

ASSEMBLY, No. 1091

STATE OF NEW JERSEY

219th LEGISLATURE

PRE-FILED FOR INTRODUCTION IN THE 2020 SESSION

Sponsored by:

Assemblywoman CAROL A. MURPHY

District 7 (Burlington)

Assemblywoman VALERIE VAINIERI HUTTLE

District 37 (Bergen)

Assemblyman HAROLD "HAL" J. WIRTHS

District 24 (Morris, Sussex and Warren)

Co-Sponsored by:

Assemblymen Giblin, Space, Dancer, Johnson, Assemblywoman DiMaso,

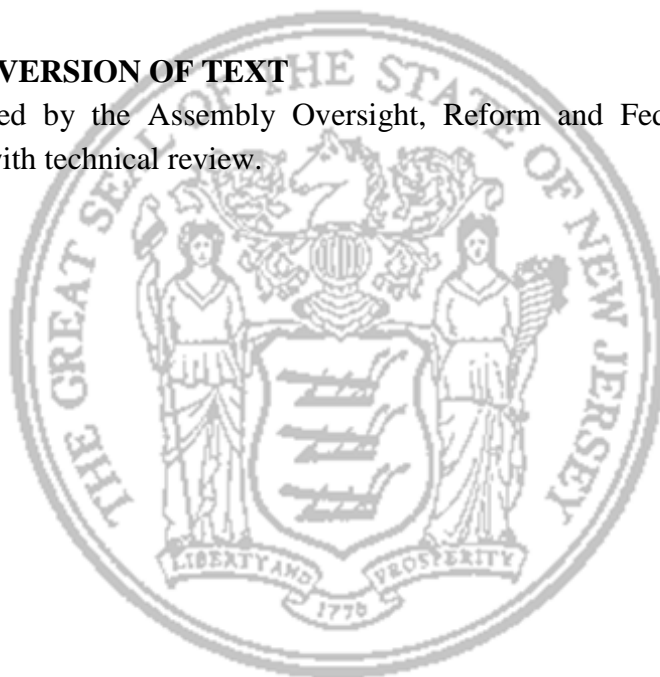
Assemblymen Armato, Mazzeo, Freiman, Assemblywomen Lopez, Mosquera and Assemblyman Houghtaling

SYNOPSIS

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

CURRENT VERSION OF TEXT

As reported by the Assembly Oversight, Reform and Federal Relations Committee with technical review.



(Sponsorship Updated As Of: 10/29/2020)

1 AN ACT concerning tourism and breweries in the State,
2 supplementing P.L.1977, c.225, and amending R.S.33:1-18.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. (New section) In addition to the powers and duties of the
8 division as provided in section 9 of P.L.1977, c.225 (C.34:1A-53),
9 the division, in conjunction with the Director of the Division of
10 Alcoholic Beverage Control and any local government official or
11 entity, shall identify a series of breweries to be part of a brewery
12 trail. No fewer than three brewery trails shall be identified for the
13 purposes of this program and the division shall ensure all holders of
14 a limited brewery license and restricted brewery license in current
15 operation in the State is included. In identifying specific breweries
16 to be included on a specific brewery trail, special consideration
17 shall be given to breweries that are in close geographic proximity to
18 other breweries or thematically linked by surrounding arts, cultural,
19 historical, entertainment, or other tourism destinations or exhibits of
20 interest to tourists.

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

26
27 2. (New section) a. The division shall develop and
28 maintain an Internet website providing information concerning
29 every holder of a limited brewery license or restricted brewery
30 license pursuant to R.S.33:1-10. The information on the website
31 shall be searchable and available as a list and as an interactive map,
32 and shall:

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

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

39 (3) display photographs of the brewery;

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

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

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.

1 (6) inform visitors of whether the brewery is part of a specific
2 brewery trail developed pursuant to section 1 of P.L. ,
3 c. (C.) (pending before the Legislature as this bill); and
4 (7) provide contact information for each brewery, including
5 each brewery's telephone number and Internet website address.
6 b. The division shall develop and publish on its website
7 vacation itineraries based on specific brewery trails developed
8 pursuant to section 1 of P.L. , c. (C.) (pending before the
9 Legislature as this bill), which shall identify for visitors
10 surrounding attractions, restaurants, lodging, and other exhibits or
11 places of entertainment in close proximity to the breweries on the
12 brewery trail. The division may solicit information from the
13 holders of limited brewery licenses and restricted brewery licenses
14 in the development of vacation itineraries.
15 c. In addition to publishing the information as required in
16 subsection a. and b. of this section, the division may distribute the
17 information by any other method it deems appropriate.
18 d. The director shall ensure that the Internet website is updated
19 whenever a new brewery is granted a limited brewery license or
20 restricted brewery license pursuant to R.S.33:1-10. The division
21 shall accept information, or changes to the website from the
22 Director of the Division of Alcoholic Beverage Control, breweries,
23 the Garden State Craft Brewers Guild or its successor organization,
24 and entities that compile data on the State's breweries through an
25 electronic submission form made available by the division on its
26 Internet website.
27
28 3. R.S.33:1-18 is amended to read as follows:
29 33:1-18. It shall be the duty of the director to administer the
30 issuance of manufacturers', wholesalers', plenary retail transit,
31 sporting facility, vendor, transportation and public warehouse
32 licenses, in accordance with this chapter. Upon issuing a limited
33 brewery license or restricted brewery license pursuant to R.S.33:1-
34 10, the commissioner shall notify the Director of the Division of
35 Travel and Tourism of the name and address of the new licensee
36 within 15 calendar days after issuance.
37 (cf: P.L.2015, c.86, s.2)
38
39 4. This act shall take effect immediately.