ASSEMBLY, No. 1091

STATE OF NEW JERSEY

219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

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SYNOPSIS

Requires Division of Travel and Tourism to advertise and promote tours of breweries in the State.

CURRENT VERSION OF TEXT

Introduced Pending Technical Review by Legislative Counsel.

BE IT ENACTED by the Senate and General Assembly of the State of New Jersey:

1. (New section) In addition to the powers and duties of the division as provided in section 9 of P.L.1977, c.225 (C.34:1A-53), the division, in conjunction with the Director of the Division of Alcoholic Beverage Control and any local government official or entity, shall identify a series of breweries to be part of a brewery trail. No fewer than three brewery trails shall be identified for the purposes of this program and the division shall ensure all holders of a limited brewery license and restricted brewery license in current operation in the State is included. In identifying specific breweries to be included on a specific brewery trail, special consideration shall be given to breweries that are in close geographic proximity to other breweries or thematically linked by surrounding arts, cultural, historical, entertainment, or other tourism destinations or exhibits of interest to tourists.

As used in this section, "brewery trail" means a series of limited and restricted license breweries identified by the division, which may be linked by geographic proximity and alignment, thematic consistency, historical consistency, brewing process, and resulting product.

2. (New section) a. The division shall develop and maintain an Internet website providing information concerning every holder of a limited brewery license or restricted brewery license pursuant to R.S.33:1-10. The information on the website shall be searchable and available as a list and as an interactive map, and shall:

(1) specify the location of each brewery and provide driving directions from the north, south, east, and west as well as directions by public transit where applicable;

(2) provide information about whether the brewery offers tours of its facilities, the frequency of tours, and hours during which tours are conducted;

(3) display photographs of the brewery;

(4) state the brewery’s first year of operation or licensure pursuant to R.S.33:1-10;

(5) provide a description of the beverages brewed on site, including but not limited to the style, color, flavor, ingredients, production method, and the alcohol-by-volume (ABV);

(6) inform visitors of whether the brewery is part of a specific brewery trail developed pursuant to section 1 of P.L. , c. (C. ) (pending before the Legislature as this bill); and

EXPLANATION – Matter enclosed in bold-faced brackets [thus] in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.
(7) provide contact information for each brewery, including each brewery's telephone number and Internet website address.

b. The division shall develop and publish on its website vacation itineraries based on specific brewery trails developed pursuant to section 1 of P.L. 2013, c. 6 (pending before the Legislature as this bill), which shall identify for visitors surrounding attractions, restaurants, lodging, and other exhibits or places of entertainment in close proximity to the breweries on the brewery trail. The division may solicit information from the holders of limited brewery licenses and restricted brewery licenses in the development of vacation itineraries.

c. In addition to publishing the information as required in subsection a. and b. of this section, the division may distribute the information by any other method it deems appropriate.

d. The director shall ensure that the Internet website is updated whenever a new brewery is granted a limited brewery license or restricted brewery license pursuant to R.S.33:1-10. The division shall accept information, or changes to the website from the Director of the Division of Alcoholic Beverage Control, breweries, the Garden State Craft Brewers Guild or its successor organization, and entities that compile data on the State's breweries through an electronic submission form made available by the division on its Internet website.

3. R.S.33:1-18 is amended to read as follows:
R.S.33:1-18. It shall be the duty of the commissioner to administer the issuance of manufacturers', wholesalers', plenary retail transit, transportation and public warehouse licenses, in accordance with this chapter. Upon issuing a limited brewery license or restricted brewery license pursuant to R.S.33:1-10, the commissioner shall notify the Director of the Division of Travel and Tourism of the name and address of the new licensee within 15 calendar days after issuance.
(cf: R.S.33:1-18)

4. This act shall take effect immediately.

STATEMENT

This bill directs the Division of Travel and Tourism in the Department of State to identify a series of breweries to be part of a specific brewery trail. The division would develop at least three brewery trails geographically or thematically linked by surrounding arts, cultural, historical, entertainment, or other tourism destinations. Under this bill, the division would develop and maintain an interactive Internet website providing information concerning every holder of a limited brewery license or restricted...
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brewery license issued by the State. The division is required to update the website whenever the Director of the Division of Alcoholic Beverage Control notifies the division that new breweries have obtained licenses. The website would also provide vacation itineraries based on specific brewery trails, which identify surrounding attractions, restaurants, lodging, and other exhibits or places of entertainment along the brewery trail.

New Jersey enjoys a rich brewing history dating back to the 1600s and many innovative brewing techniques were born in the Garden State. Today, New Jersey is home to more than three dozen craft breweries and brewpubs, many of which have won awards at various beer competitions and festivals. Small and independent American craft brewers contributed $33.9 billion and 360,000 jobs to the United States economy, while New Jersey's craft beer industry contributed 8,565 full-time equivalent jobs to the State's economy in 2012. New Jersey is in an excellent position to establish its breweries as travel destinations for educational and recreational purposes to reach new consumers, create jobs, and generate more revenue for New Jersey's craft beer industry.