

Brands Registration Amendments

POSSE System – Public Portal

08/18/2023

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Brand Amendment Types

- 1. Add Distributor
- 2. Brand/Products Amendment

Brand Amendment Descriptions

Add Distributor

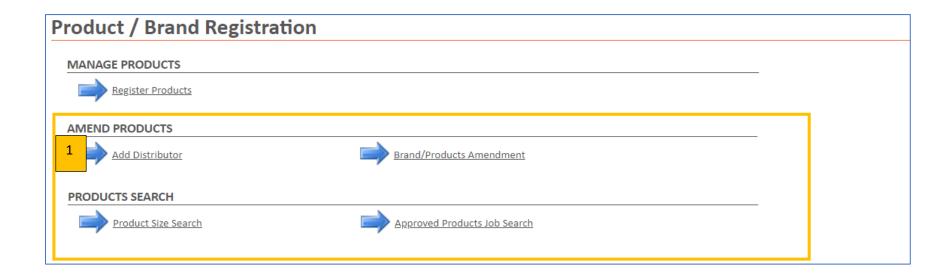
Use this amendment to add a distributor to your <u>already registered products</u>. Please note, when you are registering a new product, you are provided an opportunity to add the distributor(s) information. Otherwise, please use this amendment. There is a \$10.00 fee per product for this amendment.

Brand/Products Amendment

Use this amendment to add a new size to an <u>already registered product</u> or adjust size, add variety name, add or modify vintages, for your <u>already registered product</u>. Please note, you cannot use this amendment to register a new product.

Add Distributor Amendment

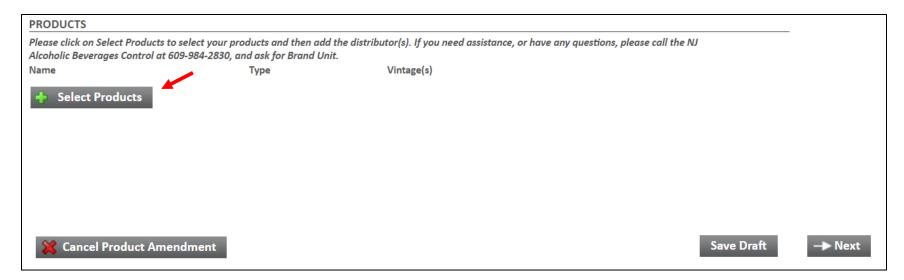
1. Log into the POSSE System. Go to Product/Brand Registration page, and click on Add Distributor.



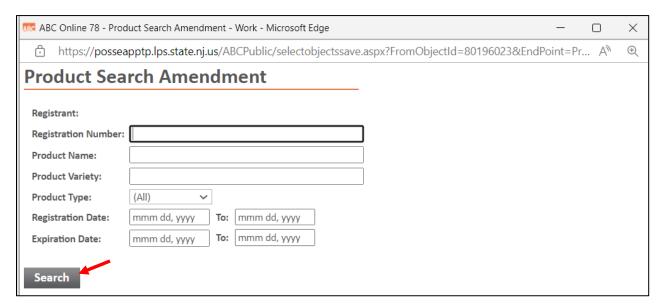
2. Select an entity (Licensee)

Add Distribute	or (621089)			
If you manage a product th	at requires amending, selec	t the Registrant to whom th	e product is registered.	
MY INFORMATION				
*First Name:	deepan			
*Last Name:	gill			
*Email:	deepan.gill@njoa	g.gov		
*Phone Number:	(609) 696-9696			
Legal Name		ease select the Registrant v Legal Entity Type Business Corporation	vhose products you wish to am Physical Address	nend.
Use POSSE Admini to		business corporation		<u>View Details</u>
PRODUCTS				
opportunity to add the distr	ributor(s) information. Othe	rwise, please use this amen	dment. There is a \$10.00 fee p	ing a new product, you are provided an er product for this amendment. have any questions, please call the NJ
Name	Variet	у Ту	pe	

