
DCC COMPLIANCE REPORT

Magic Show LLC

California cannabis license **C10-0000257-LIC**

Commercial - Retailer · Humboldt County, CA

REPORT GENERATED

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California Department of
Cannabis Control public records



DCC Compliance Report

PHENOMINAL CONSULTING · ALL SYSTEMS NOMINAL

CURRENT LICENSE PROFILE

LICENSE: **Active**

LICENSE TYPE	DESIGNATION	TERM
Commercial - Retailer	Adult-Use and Medicinal	Annual
ISSUED	EXPIRES	ISSUING AUTHORITY
06/20/2019	06/19/2027	BCC
STRUCTURE	PREMISES	DBA
Corporation	Humboldt County, CA	Pacific Paradise

Source: DCC License Search · DCC refresh: 05/20/2026 · Phenominal sync: 07/31/2026 11:03 AM

Licensed premise 1087 H St, Arcata, CA 95521

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FINDINGS

0 DCC enforcement actions on record .

4 product recalls on record at the DCC recalls portal.

Most recent activity: recall **11/14/2025** .

Enforcement actions

DCC has not published enforcement actions against this license. Source: cannabis.ca.gov/cannabis-laws/compliance-action-records.

DCC final decisions

DCC has not published an adjudicated final decision against this license. The absence of a published decision is not the absence of a resolution — citations resolved by administrative payment, matters still in process, and recall corrective-action plans are not represented on DCC's final-decisions page. Source: cannabis.ca.gov/cannabis-laws/final-decisions.

Product recalls

DATE	TYPE	PRODUCT	CATEGORY	DCC CASE ID
11/14/2025	Voluntary	Humble Bounty Flower	label_data	case file on record
07/07/2025	Voluntary	High Power Beverage	label_data	case file on record
05/06/2025	Voluntary	She's Baked Lemonade Stand Edible	label_data	case file on record
05/06/2025	Voluntary	Mainstage Edible	label_data	—

CA SoS entity record

ENTITY #	ENTITY NAME	TYPE	SOS STANDING
3069677	PACIFIC PARADISE RETAILING CORP.	Stock Corporation - CA - General	Good
3069677	PACIFIC PARADISE RETAILING CORP.	Corporation	Good

Source: California Secretary of State business-entity records, matched by entity name to this licensee.

Liens & secured filings

Secured-interest and lien filings naming this operator as debtor, recorded with the California Secretary of State. The Type column distinguishes a commercial UCC financing statement (a lender or vendor holds a security interest in the debtor's collateral) from a government tax lien (state or federal, for unpaid taxes) or a court judgment lien. The Action column reads each row's current effect — an original filing, or a later amendment (continuation, termination, assignment) that modifies or ends it.

DEBTOR (AS FILED)	TYPE	SECURED PARTY / CLAIMANT	FILED	ACTION	AMOUNT	LAPSES
PACIFIC PARADISE RETAILING CORP	State Tax Lien	-	10/01/2020	Lien Financing Stmt	\$123.36	-
PACIFIC PARADISE RETAILING CORP.	Notice of State Tax Lien	EMPLOYMENT DEVELOPMENT DEPARTMENT	10/01/2020	Termination		- 10/01/2030
PACIFIC PARADISE RETAILING CORP	State Tax Lien	-	09/10/2019	Lien Financing Stmt	\$2,179.03	-
PACIFIC PARADISE RETAILING CORP.	Notice of State Tax Lien	EMPLOYMENT DEVELOPMENT DEPARTMENT	09/10/2019	Termination		- 09/10/2029
PACIFIC PARADISE RETAILING CORP	State Tax Lien	-	09/09/2019	Lien Financing Stmt	\$144.72	-
PACIFIC PARADISE RETAILING CORP.	Notice of State Tax Lien	EMPLOYMENT DEVELOPMENT DEPARTMENT	09/09/2019	Termination		- 09/09/2029
PACIFIC PARADISE RETAILING CORP	State Tax Lien	-	08/07/2019	Lien Financing Stmt	\$143.57	-
PACIFIC PARADISE RETAILING CORP.	Notice of State Tax Lien	EMPLOYMENT DEVELOPMENT DEPARTMENT	08/07/2019	Termination		- 08/07/2029

