



WAKE. UP. NOW!

THREATS INCOMING FROM MULTIPLE ANGLES

BY PAUL SANTELLE

'Free The Grapes' Back on the Radar

The NJLSA is monitoring several bills as well as the beginning of a public relations effort by the freethegrapes.org to allow every winery in our country to DIRECT SHIP into the Garden State regardless of size. Just do the math and you would calculate that Amazon would get back into the wine business on steroids times ten!

Go to our website to see editorial by Free The Grapes Executive Director Jeremy Benson (Star Ledger, April 7, 2018). This is wake-up call at sunrise to every brick'n'mortar retailer who remembers how our last round with Free The Grapes ended up in 2012....

Total Tries to Do the Math

Another newsworthy item on our southern border relates to Total Wine pushing to raise the longstanding two-license limit in Delaware to three licenses. They already own the two largest stores in the state that are purported to do over 50% of the off-premise volume for all of Delaware, which has over 200 licenses.

As an FYI, they have two separate LLCs in NJ that hold four licenses between them; if we went to three licenses that would translate to two additional licenses for them in our state. The average volume of each TOTAL WINE store in New Jersey is the combined equivalent of roughly 20-25 neighborhood stores....

More Trouble Brewing

Assembly Bill A1296 was up for a floor vote on Thursday, April 12th (after the deadline for this insertion of the Beverage Journal). This legislation is seeking an ABC exemption for monthly CPL filing for any Limited Brewery & Craft Distillery with less than 60 registered brands in the state.

This bill is also asking for the removal of the previously legislated mandated tour

IMPORTANT DATE

June 19th 2018
NJLSA-PAC Golf Outing

Forsgate Country Club
375 Forsgate Drive,
Monroe Township, NJ

by any patron prior to sale of any alcoholic beverage for either ON or OFF-premise consumption. That second shoe is a potential problem as it will allow these licensees to basically operate as a bar or package store without paying for that right while simultaneously adding another layer to our already overly diluted marketplace!

And we are also still monitoring A1278, which is Assembly Majority Leader Lou Greenwald's never-ending crusade to challenge our state's long-standing two-license limit law as well as Assembly Deputy Speaker John Burzichelli's R-/R-2 Legislation to create expensive consumption licenses that would overrun our state as well as set a precedent for similar legislation for Beer & Wine chain licenses for C-Stores, Grocery stores and Warehouse clubs! This is Armageddon legislation for state-based small businesses that are the backbone of our local communities!

If you are a dedicated retailer who cares about the future of your livelihood,

THIS IS YOUR WAKE-UP CALL – GET CONNECTED TO THE NJLSA!

NJLSA-Pac Golf Outing Is Tee'd Up For Tuesday, June 19TH

Once again Forsgate Country Club will be hosting our annual golf outing—by far the most important fundraiser we do every year for our PAC. We have locked up both courses for the entire day, which should translate to smooth sailing. If you are a retailer, wholesaler, supplier or service provider to our industry and want to support

the NJLSA please consider participating with this event. In addition to golf, lunch & dinner there are many sponsorship opportunities available.

Please go to our website and click on the link on our homepage to get more information as well as to register. SEE AD ON OPPOSITE PAGE.

Get Connected to the NJLSA with a Membership or Sponsorship

If you are still sitting on the sidelines, it is never too late to join the NJLSA or renewing your expired annual membership. It is a once-a-year insurance payment to protect the value of your license and it is only \$225, which includes your \$25 membership in the American Beverage Licensees (ABL). ■

**DRINK RESPONSIBLY,
 DRIVE RESPONSIBLY,
 LEGISLATE RESPONSIBLY!**

EXECUTIVE BOARD

Marvin Sellers
 President

Mike Maro
 Vice President

Sunny Patel
 Secretary

Juan Negrin
 Treasurer

Fred Leighton
 Chairman



TRUSTEE-DIRECTORS

Kenneth Friedman
 Director

Brijesh Patel
 Director

George Wolfson
 Director

Michael Patalano
 Director

Stuart Stromfeld
 Industry Liaison

Paul Santelle
 Executive Director

206 West State Street, Trenton, NJ 08608
 Phone (609) 396-1980

NEW JERSEY LIQUOR STORES ALLIANCE
 Affiliated with American Beverage Licensees (ABL)

DRINK RESPONSIBLY, DRIVE RESPONSIBLY!!!
www.NJLSA.com