



JANET T. MILLS  
GOVERNOR

STATE OF MAINE  
OFFICE OF CANNABIS POLICY  
162 STATE HOUSE STATION  
19 UNION STREET  
FIRST FLOOR  
AUGUSTA, MAINE 04333-0162

ADMINISTRATIVE & FINANCIAL SERVICES

ELAINE CLARK  
COMMISSIONER

OFFICE OF CANNABIS POLICY

JOHN HUDAK  
DIRECTOR

To: Current and Prospective Adult Use Cannabis Program Licensees  
From: Director John Hudak, Office of Cannabis Policy  
Date: March 19, 2026  
Subject: Guidance for Voluntary Packaging, Labeling, and Advertising Review

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### Background

The Office of Cannabis Policy (OCP) has launched a new online portal that adult use licensees can use to voluntarily submit packaging, labeling, and advertising materials for review by OCP. In accordance with Title 28-B and the *Rules Governing the Adult Use Cannabis Program*, this portal is designed to help licensees submit materials to determine whether their items are in compliance with program requirements.

### Guidance

Adult use licensees can now submit materials for voluntary packaging, labeling, and advertising review through the same [online portal](#) used to apply for and manage their adult use establishment licenses. Detailed instructions on how to use the online portal to voluntarily submit materials for review are available on [OCP's website](#).

Both digital and physical samples are accepted for voluntary packaging, labeling, and advertising review.

- **Digital samples** should include images of all sides, layers, pages, and both open and closed views, as applicable.
  - Samples must be submitted in one of the following file formats: .bmp, .jpg, .png, or .pdf.
  - Each file must be 10MB or less in size.
  - Multiple uploads are permitted.
- **Physical samples** can be sent via mail or dropped off at OCP's office in Augusta. Please do NOT include any cannabis or cannabis products with packaging, labeling, or advertising samples.
- If a sample is subject to **font size or universal symbol size requirements**, please provide documentation (other than a picture of the item) such as a mockup or design file that indicates the font or universal symbol is the actual size as shown. Consider also providing a physical sample to avoid rejection for improper font or symbol size.

OCP's review will begin once all required materials, including any physical samples, have been received. OCP staff will notify licensees once their submission is considered complete. If a submission is determined to meet applicable requirements, the licensee's primary contact will later receive an email saying it is approved, along with an approval number for that particular package, label, or advertisement. If a submission does not meet applicable requirements, the

licensee will receive written notice identifying the reason(s) for rejection. If requested information or materials are not provided within 30 days, the licensee will be notified that their submission is considered abandoned.

Adult use licensees are reminded that the requirements for adult use packaging, labeling, and advertising materials are included in 28-B M.R.S. §701-§704 and the [Compliance Rules for Adult Use Cannabis Establishments, 18-691 CMR, ch. 30](#).

Adult use licensees who also operate in the medical cannabis program should continue to send requests for voluntary review of **medical** packaging, labeling, and advertising materials to OCP's Compliance Team directly at [Compliance.OCP@maine.gov](mailto:Compliance.OCP@maine.gov).

### Conclusion

OCP's new online portal allows adult use licensees to voluntarily submit packaging, labeling, and advertising materials for review by OCP. Detailed instructions on how to use the online portal to voluntarily submit digital and/or physical materials for review are available on [OCP's website](#). Licensees are reminded that all packaging, labeling, and advertising materials must meet the requirements in 28-B M.R.S. §701-§704 and the [Compliance Rules for Adult Use Cannabis Establishments, 18-691 CMR, ch. 30](#). Licensees with questions regarding this guidance can contact OCP's Compliance Team at [Compliance.OCP@maine.gov](mailto:Compliance.OCP@maine.gov).