
DCC COMPLIANCE REPORT

Punch Media LLC

California cannabis license **C10-0000630-LIC**

Commercial - Retailer · San Diego County, CA

REPORT GENERATED

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SOURCED FROM

California Department of
Cannabis Control public records



DCC Compliance Report

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CURRENT LICENSE PROFILE

LICENSE: **Active**

LICENSE TYPE	DESIGNATION	TERM
Commercial - Retailer	Adult-Use and Medicinal	Annual
ISSUED	EXPIRES	ISSUING AUTHORITY
10/08/2019	10/07/2026 RENEWAL IN 68D	BCC
STRUCTURE	PREMISES	DBA
Corporation	San Diego County, CA	The Reserve SD

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

Licensed premise 8744 La Mesa Blvd, La Mesa, CA 91942

Phone (619) 929-6009

Email Contact@freshselection.Org

FINDINGS

0 DCC enforcement actions on record .

8 product recalls on record at the DCC recalls portal.

Most recent activity: recall **05/05/2026** .

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
05/05/2026	Voluntary	Punch Bar Edible	label_data	REC-26-00010
03/06/2026	Voluntary	Punch Edible	label_data	REC-26-00002
02/23/2026	Voluntary	Tiny Fires Flower	contamination	REC-26-00003
09/09/2025	Voluntary	Olala Beverage	label_data	case file on record
09/09/2025	Voluntary	Reefresh Beverage	label_data	case file on record
04/11/2025	Voluntary	Honey Edible	other	case file on record
04/04/2025	Voluntary	Awesome Dope Edible and Honey Edible	other	case file on record
02/24/2025	Voluntary	American Weed Co., Yum Yumz and High 90's Infused Flower	contamination	—

CA SoS entity record

ENTITY #	ENTITY NAME	TYPE	SOS STANDING
3230156	FRESH SELECTION, INC.	Stock Corporation - CA - General	Good

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

Legal structure & DBAs

Legal name	Fresh Selection, Inc.
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Known DBA	The Reserve SD DCC
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Most recent SI filing	09/18/2025 · Statement of Information filed with CA SoS
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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
Euphoric Life Inc.	DCC-10003356	2
Punch Media LLC	DCC-10003615	2

DOWNSTREAM (RETAILERS RECEIVING THE SAME PRODUCT)

RETAILER	LICENSE NUMBER	SHARED RECALLS
J&P CONSULTING, LLC	C10-0001017-LIC	8
SUNDIAL COLLECTIVE, LLC	C10-0000036-LIC	7
SUSTAINABLE THERAPEUTICS COMPANY, INC.	C10-0000174-LIC	7
RIVERSIDE COUNTY DISPENSARY AND DELIVERY INC	C10-0000769-LIC	7
PHENOS COLLECTIVE, INC.	C10-0000197-LIC	6
BLUEFIRE, INC.	C10-0000620-LIC	6
HIGH GRADE RETAIL VENTURES, INC.	C10-0000622-LIC	6
3 BROS MIDTOWN SANTA CRUZ	C10-0000925-LIC	6
Paradise West Inc	C10-0001457-LIC	6
HIGHLAND PARK PATIENT COLLECTIVE, INC.	C10-0000496-LIC	6
SOCAL'S CHOICE INC.	C10-0000080-LIC	5
ADELANTO AIR EXPRESSWAY, INC.	C10-0000120-LIC	5
LOS ANGELES WELLNESS CENTER	C10-0000383-LIC	5
THREE HABITAT CONSULTING LOMPOC, LLC	C10-0000556-LIC	5
THREE HABITAT CONSULTING ANTIOCH, LLC	C10-0000648-LIC	5

RETAILER	LICENSE NUMBER	SHARED RECALLS
NMG SAN DIEGO, LLC	C10-0000653-LIC	5
HERBAL PAIN RELIEF CENTER, INC.	C10-0000712-LIC	5
Fire House Turlock, Inc.	C10-0000733-LIC	5
THREE HABITAT CONSULTING STORKE LLC	C10-0000813-LIC	5
INDYTHREE, LLC	C10-0001089-LIC	5

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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