
SENATE COMMITTEE ON APPROPRIATIONS

Senator Sabrina Cervantes, Chair
2025 - 2026 Regular Session

AB 2249 (Irwin) - Cannabis: labels, packaging, and manufacturing

Version: May 22, 2026

Urgency: No

Hearing Date: August 13, 2026

Policy Vote: B., P. & E.D. 9 - 0

Mandate: No

Consultant: Janelle Miyashiro

Bill Summary: AB 2249 adds a definition of “attractive to children” under the Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA); requires the Department of Cannabis Control (DCC) to design a rubric guiding the industry on this standard; authorizes a voluntary process for licensees to request DCC review of proposed packaging and labeling; and clarifies that cannabis products themselves, alongside their packages and labels, are strictly prohibited from being made attractive to children.

***** **ANALYSIS ADDENDUM – SUSPENSE FILE** *****
The following information is revised to reflect amendments
adopted by the committee on August 13, 2026

Fiscal Impact:

- Unknown, potentially significant costs, likely in the hundreds of thousands of dollars (Cannabis Control Fund), for DCC to develop and update compliance assessment resources. To the extent DCC develops an automated tool for advisory compliance determinations, there may be additional one-time and ongoing IT costs to create and maintain the tool.
- Unknown, potentially significant costs to DCC for the associated workload to enforce packaging and labeling restrictions (Cannabis Control Fund).
- Unknown, potentially significant costs for the Attorney General and Office of Administrative Hearings, contingent upon the volume of First Amendment challenges or appeals regarding DCC labeling determinations (Cannabis Control Fund and General Fund).

Author Amendments:

- Strike current contents of the bill.
- Define “attractive to children” to mean designed or likely to appeal to individuals under 21 years of age, which may be indicated by, but not limited to, any of the following:
 - Cartoons, meaning an illustrated or graphic depiction of a person, animal, creature, or object that uses one or more stylized features commonly associated with children’s animated media, including any of the following:
 - Exaggerated physical features or proportions.
 - Anthropomorphism.

- Attribution of extra-human traits or abilities to a character or object.
 - Highly exaggerated facial expressions, emotional reactions, or other animated-character design conventions.
 - Depictions of individuals who are, or appear to be, under 21 years of age.
 - Images of, or references to, celebrities or influencers primarily associated with contemporaneous children's entertainment, media, or products.
 - Images of, or references to characters, mascots, products, brands, or trade dress primarily associated with children's entertainment, media, or products.
 - Magical, fantasy, or mythological characters commonly associated with children's entertainment, media, or products, including but not limited to unicorns, wizards, or dragons.
 - Images of consumable goods primarily marketed to children, including candies, cereals, sweets, and desserts.
 - Typography, lettering or font styles that resemble overinflated bubbles or balloons, or other styles typically used in or characteristic of, products that are primarily marketed to children.
 - The terms "candy" or "candies" or variants in spelling such as "kandy" or "kandee."
- Prohibit cannabis and cannabis product packaging and labeling from imitating, mimicking, or closely resembling the packaging, labeling, trade dress, or overall appearance of a noncannabis product that is primarily marketed to children.
 - Prohibit edible cannabis product and vape cartridge labeling from including cartoon or overly stylized depictions of fruit. Specify that realistic depictions of fruit used to identify or accurately depict the product ingredients or production region are not prohibited.
 - Authorize DCC to adopt regulations to address additional packaging and labeling design elements or product characteristics that pose a heightened risk to children.
 - Require DCC to develop compliance assessment resources to assist licensees in self-evaluating whether packaging or labeling is attractive to children. Provide that these resources may include automated tools, educational resources, examples, or other guidance intended to promote voluntary compliance. Provide that the development, publication, or revision of tools and guidance does not require formal adoption through the Administrative Procedure Act.
 - Authorize an automated tool to be constructed to issue advisory determinations of compliance or noncompliance. Provide that determinations generated by the tool do not constitute a final DCC determination.
 - Provide a delayed operative date of January 1, 2028.

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