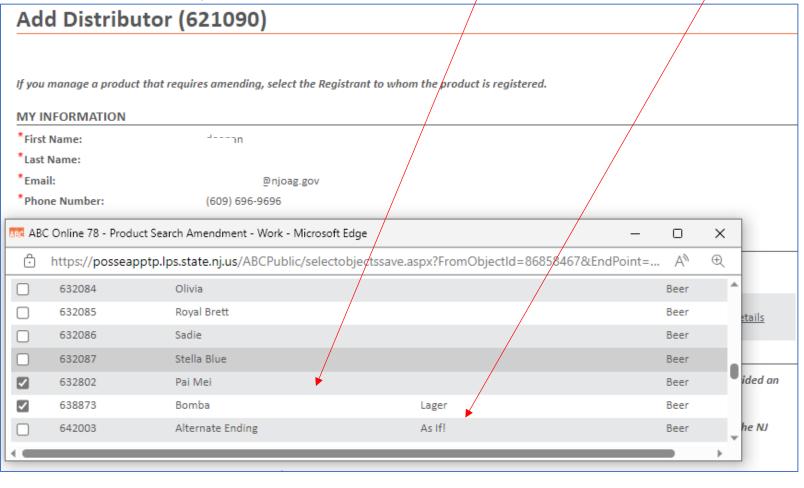
3. Click on Select Products to choose your product(s)



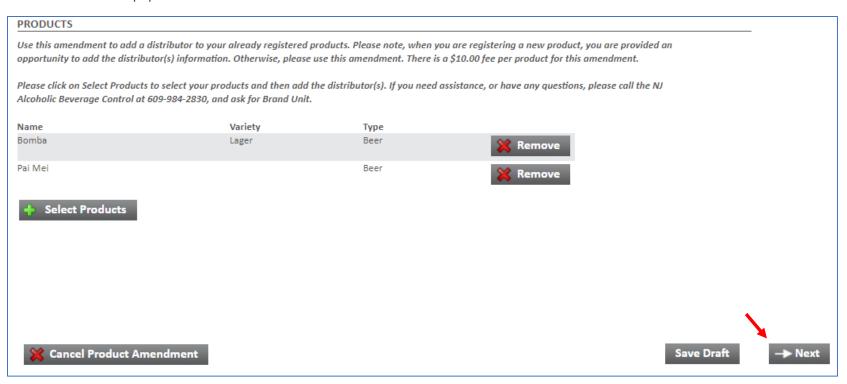
4. Click on search



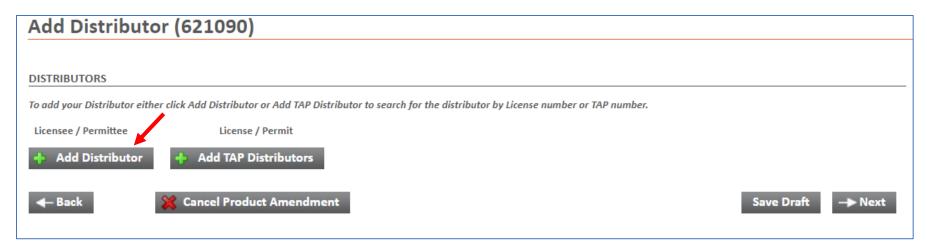
5. All of your current products are listed. The list includes the brands without the variety information and brands that have the complete information. Select the individual products or click on "Check All" to select the entire list and hit "Select".

