

**PUBLIC NOTICE**

**LAW AND PUBLIC SAFETY**

**ATTORNEY GENERAL**

**DIVISION OF ALCOHOLIC BEVERAGE CONTROL**

**Notice of Action on Petition for Rulemaking**

**Retail Incentive Program (RIP) Regulation**

**N.J.A.C. 13:2-24.1**

Petitioner: Kevin Marc Schatz, Senior Deputy Attorney General, Chief of the Division of Alcoholic Beverage Control's Enforcement Bureau.

**Take notice** that on June 6, 2019, the Division of Alcoholic Beverage Control (Division) received a petition for rulemaking from the above-referenced petitioner. The petitioner requested that the Division engage in rulemaking regarding the Retail Incentive Program (RIP) rule, N.J.A.C. 13:2-24.1.

A notice acknowledging receipt of the petition was published in the New Jersey Register on August 5, 2019, at 51 N.J.R. 1296(a). Subsequently, and in accordance with applicable law, the Division reviewed the petition and determined that additional time was needed to deliberate about this petition, to further review the materials submitted by the petitioner, to conduct research on past and present trade practices, and to engage with stakeholders by giving them an opportunity to provide written and/or oral comments to the Division for its consideration. Pursuant to N.J.A.C. 1:30-4.2(a)3, a notice of action was published in the New Jersey Register on September 3, 2019, stating this determination.

Following the foregoing review and research, and engagement with stakeholders, the Division has determined that additional time is needed to continue the deliberative process as

described above. Pursuant to N.J.A.C. 1:30-4.2(b), an additional period of 90 days has been agreed upon, in writing, by the petitioner and the agency.

Upon conclusion of the further deliberations, the results of which shall be mailed to the petitioner and submitted to the Office of Administrative Law for publication in the New Jersey Register, the Division shall either deny the petition or grant the petition. If the Division grants the petition, it shall then initiate a rulemaking proceeding within 90 days, unless additional time is needed.

A copy of this public notice has been mailed to the petitioner as required by N.J.A.C. 1:30-4.2(d).