DEBTOR (AS FILED)	TYPE	SECURED PARTY / CLAIMANT	FILED	ACTION	AMOUNT	LAPSES
PACIFIC PARADISE RETAILING CORP	State Tax Lien	-	06/19/2013	Lien Financing Stmt	\$1,282.98	-
PACIFIC PARADISE RETAILING CORP.	Notice of State Tax Lien	EMPLOYMENT DEVELOPMENT DEPARTMENT	06/19/2013	Termination		- 06/19/2023
PACIFIC PARADISE RETAILING CORP	State Tax Lien	-	10/30/2012	Lien Financing Stmt	\$1,232.48	-
PACIFIC PARADISE RETAILING CORP.	Notice of State Tax Lien	EMPLOYMENT DEVELOPMENT DEPARTMENT	10/30/2012	Termination		- 10/30/2022

Source: California Secretary of State lien filings (UCC financing statements, state & federal tax liens, judgment liens), matched by debtor business name. Includes original filings and later amendments.

Legal structure & DBAs

Legal name	Pacific Paradise Retailing Corp.
Registered agent	MICHAEL BETTENCOURT · Individual Agent
Known DBA	Pacific Paradise DCC
Most recent SI filing	12/03/2025 · Statement of Information filed with CA SoS

Owner-graph & principals

DISCLOSED PRINCIPALS (CA SOS)

NAME	POSITION
MICHAEL BETTENCOURT	Chief Executive Officer, Chief Financial Officer
Sonya Bettencourt	Secretary
Sonya Bettencourt	Director
Michael Bettencourt	Director

Related licensees observed on the same recalls

Other California cannabis licensees that appeared on the same DCC recalls, ranked by shared recall events.

UPSTREAM (MANUFACTURERS, PACKAGERS, DISTRIBUTORS)

LICENSEE	LICENSE NUMBER	SHARED RECALLS
Magic Show LLC	C12-0000312-LIC	2

DOWNSTREAM (RETAILERS RECEIVING THE SAME PRODUCT)

RETAILER	LICENSE NUMBER	SHARED RECALLS
PHENOS COLLECTIVE, INC.	C10-0000197-LIC	3
NATURAL REMEDIES CAREGIVERS	C10-0000424-LIC	3
GREENSTONE BIOMASS RESEARCH P.O.D.	C10-0000574-LIC	3
BLUEFIRE, INC.	C10-0000620-LIC	3
HIGH GRADE RETAIL VENTURES, INC.	C10-0000622-LIC	3
FIRE HOUSE TURLOCK, INC.	C10-0000733-LIC	3
3 BROS MIDTOWN SANTA CRUZ	C10-0000925-LIC	3
FRESNO CARES	C10-0001065-LIC	3
ALTAMONT WELLNESS LLC	C10-0001121-LIC	3
Paradise West, Inc.	C10-0001457-LIC	3
CREEKSIDE WELLNESS, INC.	C10-0000008-LIC	2
Berkeley Patients Group, Inc.	C10-0000033-LIC	2
SUNDIAL COLLECTIVE, LLC	C10-0000036-LIC	2
UNIVERSAL HERBAL CENTER LLC	C10-0000098-LIC	2
PACAFI, INC.	C10-0000195-LIC	2
PACAFI, INC.	C10-0000196-LIC	2

RETAILER	LICENSE NUMBER	SHARED RECALLS
SEPTEN COMA INC.	C10-0000263-LIC	2
P.S.A.C., INC.	C10-0000319-LIC	2
PS LOUNGE INC.	C10-0000631-LIC	2
JVA GLOBAL SUPPLIES LLC	C10-0000799-LIC	2

Source: California DCC recalls. Two licensees are "related" here when they appear on the same recall notices; the count is the number of shared recall events.

Citation, sources, and disclaimers

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Sources. Data on this report is sourced directly from public publications of California regulators. From the California Department of Cannabis Control (DCC): the Compliance Action Records portal at cannabis.ca.gov/cannabis-laws/compliance-action-records (enforcement actions), the Final Decisions index at cannabis.ca.gov/cannabis-laws/final-decisions (adjudicated outcomes), the Public Recall Portal at recalls.cannabis.ca.gov (recalls), and the DCC License Search API (current license status). From the Cannabis Control Appeals Panel (CCAP): the decisions index at ccap.ca.gov/decisions. From the California Department of Tax and Fee Administration (CDTFA): the Top 500 Sales & Use Tax Delinquencies list at cdtfa.ca.gov/taxes-and-fees/top500. The originating regulator is the authoritative source for all factual claims on this report. Phenominal Consulting indexes these sources and refreshes daily.

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