

**ASSEMBLY, No. 2591**

**STATE OF NEW JERSEY**  
**214th LEGISLATURE**

INTRODUCED MARCH 22, 2010

**Sponsored by:**  
**Assemblyman LOUIS D. GREENWALD**  
**District 6 (Camden)**

**SYNOPSIS**

Removes plenary retail distribution license limit for certain stores.

**CURRENT VERSION OF TEXT**

As introduced.



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2

1 AN ACT concerning certain alcoholic beverage licenses, amending  
2 R.S.33:1-12, and supplementing Title 33 of the Revised Statutes.

3

4 **BE IT ENACTED** by the Senate and General Assembly of the State  
5 of New Jersey:

6

7 1. (New section) a. For the purposes of this act:

8 "Retail food store" means any retail establishment where  
9 groceries and other foodstuffs are regularly and customarily sold in  
10 a bona fide manner for off premises consumption.

11 "Groceries and other foodstuffs" means dairy products; meat and  
12 delicatessen products; produce products; seafood products;  
13 carbonated beverages; coffee and other beverages; snack foods;  
14 candy products; baked products; paper products; household  
15 cleaning items; health and beauty products; frozen foods; pet foods  
16 and supplies; and any other edible product not previously listed.

17 b. The provisions of section 1 of P.L.1962, c.152 (C.33:1-12.31)  
18 shall not apply to the acquisition of an additional plenary retail  
19 distribution license or licenses or an interest therein when that  
20 license is issued to a person:

21 (1) for use in connection with the operation of a retail food store  
22 at which the retail sale of groceries and other food stuffs is the  
23 primary and principal business and constitutes at least 65 percent of  
24 the store's total annual sales in dollars in the last full calendar year  
25 preceding that person's initial acquisition of the additional plenary  
26 retail distribution license or licenses or 65 percent of the total  
27 annual sales of the New Jersey food stores if the additional plenary  
28 distribution license or licenses is for a newly constructed or  
29 acquired store; or

30 (2) who certifies to the licensing authority that the additional  
31 plenary retail distribution license or licenses is to be used in  
32 connection with the operation of a premises at which the sale of  
33 alcoholic beverages is the primary and principal business and will  
34 constitute at least 90 percent of the store's annual sales.

35 c. Upon application for renewal of a plenary retail distribution  
36 license acquired pursuant to paragraph 1 of subsection b. of this  
37 section, a licensee that has used the plenary retail distribution  
38 license in connection with a retail food store for at least 18 months  
39 prior to the renewal date shall furnish adequate proof to the  
40 licensing authority that the combination of groceries or other food  
41 stuffs and alcoholic beverages constitutes at least 65 percent of the  
42 retail food store's total annual sales in dollars in the last full  
43 calendar year.

44 d. Upon application for renewal of a plenary retail distribution  
45 license acquired pursuant to paragraph 2 of subsection b. of this

**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.

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1 section, the licensee shall furnish adequate proof to the licensing  
2 authority that the sale of alcoholic beverages constitutes at least 90  
3 percent of the store's annual sales.

4 e. Immediately following the effective date of this act until the  
5 first day of the 61<sup>st</sup> month following the effective date of this act, a  
6 licensee who acquires an additional plenary retail distribution  
7 license pursuant to this section shall be prohibited from acquiring or  
8 owning all or part of an interest in more than five plenary retail  
9 distribution licenses issued in this State, which number shall include  
10 any plenary retail distribution license issued prior to the effective  
11 date of this act.

12 f. On the first day of the 61<sup>st</sup> month following the effective date  
13 of this act until the first day of the 121<sup>st</sup> month following the  
14 effective date of this act, a licensee who acquires an additional  
15 plenary retail distribution license pursuant to this section shall be  
16 prohibited from acquiring or owning all or part of an interest in  
17 more than seven plenary retail distribution licenses issued in this  
18 State, which number shall include any plenary retail distribution  
19 license issued prior to the effective date of this act.

20 g. On the first day of the 121<sup>st</sup> month following the effective  
21 date of this act, a licensee who acquires an additional plenary retail  
22 distribution license pursuant to this section shall be prohibited from  
23 acquiring or owning all or part of an interest in more than 10  
24 plenary retail distribution licenses issued in this State, which  
25 number shall include any plenary retail distribution license issued  
26 prior to the effective date of this act.

