

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

AN 2025-03
ADVISORY NOTICE TO THE INDUSTRY REGARDING THE NEW UNIFORM TEMPLATE FOR
ELECTRONIC FILING OF CURRENT PRICE LISTS (CPL)
BEGINNING WITH THE OCTOBER 2025 CPL

The Division of Alcoholic Beverage Control (“Division” or “ABC”) is announcing a uniform template for electronic filing to be used by industry members required to file a Current Price List (“eCPL”) pursuant to N.J.A.C. 13:2-24.6(a)(3). The purpose of the CPL is to ensure that all alcoholic beverage sales made in New Jersey are in accordance with Title 33 (“ABC Act”) and its implementing regulations. Every licensee or registrant that is privileged and intends to sell alcoholic beverage products to retailers in this State must price-post their products and make them available to all retailers on a non-discriminatory basis. See N.J.S.A. 33:1-3.1(b)(10); N.J.A.C. 13:2-24.6(a)3.

Beginning with the October 2025 CPL filing, which is due on September 15, 2025, industry members who are privileged to sell or intend to sell alcoholic beverages to retailers will be required to use this eCPL template and file it online through POSSE, the Division’s online licensing system. The eCPL [template](#) can be found [here](#). Step-by-step eCPL instructions will be forthcoming and available on POSSE and the Division’s website. Requiring licensees to use this eCPL template prescribed by the Director is authorized under the Division’s existing authority in N.J.A.C. 13:2-24.6(a)3 and -(a)4.

The Division has worked with industry members to develop this [template](#), including small and large wine and spirits wholesalers, beer wholesalers, and manufacturers with self-distribution wholesale privileges. The Division received extensive feedback from industry

stakeholders and solicited comments on the proposed new template from the industry-at-large.¹ Recently, industry members attended a demonstration of the new eCPL template.

The forthcoming eCPL instructions will provide detailed information on how to populate the template, and on several topics raised by industry stakeholders, including Brand Registration, UPC Codes, Retail Incentive Programs (“RIPs”), Combination Sales, Beer Mix and Match offerings (New Tab), and beer wholesaler “Rolling Keg Discount” offerings. Other questions raised by the industry are also addressed by the Division in a Response to Industry Comments found on the Division’s website. A step-by-step training on how to file an eCPL will be made available on the Division’s website. The Division notes that the eCPL template conforms to the information required in the regulation, which the industry has been following for many years. See N.J.A.C. 13:2-24.6(a)3 to -4.

There are many benefits to the introduction of a uniform eCPL format. The eCPL format will allow the Division to collect, organize, and manage the data in a more systematic manner, using its POSSE on-line licensing system. It will also assist the Division in fulfilling its statutory purposes of encouraging beneficial competition, maintaining stability within the alcohol marketplace, and preventing discriminatory practices in the retail sale of alcoholic beverages. See N.J.S.A. 33:1-3.1(b)6, -(b)(7) and -(b)(10)). And it furthers the technological modernization of the Division and the alcoholic beverage industry.

¹ See [Notice Requesting Comment on ABC's Proposed Prescribed Template for Current Price List Filings.pdf \(nj.gov\)](#).

Timeframe for the “Testing Period with Bypass Option” for Use of the Uniform CPL Template by Licensees.

The Division is aware that transitioning to the eCPL format involves a technological change that may require an adjustment period for industry members as they acclimate to the new system. As such, the Division intends to continue to work with industry members and their Information Technology (“IT”) departments to ensure a smooth transition.

Some industry members have requested that they be given several months to work with their IT Departments to implement the new format. Accordingly, to allow the industry sufficient implementation time, the eCPL format being announced today will be required for the filing that is due on September 15, 2025.

Beginning with the October 2025 eCPL filing, the Division will initiate a “testing period with bypass option” (“Testing Period”). It is the Division’s intention that the Testing Period will allow licensees to familiarize themselves with the uniform template and address any errors identified, while still allowing for the timely submission of an eCPL through a “bypass option” if the filer is unable to correct any noted errors on the uniform template. The Division anticipates that the Testing Period will last for approximately one year and conclude on September 15, 2026.