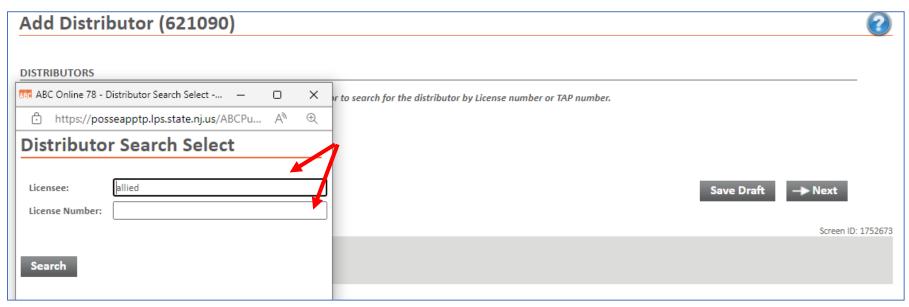


6. Wait for the list to populate and then hit next.

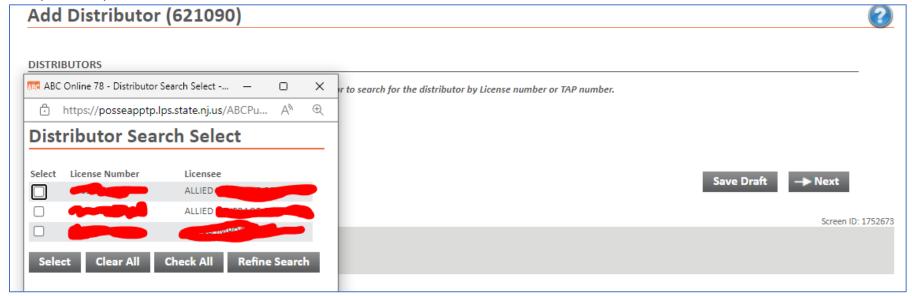


7. Click on "Add Distributor" and enter the licensee name, or the license number.





The system will provide the license information. Select a license number and click on "Select".



8. Sign the amendment and click save

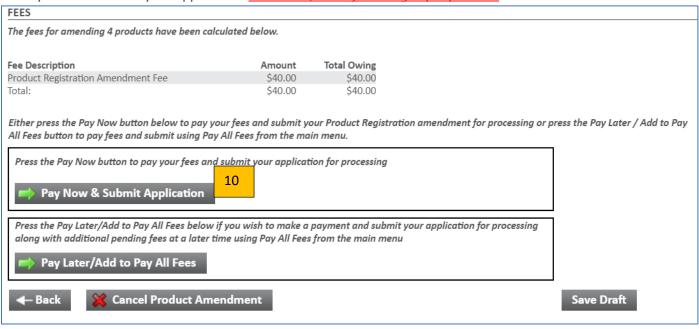


9. Read the declarations and place a checkmark.

By checking the box below, you are confirming that for malt alcoholic beverage products being registered (with the exception of malt coolers and cider products) where deposit information appears on a label sold in New Jersey that the total of all shipments from the brewery for the past full or part calendar year in New Jersey did not exceed 3,000 barrels of 31 fluid gallon capacity or the container equivalent. If the total of all shipments from the brewery of malt alcoholic beverages for the past full or part calendar year exceeds 3,000 barrels of 31 fluid gallons capacity or the container equivalent, you must apply to the division for a waiver of N.J.A.C. 13:2-27.2.

By checking the box below, you are certifying that the information that you are providing to the State of New Jersey is correct and accurate to the best of your knowledge. Upon submission of payment, you will receive a confirmation. However, if your payment is subsequently deemed unsuccessful by the bank, a penalty will be assessed by this Division.

- hecking the box below, you are certifying that the foregoing statements made by you are true. You are aware that if any of the foregoing statements by you are willfully false, you are subject to punishment.
- Check here to indicate that you have read and agree to the declaration(s) above.
- 10. Pay fees and submit your application. There is a \$10.00 fee charged per product.



Pay Fees



AMOUNT

File Number	Application Type	Job Status	Description		Entered Date	Fee Description	Total Owing	Amount
564456	Product Registration Amendment	New	Registrant: Number of Product Number of Sizes: 1	LLC s: 4	Mar 21, 2023	Product Registration Amendment Fee	\$40.00	\$40.00
						Total:	\$40.00	\$40.00

Should you decide to proceed with eCheck, please note that the funds will be processed the next night after a regular business day.

Please note that there are not additional charges for paying by eCheck.

Pay with eCheck

Should you decide to proceed with this credit card payment, please note that the New Jersey Information Division of NICUSA, Inc. (NICUSA-NJ), a partner with the State that provides electronic payment services, will process your payment through a secure payment gateway. NICUSA-NJ will remit to the State of New Jersey all payments and amounts owed to the State. The online charge processed through NICUSA-NJ includes funds in excess of payments owed to the State. NICUSA-NJ uses these excess funds to develop, run, maintain, enhance, and expand the State's electronic service offerings. The State of New Jersey does not share in any of the excess funds collected by NICUSA-NJ.

