

[First Reprint]

SENATE, No. 2056

STATE OF NEW JERSEY
219th LEGISLATURE

INTRODUCED MARCH 16, 2020

Sponsored by:

Senator JAMES BEACH

District 6 (Burlington and Camden)

Senator STEVEN V. OROHO

District 24 (Morris, Sussex and Warren)

Co-Sponsored by:

Senators O'Scanlon and Turner

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 Senate State Government, Wagering, Tourism & Historic Preservation Committee on March 22, 2021, with amendments.



(Sponsorship Updated As Of: 6/3/2021)

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

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

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

38 (3) display photographs of the brewery;

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

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

44 (6) inform visitors of whether the brewery is part of a specific
 45 brewery trail developed pursuant to section 1 of
 46 P.L. , c. (C.) (pending before the Legislature as this bill);
 47 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

Matter enclosed in superscript numerals has been adopted as follows:

¹Senate SSG committee amendments adopted March 22, 2021.

(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. , c. (C.) (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 New Jersey Brewers Association or ¹~~its~~ the successor organization ¹~~thereof~~, the Brewers Guild of New Jersey or ¹~~its~~ the successor organization ¹~~thereof~~, and entities that compile data on the State's breweries through an electronic submission form made available by the division on its Internet website.

¹**[3. R.S.33:1-18 is amended to read as follows:**

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: P.L.2015, c.86, s.2)]¹

¹3. R.S.33:1-18 is amended to read as follows:

33:1-18. It shall be the duty of the director to administer the issuance of manufacturers', wholesalers', plenary retail transit, sporting facility, vendor, 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 director 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.¹

(cf: P.L.2015, c.86, s.2)

4. This act shall take effect immediately.