sign limit
- Clearer guidelines for promotions and discounts
- Updated advertising audience thresholds
- Modernized packaging and labeling standards with a six-month transition period

The regulations also clarify the definition of billboards and reaffirm that billboard advertising remains prohibited under state law- a key safeguard in New York’s public-health first approach. Understanding that licensees with billboards up currently will have to coordinate take down, **licensees have until February 24, 2026, to remove billboards** and any other prohibited signage until OCM takes compliance action.

Effective Dates

The following provisions will take effect **six months from the publication date**:

- Retail packaging standards
- Exit packaging requirements
- Packaging prohibitions
- Required display panel information
- Required retail package & marketing layer elements
- Updated warning statements

All other provisions are **effective immediately**.

These updated regulations reinforce New York’s commitment to a safe, transparent, and well-regulated cannabis market that protects consumers and fosters the continued growth of licensed businesses.

For more information on New York’s cannabis programs and regulatory updates, visit **cannabis.ny.gov**.

Licensees with compliance-related questions may contact **Compliance@ocm.ny.gov**.

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