Pay with Credit Card



Add Distributor



CONFIRMATION

Your payment has been received and your Product Registration Amendment has been successfully submitted for review.

Confirmation Number: 564456

Received Date: Mar 21, 2023 01:03:37 PM

Applicant:

PAYMENT HISTORY

Date Payment Amount

Mar 21, 2023 \$40.00 <u>View/Print Receipt</u>

The Division of Alcoholic Beverage Control is reviewing this application. You can log on and monitor the status of this or any application at any time. Thank you!

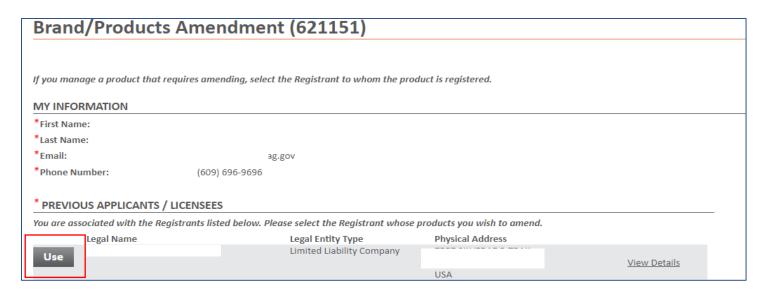
Return to Product/Brand Menu

Brand/Products Amendment

1. Log into the POSSE system and click on "Brand/Products Amendment.



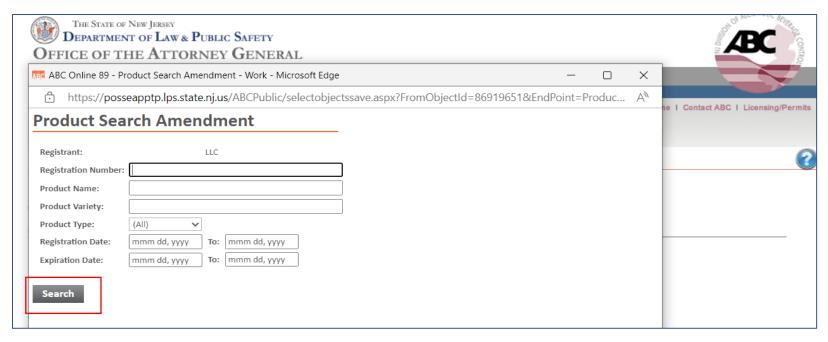
2. Click on "Use" to select the licensee.



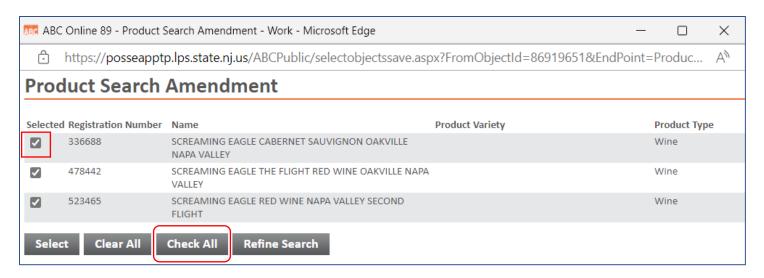
3. Click on "Select Products".



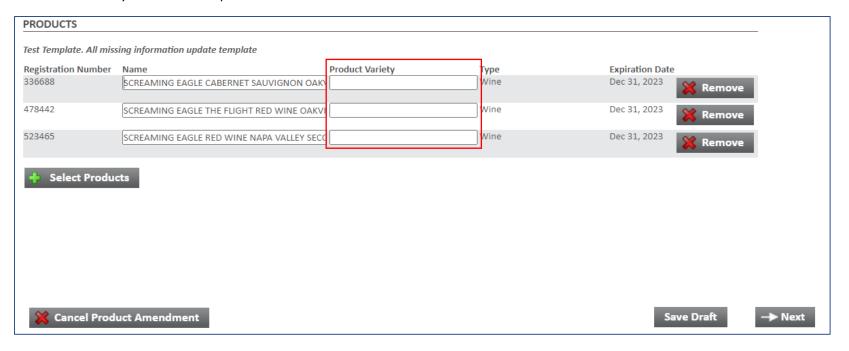
4. Click on "Search" to get a list of all current registered products.