All CPLs submitted to the Division during the Testing Period, beginning with the October 2025 filing, must be made using the prescribed eCPL template. See N.J.A.C. 13:2-24.6(a)4. During the Testing Period, the platform will generate an error message for each error made on the filing; these error messages will be generated for each cell on the template in which an error is identified, and will also be provided in a comprehensive list format.

However, if errors in the eCPL template cannot be timely fixed (meaning prior to the CPL filing deadline) during the Testing Period, a “bypass option” will be available. This means that if a filer is unable to correct their eCPL and submit it by the filing deadline, the filer can

click “BYPASS OPTION,” and will be redirected to submit their eCPL as an Excel document upload. For entities that receive error messages in the eCPL template that cannot be timely fixed, submitting through the “bypass option” step is essential because, pursuant to N.J.A.C. 13:2-24.6(a)3 to -5, all industry members selling or intending to sell alcoholic beverages to retailers must have on file with the Division a current, complete, and accurate CPL outlining the terms and conditions, pricing, RIPS, COMBOS, and Beer Mix & Match offerings that are available in the given month.

To emphasize: All filers should be aware that, beginning with the October 2025 CPL filing, which is due on September 15, 2025, the only CPL format that will be accepted for filing in POSSE will be the new prescribed eCPL template. This template must be used regardless of whether it is accepted by POSSE with no errors or whether it is submitted through the “BYPASS OPTION.”

The Division’s intention is to improve efficiency for filers, as the new eCPL format introduces technological enhancements, such as auto-population of certain data. For example, when a UPC Code is entered, certain data that was entered during product brand registration will auto-populate in the appropriate columns on the CPL, RIP, COMBO, and Beer Mix & Match tabs. However, all CPL filers are reminded that they are responsible for the accuracy of the data filed on their CPLs, and should review all data presented in the appropriate tabs prior to filing.

Moreover, it is incumbent upon all CPL filers to ensure that they are listed as authorized distributors on POSSE. Brand registrants designate their authorized distributors during the brand registration process. For craft manufacturers who are exercising their self-distribution privilege, these filers must ensure that they are listed as an authorized distributor for their brands. A brand registration number may only be issued for one product, and all brands must

be renewed annually. Error messages will be triggered if these requirements are not satisfied and will prevent CPL filers from submitting their CPL. Be advised that, pursuant to N.J.S.A. 33:1-2(d), there is a \$10 fee to add an authorized distributor.²

The Division does not intend to bring enforcement actions against licensees during the Testing Period solely for technical issues that arise when attempting to timely file their eCPLs. The Division notes, however, that it retains the authority to bring an enforcement action where a licensee does not comply with its obligations for reasons other than a technical issue solely arising from attempting to use the new eCPL format.

Industry members are encouraged to provide feedback to the Division during the Testing Period. The Division will review the feedback following implementation of the eCPL rollout, and may make adjustments to address any unforeseen issues that arise.

After September 15, 2026, the Testing Period will conclude and the “BYPASS OPTION” will no longer be available. At that time, filers must reconcile and correct all errors identified by the system and timely file the eCPL to be able to sell their products in New Jersey. A supplementary Advisory Notice will be issued at this time. The Director reserves the right to extend the Testing Period should circumstances warrant.

This Advisory Notice does not impose any additional requirements that are not already required by statute or regulation and does not establish any rights or obligations for any person. This document does not provide legal advice and should not be treated as providing legal advice. Licensees should speak to a qualified attorney for legal advice related to this Advisory Notice.

² This fee is payable to the Division through POSSE.

Questions about this Advisory Notice or issues regarding the eCPL template should be directed to the Division via CPL@njoag.gov and a member of the CPL team will respond.



KIRSTIN L. KRUEGER
INTERIM DIRECTOR

DATED: July 23, 2025
KLK/ARS/ABC