

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

AN 2026-08

ADVISORY NOTICE REGARDING “NON-DOSED” ADULT BEVERAGES

The purpose of this Advisory Notice is to provide guidance regarding sampling of “non-dosed” beverages by plenary wholesale and plenary retail distribution licensees. The Division of Alcoholic Beverage Control (the “Division”) has received inquiries from plenary wholesale and plenary retail distribution licensees regarding whether they are permitted to conduct samplings of “non-dosed” beverages. For purposes of this Advisory Notice, a “non-dosed” beverage is considered an adult beverage that is non-intoxicating and does not contain hemp or any hemp-derived cannabinoids such as THC or CBD. These beverages are created by and labeled under the same brand as an intoxicating hemp beverage that is brand-registered with the Division. Non-dosed beverages are not available for retail sale and are used for sampling and marketing purposes only.

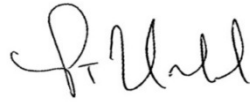
While these beverages are non-intoxicating and do not contain any THC or CBD, these samplings are used as marketing and brand awareness initiatives that are intended to induce sales of intoxicating hemp beverages. As such, appropriate guardrails should guide the safe and responsible distribution and consumption of these products.

Plenary retail distribution licensees may provide samples of non-dosed beverages on their licensed premises. In an abundance of caution, samples of non-dosed beverages should not be given to anyone under the age of 21. Pursuant to [P.L. 2025, c.215](#) (the “Hemp Legislation”) and the ABC Act, only consumers who are 21 years of age or older are permitted to purchase intoxicating hemp beverages. See N.J.S.A. 2C:35-10e(a)(1); N.J.S.A. 24:6I-48.5(b)(1)(b)(i); N.J.S.A. 33:1-81; and N.J.A.C. 13:2-23.1. Therefore, a plenary retail distribution licensee should require ID verification prior to providing samples of non-dosed beverages.

Plenary wholesale licensees may also provide samples of non-dosed beverages at events such as festivals or farm markets in accordance with the above guidance. Plenary wholesale licensees should ensure they have approval of the event organizer to serve samples of these beverages. Wholesale licensees should refrain from identifying retail licensee locations where the intoxicating versions of these beverages are available for purchase to avoid the appearance of any potential tied-house violations. See N.J.S.A. 33:1-43. The Division emphasizes that tastings and/or samplings of *intoxicating* hemp beverages remains prohibited.

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 or contact the Division with specific questions related to this Advisory Notice.

Any legal questions concerning this Advisory Notice should be directed to Deputy Attorney General Jillian Mahoney at Jillian.Mahoney@njoag.gov or Deputy Attorney General Ray Lamboy at Ray.Lamboy@njoag.gov.



PAUL THOMAS URBISH
DIRECTOR

Dated: May 27, 2026