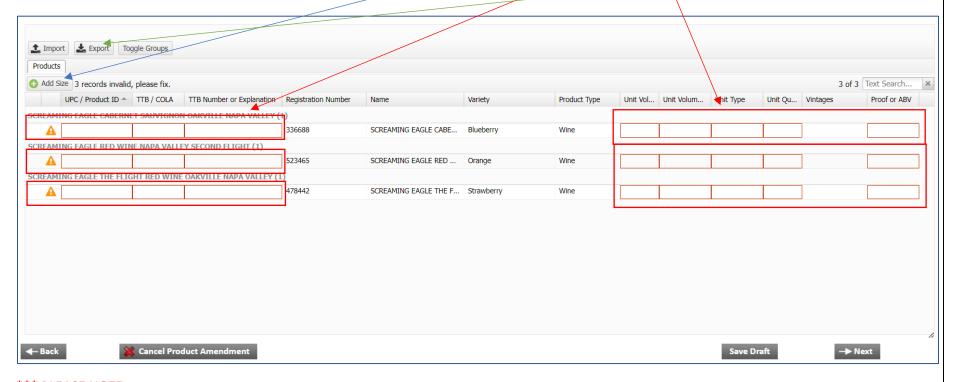
5. Click on a checkbox to select specific product(s) or click on "Check All" to select the entire list, and click on "Select".



6. Enter the variety name for each product and hit next.



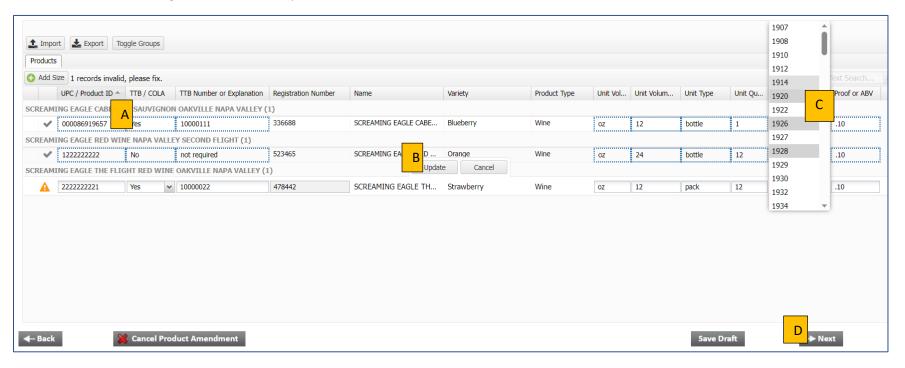
7. The POSSE system provides a grid with the registered products and the missing information. Boxes with red borders indicate the missing information. Note: If you wish to add a new size to a registered product, click on "Add Size". If you want to update or add a vintage, you can do it from this grid. If you have long list of products that need to be updated, it is HIGHLY RECOMMENDED to use this "Export" feature (discussed in later pages of this document).



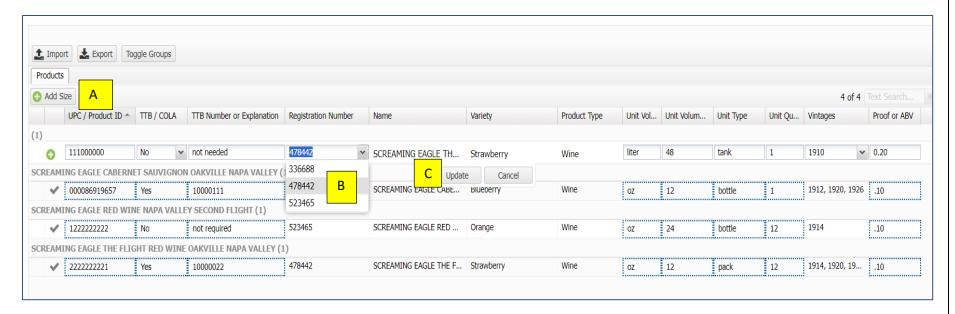
*** PLEASE NOTE:

- 1. Excel sheet must be imported from this page to add size/add information or to amend an already registered product. If you are using an excel sheet exported from search menu, it will not work.
- 2. Always hit save draft after exporting the excel sheet.

