

ASSEMBLY OVERSIGHT, REFORM AND FEDERAL
RELATIONS COMMITTEE

STATEMENT TO

ASSEMBLY, No. 1091

STATE OF NEW JERSEY

DATED: OCTOBER 8, 2020

The Assembly Oversight, Reform and Federal Relations Committee reports favorably Assembly Bill No. 1091.

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 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.

This bill was pre-filed for introduction in the 2020-2021 session pending technical review. As reported, the bill includes the changes required by technical review, which has been performed.