



STATE OF NEW JERSEY

OFFICE OF THE ATTORNEY GENERAL
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

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NOTICE TO ALL BRAND REGISTRATION APPLICANTS

THE APPLICATION FOR NEW BRAND REGISTRATION HAS BEEN CHANGED

Shortly, the Division of Alcoholic Beverage Control will introduce to the consumer the ability to search for products that are brand registered in the State of New Jersey for purchase.

In order to provide information on a wine product with multiple vintages, the Division will now require registrants to list each vintage year when filing a new brand registration application. The filing fee of \$23 per product/label will remain the same regardless of the number of vintage years listed.

Enclosed find the updated brand registration application instructions along with the new application form to register brands in the State of New Jersey.

Any questions regarding this new procedure please contact the Licensing Bureau at 609-984-2371.

Thank you for your cooperation.



11/8/10