27 h. Nothing in this section shall be construed to authorize the  
28 issuance of any new plenary retail distribution license in addition to  
29 those currently permitted in a municipality pursuant to sections 2  
30 and 3 of P.L.1947, c.94 (C.33:1-12.14 and 33:1-12.15).

31

32 2. R.S.33:1-12 is amended to read as follows:

33 33:1-12. Plenary retail consumption license. 1. The holder of  
34 this license shall be entitled, subject to rules and regulations, to sell  
35 any alcoholic beverages for consumption on the licensed premises  
36 by the glass or other open receptacle, and also to sell any alcoholic  
37 beverages in original containers for consumption off the licensed  
38 premises; but this license shall not be issued to permit the sale of  
39 alcoholic beverages in or upon any premises in which a grocery,  
40 delicatessen, drug store or other mercantile business is carried on,  
41 except as hereinafter provided. The holder of this license shall be  
42 permitted to conduct consumer wine, beer and spirits tasting events  
43 and samplings for a fee or on a complimentary basis pursuant to  
44 conditions established by rules and regulations of the Division of  
45 Alcoholic Beverage Control, provided however, that the holder of  
46 this license complies with the terms and conditions set forth in  
47 section 3 of P.L.2009, c.216 (C.33:1-12d). Subject to such rules  
48 and regulations established from time to time by the director, the

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1 holder of this license shall be permitted to sell alcoholic beverages  
2 in or upon the premises in which any of the following is carried on:  
3 the keeping of a hotel or restaurant including the sale of mercantile  
4 items incidental thereto as an accommodation to patrons; the sale, at  
5 an entertainment facility as defined in R.S.33:1-1, having a seating  
6 capacity for no less than 4,000 patrons, of mercantile items  
7 traditionally associated with the type of event or program held at  
8 the site; the sale of distillers', brewers' and vintners' packaged  
9 merchandise repacked as a unit with other suitable objects as gift  
10 items to be sold only as a unit; the sale of novelty wearing apparel  
11 identified with the name of the establishment licensed under the  
12 provisions of this section; the sale of cigars, cigarettes, packaged  
13 crackers, chips, nuts and similar snacks and ice at retail as an  
14 accommodation to patrons, or the retail sale of nonalcoholic  
15 beverages as accessory beverages to alcoholic beverages; or, in  
16 commercial bowling establishments, the retail sale or rental of  
17 bowling accessories and the retail sale from vending machines of  
18 candy, ice cream and nonalcoholic beverages. The fee for this  
19 license shall be fixed by the governing board or body of the  
20 municipality in which the licensed premises are situated, by  
21 ordinance, at not less than \$250 and not more than \$2,500. No  
22 ordinance shall be enacted which shall raise or lower the fee to be  
23 charged for this license by more than 20% from that charged in the  
24 preceding license year or \$500.00, whichever is the lesser. The  
25 governing board or body of each municipality may, by ordinance,  
26 enact that no plenary retail consumption license shall be granted  
27 within its respective municipality.

28 The holder of this license shall be permitted to obtain a restricted  
29 brewery license issued pursuant to subsection 1c. of R.S.33:1-10  
30 and to operate a restricted brewery immediately adjoining the  
31 licensed premises in accordance with the restrictions set forth in  
32 that subsection. All fees related to the issuance of both licenses  
33 shall be paid in accordance with statutory law.

34 Seasonal retail consumption license. 2. The holder of this  
35 license shall be entitled, subject to rules and regulations, to sell any  
36 alcoholic beverages for consumption on the licensed premises by  
37 the glass or other open receptacle, and also to sell any alcoholic  
38 beverages in original containers for consumption off the licensed  
39 premises, during the summer season from May 1 until November  
40 14, inclusive, or during the winter season from November 15 until  
41 April 30, inclusive; but this license shall not be issued to permit the  
42 sale of alcoholic beverages in or upon any premises in which a  
43 grocery, delicatessen, drug store or other mercantile business is  
44 carried on, except as hereinafter provided. Subject to such rules  
45 and regulations established from time to time by the director, the  
46 holder of this license shall be permitted to sell alcoholic beverages  
47 in or upon the premises in which any of the following is carried on:  
48 the keeping of a hotel or restaurant including the sale of mercantile

