

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.



(Sponsorship Updated As Of: 10/8/2020)

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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);

45 (6) inform visitors of whether the brewery is part of a specific
46 brewery trail developed pursuant to section 1 of P.L. ,

47 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.

1 (7) provide contact information for each brewery, including
2 each brewery's telephone number and Internet website address.

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

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

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

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

26 33:1-18. It shall be the duty of the commissioner to administer
27 the issuance of manufacturers', wholesalers', plenary retail transit,
28 transportation and public warehouse licenses, in accordance with
29 this chapter. Upon issuing a limited brewery license or restricted
30 brewery license pursuant to R.S.33:1-10, the commissioner shall
31 notify the Director of the Division of Travel and Tourism of the
32 name and address of the new licensee within 15 calendar days after
33 issuance.

34 (cf: R.S.33:1-18)

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36 4. This act shall take effect immediately.

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STATEMENT

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41 This bill directs the Division of Travel and Tourism in the
42 Department of State to identify a series of breweries to be part of a
43 specific brewery trail. The division would develop at least three
44 brewery trails geographically or thematically linked by surrounding
45 arts, cultural, historical, entertainment, or other tourism
46 destinations. Under this bill, the division would develop and
47 maintain an interactive Internet website providing information
48 concerning every holder of a limited brewery license or restricted

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1 brewery license issued by the State. The division is required to
2 update the website whenever the Director of the Division of
3 Alcoholic Beverage Control notifies the division that new breweries
4 have obtained licenses. The website would also provide vacation
5 itineraries based on specific brewery trails, which identify
6 surrounding attractions, restaurants, lodging, and other exhibits or
7 places of entertainment along the brewery trail.

8 New Jersey enjoys a rich brewing history dating back to the
9 1600s and many innovative brewing techniques were born in the
10 Garden State. Today, New Jersey is home to more than three dozen
11 craft breweries and brewpubs, many of which have won awards at
12 various beer competitions and festivals. Small and independent
13 American craft brewers contributed \$33.9 billion and 360,000 jobs
14 to the United States economy, while New Jersey's craft beer
15 industry contributed 8,565 full-time equivalent jobs to the State's
16 economy in 2012. New Jersey is in an excellent position to
17 establish its breweries as travel destinations for educational and
18 recreational purposes to reach new consumers, create jobs, and
19 generate more revenue for New Jersey's craft beer industry.