



House Economic Matters Committee – HB1519
Wednesday, March 4, 2026

Written Testimony of Curio Wellness
Position: Favorable

Madam Chair, Delegate Amprey and members of the House Economic Committee:

Curio Wellness supports the direction and intent of HB1519 it reflects a policy posture that treats Maryland’s legal cannabis program as what it is today: a regulated, accountable industry that can help the State deliver on core goals—tax revenue, jobs, social equity outcomes, and public health and safety—when the rules are clear, workable, and grounded in objective standards rather than stigma.

We particularly **appreciate HB1519’s intent to modernize business communications** and reduce ambiguity in advertising standards. The bill narrows the focus to prohibiting advertising that directly targets individuals under 21 and removes more subjective criteria that have been difficult to apply consistently in practice, while retaining common-sense content safeguards. HB1519 also **advances operational and economic execution** by refining “control” and clarifying what does *not* constitute control—including certain management services agreements within guardrails—while requiring review to ensure agreements do not result in an unlawful transfer of control.

Importantly, these **reforms align with the environment under the medical program**, which operated for years under a framework that allowed responsible, regulated decision-making and compliance without incident—and the overwhelming majority of licensees operating today are the same known, accountable operators who have been subject to continuous oversight. The move toward clearer standards is also consistent with the reality of today’s consumer: adults making informed decisions about health, wellness, and lifestyle use—not the outdated stereotypes that often drive cannabis policy.

Additionally, **Curio strongly supports the State taking concrete steps to rein in intoxicating hemp-derived products and other illicit products before Maryland experiences the scale of proliferation seen elsewhere.** HB1519’s updates strengthen deterrence by increasing available penalties and clarifying that each individually packaged product sold or distributed unlawfully is a separate violation—an important concept when addressing large-volume operations and potential for repeat offenders. This is also **essential for protecting the integrity of the State-established legal program and the State’s ability to operationalize social equity licensees:** illicit sellers undermine consumer safety, increase youth access risk, and siphon demand away from tested, age-gated, labeled products sold through licensed channels.

Curio Wellness supports HB1519's direction: a clearer, more workable framework that strengthens compliance, unlocks responsible investment and operational support, and enables Maryland's legal market—especially social equity licensees—to succeed.

We would welcome the opportunity to meet with Chairman Amprey, the sponsor, and Committee members to provide operator perspective, share practical examples, and—if helpful—provide redlines or implementation-focused feedback. Thank you for your consideration and for your continued leadership on Maryland cannabis policy.

Respectfully submitted,



Wendy Bronfein
Co-Founder, Curio Wellness

Founded and based in Maryland, Curio Wellness is a family-owned and operated cGMP-certified cannabis company and trusted wellness partner, available in over 90 dispensaries statewide. Curio is committed to a diverse and inclusive workforce: more than 40% of our workforce is female and 44% identifies as Black, Hispanic, Asian, American Indian or Alaska Native, or multi-racial; among management, 39% are female and 27% identify as Black, Hispanic, or multi-racial.