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1 items incidental thereto as an accommodation to patrons; the sale of  
2 distillers', brewers' and vintners' packaged merchandise prepacked  
3 as a unit with other suitable objects as gift items to be sold only as a  
4 unit; the sale of novelty wearing apparel identified with the name of  
5 the establishment licensed under the provisions of this section; the  
6 sale of cigars, cigarettes, packaged crackers, chips, nuts and similar  
7 snacks and ice at retail as an accommodation to patrons; or the retail  
8 sale of nonalcoholic beverages as accessory beverages to alcoholic  
9 beverages. The fee for this license shall be fixed by the governing  
10 board or body of the municipality in which the licensed premises  
11 are situated, by ordinance, at 75% of the fee fixed by said board or  
12 body for plenary retail consumption licenses. The governing board  
13 or body of each municipality may, by ordinance, enact that no  
14 seasonal retail consumption license shall be granted within its  
15 respective municipality.

16 Plenary retail distribution license. 3. a. The holder of this license  
17 shall be entitled, subject to rules and regulations, to sell any  
18 alcoholic beverages for consumption off the licensed premises, but  
19 only in original containers; except that licensees shall be permitted  
20 to conduct consumer wine, beer, and spirits tasting events and  
21 samplings on a complimentary basis pursuant to conditions  
22 established by rules and regulations of the Division of Alcoholic  
23 Beverage Control, provided however, that the holder of this license  
24 complies with the terms and conditions set forth in section 3 of  
25 P.L.2009, c.216 (C.33:1-12d).

26 The governing board or body of each municipality may, by  
27 ordinance, enact that this license shall not be issued to permit the  
28 sale of alcoholic beverages in or upon any premises in which any  
29 other mercantile business is carried on, except that any such  
30 ordinance, heretofore or hereafter adopted, shall not prohibit the  
31 retail sale of distillers', brewers' and vintners' packaged  
32 merchandise prepacked as a unit with other suitable objects as gift  
33 items to be sold only as a unit; the sale of novelty wearing apparel  
34 identified with the name of the establishment licensed under the  
35 provisions of this act; cigars, cigarettes, packaged crackers, chips,  
36 nuts and similar snacks, ice, and nonalcoholic beverages as  
37 accessory beverages to alcoholic beverages. The fee for this license  
38 shall be fixed by the governing board or body of the municipality in  
39 which the licensed premises are situated, by ordinance, at not less  
40 than \$125 and not more than \$2,500. No ordinance shall be enacted  
41 which shall raise or lower the fee to be charged for this license by  
42 more than 20% from that charged in the preceding license year or  
43 \$500.00, whichever is the lesser. The governing board or body of  
44 each municipality may, by ordinance, enact that no plenary retail  
45 distribution license shall be granted within its respective  
46 municipality.

47 A license transfer fee shall be imposed on the initial transfer of  
48 each plenary retail distribution license, which pursuant to section 1

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1 of P.L. , c. (C. ) (pending before the Legislature as this bill),  
2 is transferred to a licensee holding two or more licenses. This  
3 license transfer fee, which shall be equal to 10 percent of the price  
4 paid for the plenary retail distribution license, shall be paid by the  
5 acquiring licensee, at the time that the plenary retail distribution  
6 license is transferred, to the municipality in which the licensed  
7 premises is situated.

8 Limited retail distribution license. 3. b. The holder of this license  
9 shall be entitled, subject to rules and regulations, to sell any  
10 unchilled, brewed, malt alcoholic beverages in quantities of not less  
11 than 72 fluid ounces for consumption off the licensed premises, but  
12 only in original containers; provided, however, that this license  
13 shall be issued only for premises operated and conducted by the  
14 licensee as a bona fide grocery store, meat market, meat and  
15 grocery store, delicatessen, or other type of bona fide food store at  
16 which groceries or other foodstuffs are sold at retail; and provided  
17 further that this license shall not be issued except for premises at  
18 which the sale of groceries or other foodstuffs is the primary and  
19 principal business and at which the sale of alcoholic beverages is  
20 merely incidental and subordinate thereto. The fee for this license  
21 shall be fixed by the governing body or board of the municipality in  
22 which the licensed premises are situated, by ordinance, at not less  
23 than \$31 and not more than \$63. The governing board or body of  
24 each municipality may, by ordinance, enact that no limited retail  
25 distribution license shall be granted within its respective  
26 municipality.

