

<b>Bulletin Number:</b> NY_IB_0014	<b>Distribution Date:</b> 05/01/2026	<b>Effective Date:</b> 05/15/2026
<b>Contact Point:</b> Metrc Support	<b>Subject:</b> Item Brand Requirement	
<b>Reason:</b> Requirement to Update Item Brand Information.		

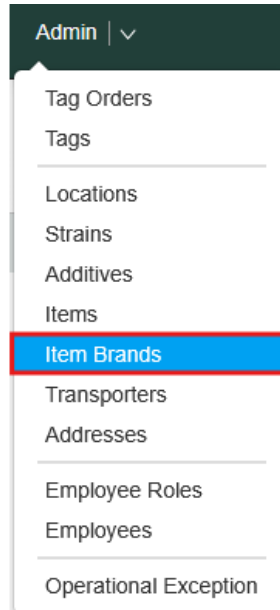
Greetings,

Metrc, in collaboration with the Office of Cannabis Management, is providing updated guidance on Item Brands within the Metrc system. Effective May 15, 2026, Item Brands will be a required field for all applicable items moving forward. Licensees will be required to record Item Brands for all final form, count-based (Each) items in Metrc to ensure alignment with OCM requirements. This will be required for ALL facility types in the Metrc system except for Testing Labs.

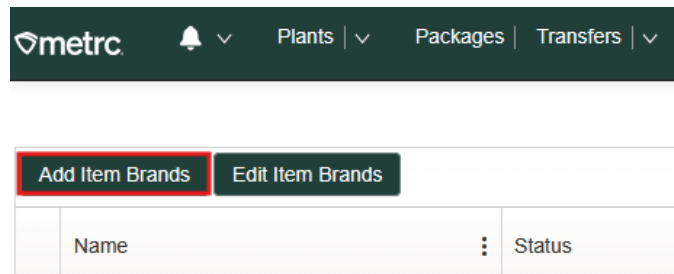
Please find additional information below.

## Step 1: Create Item Brands

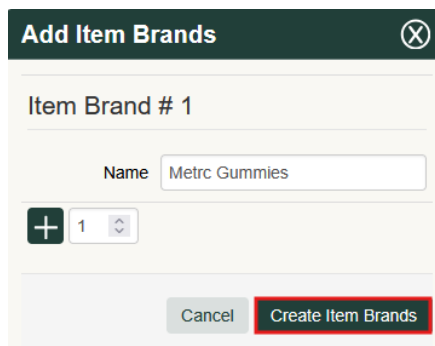
1. Navigate to the Admin Menu, and select Item Brands option



2. Next, select “Add Item Brands” to create an item brand for the items you have at your facility

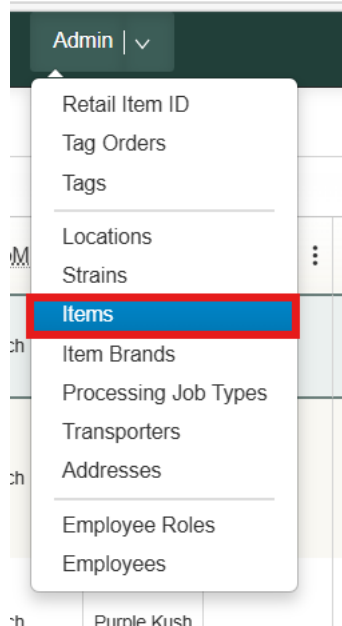


3. Next, include the name of the Item Brands you have at your facility, these will need to be entered in one at a time.
4. Once the Item Brand name has been entered, select “Create Item Brands”



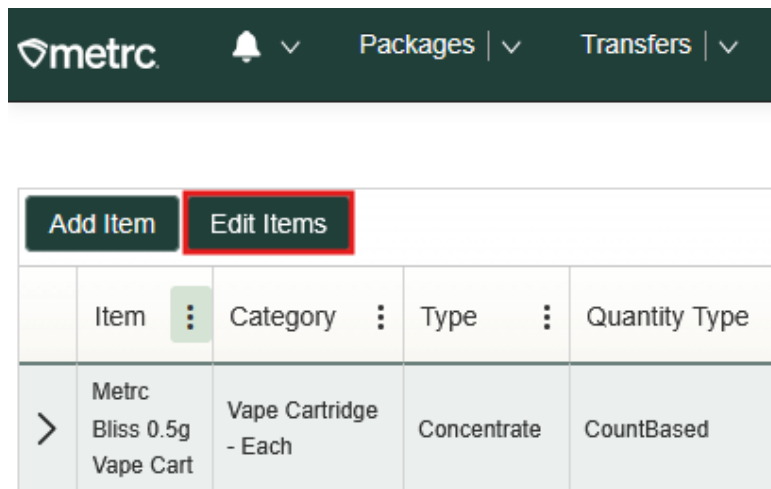
## Step 2: Edit Current Items and Update Item Brands

1. Navigate to your Admin menu and select “Items”



2. Select the item on the list of available items you have created at your facility. Once the item is selected, select “Edit Items”

