ASSEMBLY COMMERCE, ECONOMIC DEVELOPMENT AND AGRICULTURE COMMITTEE

STATEMENT TO

ASSEMBLY, No. 5718

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. 5718.

As amended and reported, this bill permits the holder of a limited brewery license, farm brewery license, plenary winery license, farm winery license, cidery and meadery license, and craft distillery license to sell "Jersey Fresh" alcoholic beverages at retail to consumers for consumption on or off the licensed premises and to offer samples for sampling purposes. The bill defines "Jersey Fresh products" to mean any alcoholic beverage that is composed of at least 51 percent agricultural or horticultural products grown in the State.

Jersey Fresh is an advertising, promotional, and quality grading program originally launched in 1984 to help farmers inform consumers about the availability of fruits and vegetables grown in New Jersey.

By making alcoholic beverages produced from New Jersey farm products part of the Jersey Fresh program and permitting the sale of Jersey Fresh designated alcoholic beverages at breweries, wineries, and distilleries, the sponsor intends to benefit the State's agricultural industry by raising consumer awareness about the many high-quality alcoholic beverages produced.

COMMITTEE AMENDMENTS:

The committee amends the bill to modify the definition of "Jersey Fresh products" to mean any alcoholic beverage that is composed of at least 51 percent agricultural or horticultural products grown in the State.