27 Plenary retail transit license. 4. The holder of this license shall be  
28 entitled, subject to rules and regulations, to sell any alcoholic  
29 beverages, for consumption only, on railroad trains, airplanes,  
30 limousines and boats, while in transit. The fee for this license for  
31 use by a railroad or air transport company shall be \$375, for use by  
32 the owners of limousines shall be \$31 per vehicle, and for use on a  
33 boat shall be \$63 on a boat 65 feet or less in length, \$125 on a boat  
34 more than 65 feet in length but not more than 110 feet in length,  
35 and \$375 on a boat more than 110 feet in length; such boat lengths  
36 shall be determined in the manner prescribed by the Bureau of  
37 Customs of the United States Government or any federal agency  
38 successor thereto for boat measurement in connection with issuance  
39 of marine documents. A license issued under this provision to a  
40 railroad or air transport company shall cover all railroad cars and  
41 planes operated by any such company within the State of New  
42 Jersey. A license for a boat or limousine issued under this  
43 provision shall apply only to the particular boat or limousine for  
44 which issued, and shall permit the purchase of alcoholic beverages  
45 for sale or service in a boat or limousine to be made from any Class  
46 A and B licensee or from any Class C licensee whose license  
47 privilege permits the sale of alcoholic beverages in original  
48 containers for off-premises consumption. An interest in a plenary

1 retail transit license issued in accordance with this section shall be  
2 excluded in determining the maximum number of retail licenses  
3 permitted under P.L.1962, c.152 (C.33:1-12.31 et seq.).

4 Club license. 5. The holder of this license shall be entitled,  
5 subject to rules and regulations, to sell any alcoholic beverages but  
6 only for immediate consumption on the licensed premises and only  
7 to bona fide club members and their guests. The fee for this license  
8 shall be fixed by the governing board or body of the municipality in  
9 which the licensed premises are situated, by ordinance, at not less  
10 than \$63 and not more than \$188. The governing board or body of  
11 each municipality may, by ordinance, enact that no club licenses  
12 shall be granted within its respective municipality. Club licenses  
13 may be issued only to such corporations, associations and  
14 organizations as are operated for benevolent, charitable, fraternal,  
15 social, religious, recreational, athletic, or similar purposes, and not  
16 for private gain, and which comply with all conditions which may  
17 be imposed by the Director of the Division of Alcoholic Beverage  
18 Control by rules and regulations.

19 The provisions of section 23 of P.L.2003, c.117 amendatory of  
20 this section shall apply to licenses issued or transferred on or after  
21 July 1, 2003, and to license renewals commencing on or after July  
22 1, 2003.

23 (cf: P.L.2009, c.216, s.1)

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25 3. This act shall take effect immediately.

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STATEMENT

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30 Currently, the law prohibits any person or corporate entity from  
31 holding more than two retail licenses to sell alcoholic beverages.  
32 This bill increases the number of plenary retail distribution licenses  
33 that a person may acquire when the license or licenses are used in  
34 connection with the operation of a retail food store, or in connection  
35 with the operation of a liquor store when the licensee certifies that  
36 at least 90 percent of the store's annual sales are alcoholic  
37 beverages.

38 While the bill increases the number of retail licenses that one  
39 person may acquire, the total number of licenses held by one person  
40 is still restricted and gradually increases over time. Immediately  
41 following the effective date of the bill, a person may own or have  
42 an interest in a maximum of five retail licenses, including any retail  
43 license acquired prior to the bill's effective date. Five years  
44 following the effective date of the bill, a person may hold no more  
45 than a total of seven retail licenses. Finally, 10 years following the  
46 bill's effective date, a person may hold no more than a total of 10  
47 retail licenses.

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1       Individuals who acquire more than two licenses under the  
2 provisions of the bill are required to pay a license transfer fee on  
3 each additional license that they acquire. The transfer fee is set at  
4 10 percent of the amount the entity paid for the license and is  
5 payable to the municipality in which the licensed premises is  
6 situated.

7       It is important to note that this bill does not increase the number  
8 of licenses that a municipality may issue.