**Please note: All items that have previously been created will need to be updated with Item Brand information.**

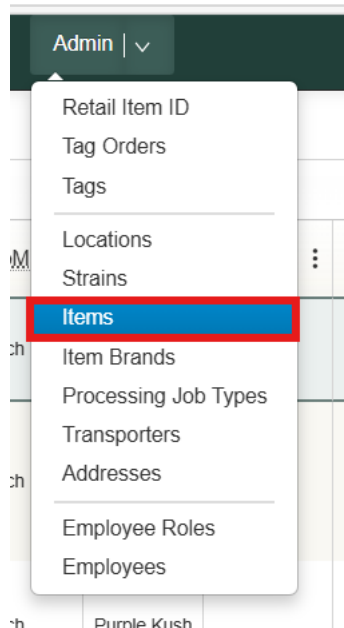


3. Select the appropriate Item Brand that you have just added and associate with the item selected.
4. Include the description of the item if that information was not included previously.

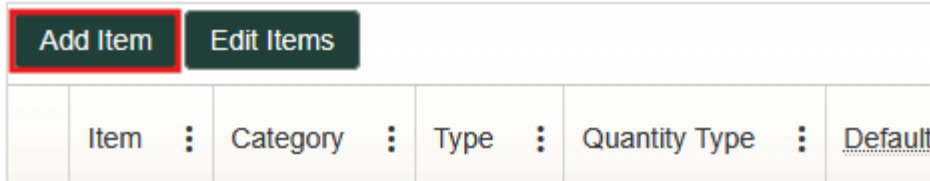
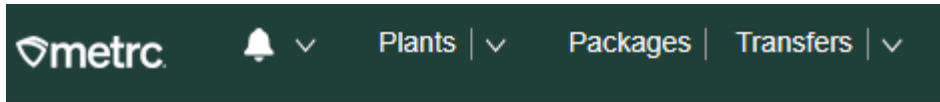
5. Select Save Items.

### **Step 3: Creating New Items with Item Brands**

1. When creating new items in your Metric account, navigate to the Admin menu and select “Items”.



2. Next, select “Add Item”



- 3.
4. Include the Item Name, Item Category, Unit of Measure, Item Brand, THC content, Unit Weight, Public Ingredients and Allergens.
5. Select "Create Items"

**Add Items** [Close]

Item # 1 [clear]

Name: Metrc Grape Gummies - 10pk -1C  
Category: Infused Edible - Each  
Unit of Measure: Each  
Item Brand: Metrc Gummies  
THC Content: 100 Milligrams  
Unit Weight: 10 Milligrams  
Public Ingredients: Ingredients (and ingredients of ingredients) must be listed in  
Allergens: Allergens...

+ 1 (ingredient)  
+ 1 (item)

**Why is there no multi-Facility create such as that available in Employees, Strains, and Locations?**  
Certain Item Categories require the selection of a pre-existing Strain. Verifying and informing that the specified Strain exists in all of the selected Facilities would be convoluted and complex to inform. For this reason we have opted to not add the ability to create Items in multiple Facilities at the same time.

Cancel Create Items

## TPI Information

### GET /items/v2/brands:

Retrieves a list of active item brands for the specified Facility.

### Permissions Required:

Manage Items

### Parameters:

**licenseNumber** The License Number of the Facility for which to return the list of active item brands.

**pageNumber**  
*optional* The number of the data page from which to return data.

**pageSize**  
*optional* The number of records to return per page. Pagination is currently disabled by default. You can enable pagination on this query by specifying a value that does not exceed 20.

### Example Request

GET /items/v2/brands?licenseNumber=123-ABC&pageNumber=1&pageSize=10

### Example Response

```
{
  "Data": [
    {
      "Id": 1,
      "Name": "Skunk Nasty",
      "Status": "Paid"
    },
    {
      "Id": 2,
      "Name": "Darth Buds",
      "Status": "NotPaid"
    }
  ],
  "Total": 2,
  "TotalRecords": 2,
  "PageSize": 2,
  "RecordsOnPage": 2,
  "Page": 1,
}
```

## **Metrc Support Bulletin**



```
"CurrentPage": 1,  
"TotalPages": 1  
}
```

## Metrc Resources

If you have any questions, or need additional support, the following resources are available:

**Contact Metrc Support** by using the new full-service system – Service Cloud – by navigating to [Support.Metrc.com](https://support.metrc.com), or from the Metrc System, click the Support area dropdown on the navigational toolbar and click support.metrc.com to redirect to the portal.

*Please note:* If accessing the portal for the first time, a username (which is established when logging in), the respective state and “Facility license number”, and a valid email to set a password are required.

**Metrc Learn:** Metrc Learn was recently redesigned to offer interactive educational opportunities to enhance Metrc system users’ skills and provide various training options based on experience level.

In addition, the learning system is organized into facility-specific programs made up of various courses. To login or register for an account, visit [Metrc Learn](#).

**Access additional resources:** In the Metrc system, click on the Support area dropdown on the navigational toolbar and select the appropriate resource, including educational guides, manuals, and more.

## TPI Metrc Resources

### **Metrc Resources**

If you have any questions, or need additional support, please reach out to the Metrc API Support team at [api-info@metrc.com](mailto:api-info@metrc.com).

Thank you for your continued partnership.