ASSEMBLY COMMERCE, ECONOMIC DEVELOPMENT AND AGRICULTURE COMMITTEE

STATEMENT TO

ASSEMBLY, No. 4799

with committee amendments

STATE OF NEW JERSEY

DATED: JUNE 12, 2025

The Assembly Commerce, Economic Development and Agriculture Committee reports favorably and with committee amendments Assembly Bill No. 4799.

As amended, this bill directs the New Jersey Economic Development Authority (authority), in conjunction with the Division of Travel and Tourism, to develop and implement a "Jersey Craft Beverage Retailer Promotion and Grant Program" (program) to encourage, advertise, and promote the craft alcohol beverages manufactured in the State and those New Jersey retailers who promote and sell New Jersey craft alcohol beverages in the State.

To accomplish the goals of the program, the bill establishes a "Certified Jersey Craft Alcohol Beverage Retailer" signage program for eligible alcohol beverage license holders to promote certain products. The bill also creates an associated grant program to facilitate capital improvements or the purchase of goods and services. Grants are to be issued from the "New Jersey Certified Jersey Craft Alcohol Beverage Retailer Fund," established in the bill. The fund is to be credited with 50 percent of the receipts from the per gallon tax imposed on sales of beer, cider, mead, and liquors sold by holders a limited brewery license, restricted brewery license, farm brewery license, cidery and meadery license, or craft distillery license. The bill also requires the authority to establish guidelines for eligible license holders, application timelines, acceptable uses for grants, and associated reporting requirements.

COMMITTEE AMENDMENTS:

The committee amended the bill to:

(1) replace references to "alcoholic beverages" with the term "alcohol beverages"; and

(2) make technical and clarifying changes.