

SENATE STATE GOVERNMENT, WAGERING, TOURISM & HISTORIC PRESERVATION COMMITTEE

STATEMENT TO

SENATE, No. 3482

with committee amendments

STATE OF NEW JERSEY

DATED: MARCH 23, 2026

The Senate State Government, Wagering, Tourism & Historic Preservation Committee reports favorably and with committee amendments Senate Bill No. 3482.

As amended by the committee, this bill requires a change in the rules governing the procedures and standards for participation in highway sign programs to allow local alcohol manufacturers to be included in the signage.

Specifically, the Department of Transportation (DOT), in coordination with the Federal Highway Administration (FHA), will adopt amendments to the Tourist Oriented Directional Signs (TODS) Program and the Specific Service Sign (Logo) Program to add cideries, distilleries, and meaderies to the list of eligible facilities for participation in the programs. This will provide awareness of and directional guidance to alcohol manufacturers in the State through roadway signs and will support a trail-like path. This will allow a person to find and visit alcohol manufacturers efficiently and promote these locations within New Jersey. The following conditions of eligibility will apply to wineries, breweries, cideries, distilleries, and meaderies participating in the TODS Program:

- (1) be located within 15 miles of the State highway on which the intersection approach sign is erected;
- (2) be open a minimum of six hours each day, three days a week including Saturday and Sunday;
- (3) produce wine, cider, mead, beer, or distilled alcoholic beverages on the premises;
- (4) have a tasting area on the premises;
- (5) conduct public tours upon request during times when public access is deemed appropriate by the business during non-manufacturing periods;
- (6) market the product on the premises for retail sale; and
- (7) be appropriately licensed by the State of New Jersey.

The Division of Travel and Tourism in the Department of State, in consultation with the Division of Alcoholic Beverage Control in

the Department of Law and Public Safety, will develop and maintain an Internet website providing information on winery, brewery, cidery, distillery, and meadery locations in the State. The purpose of the website will be to provide awareness of, and directional guidance to, alcohol manufacturers in the State and to allow people to find and visit alcohol manufacturers efficiently and promote them within New Jersey. The website will be searchable and will be available as both a list and as an interactive map. The website will:

- (1) specify the location of each facility and provide driving directions from the north, south, east, and west, as well as directions by public transit where applicable;
- (2) provide information about the availability of tours;
- (3) display photographs of each facility; and
- (4) provide contact information for the owner or operator of each facility, including the telephone number and web address of the facility, and any other information provided by the facility that the Director of the Division of Travel and Tourism deems appropriate for inclusion on the website.

COMMITTEE AMENDMENTS:

The committee amendments:

- (1) modify the tour requirement for participation in the TODS program, by inserting the requirement that the business will conduct tours “upon request during times when public access is deemed appropriate by the business during non-manufacturing periods,” rather than to conduct “scheduled public tours;”
- (2) require the inclusion of wineries on the website developed by the Division of Travel and Tourism providing information on brewery, cidery, distillery, and meadery locations in the State; and
- (3) modify the tour requirement information that will appear on the Division of Travel and Tourism website, so that the website will “provide information about the availability of tours,” rather than information about “whether a facility offers guided tours, the frequency of the tours, and the hours during which the tours are conducted.”