
DCC COMPLIANCE REPORT

Lucky Family Brands Inc.

California cannabis license **C10-0000855-LIC**

Commercial - Retailer · Santa Cruz County, CA

REPORT GENERATED

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SOURCED FROM

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
08/09/2021	08/09/2026 RENEWAL IN 9D	BCC
STRUCTURE	PREMISES	DBA
Limited Liability Company	Santa Cruz County, CA	The Hook

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

Licensed premise 11 Hanger Way, Watsonville, CA 95076

Phone (831) 818-2956

Email Bryce@hookoutlet.Com

FINDINGS

0 DCC enforcement actions on record .

10 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
11/26/2025	Voluntary	CLSICS Edible	label_data	case file on record
08/05/2025	Voluntary	Iced Infused Flower and Infused Pre-Roll	contamination	case file on record
05/15/2025	Voluntary	Brite Beverage	other	case file on record
04/15/2025	Mandatory	Alien Labs Flower and Pre-Roll	contamination	case file on record
03/07/2025	Voluntary	Hard Eighth Infused Flower	other	case file on record
03/07/2025	Voluntary	Noah's Premium Pre-Roll and Infused Pre-Roll	other	case file on record
03/07/2025	Voluntary	Lucky Family Brands Inc. Pre-Roll	other	case file on record
01/17/2025	Voluntary	Noah's Premium Live Rosin Diamond Infused Pre-Roll	label_data	case file on record

CA SoS entity record

ENTITY #	ENTITY NAME	TYPE	SOS STANDING
201826810626	BERRYESSA HOLDINGS, LLC	Limited Liability Company - CA	Good

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

Legal structure & DBAs

Legal name	Berryessa Holdings, LLC
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Known DBA	The Hook DCC
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Most recent SI filing	09/05/2024 · 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
Lucky Family Brands Inc.	DCC-10005019	3
Punch Media LLC	DCC-10003615	2

DOWNSTREAM (RETAILERS RECEIVING THE SAME PRODUCT)

RETAILER	LICENSE NUMBER	SHARED RECALLS
SUNDIAL COLLECTIVE, LLC	C10-0000036-LIC	8
SUNDIAL COLLECTIVE SOUTH, LLC	C10-0001195-LIC	8
DOWN UNDER INDUSTRIES, INC.	C10-0000395-LIC	7
THE GARRY FIVE LLC	C10-0000436-LIC	7
HIGHLAND PARK PATIENT COLLECTIVE, INC.	C10-0000496-LIC	7
SCZZ COLLECTIVE, INC.	C10-0000552-LIC	7
RELENTLESS ENTERPRISES, INC.	C10-0000565-LIC	7
RIVERSIDE COUNTY DISPENSARY AND DELIVERY INC	C10-0000769-LIC	7
OAKLAND TRADING COMPANY LLC	C10-0000965-LIC	7
CIRCLE MUSKRAT LLC	C10-0001078-LIC	7
NEWCORP ACQUISITION LLC.	C10-0001218-LIC	7
THE NORDHOFF COMPANY, LLC	C10-0001461-LIC	7
BERRYESSA HOLDINGS, LLC	C10-0001485-LIC	7
VALLEY PURE FARMERSVILLE, LLC	C10-0001517-LIC	7
The Reefinery, Inc.	C12-0000246-LIC	6

RETAILER	LICENSE NUMBER	SHARED RECALLS
JET ROOM, INC.	C10-0000057-LIC	6
GREEN GOLD CULTIVATORS, INC.	C10-0000375-LIC	6
ICANN LLC	C10-0000506-LIC	6
NMG SAN DIEGO, LLC	C10-0000653-LIC	6
ASH'S FIRST LLC	C10-0000701-LIC	6

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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