- A. If you do not have a UPC code, enter 0 (zero). Do not enter N/A. System will generate a UPC code that can be updated at a later time.
- B. After entering information for each row, you must click on "Update".
- C. You can now select multiple vintages by simply clicking on appropriate vintage years.
- D. Click next when entering information is complete.



- 8. To add a new size to a registered product on this list, click on "Add Size".
- A. A new row appear and click on "Registration Number" and select one.
- B. Fill out the missing information and click on "Update".
- C. Click on "Update".



The new size is listed under the existing registration number.

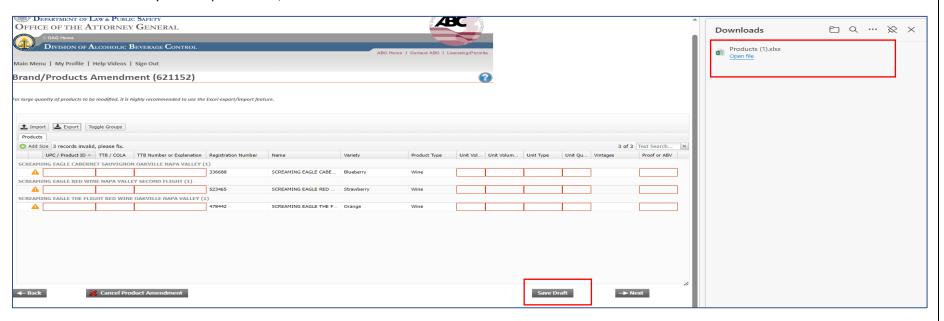


It is highly recommended that if you have a large list of products, please use the export feature. Below are instructions on how to use the export feature.

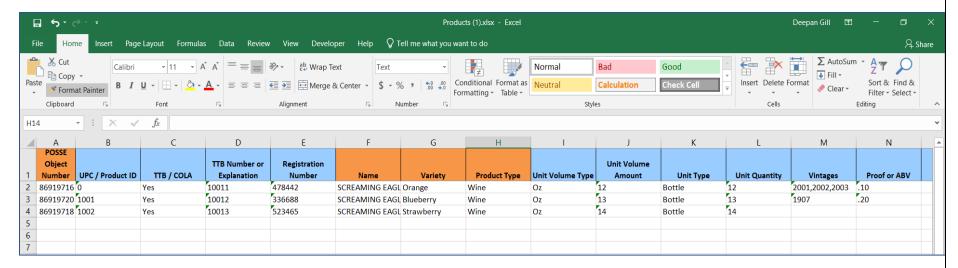
1. Click on "Export".



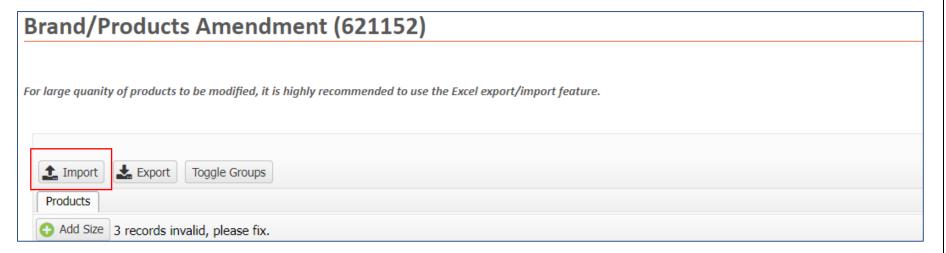
An Excel file is saved on your computer. Now, click on "Saved Draft".



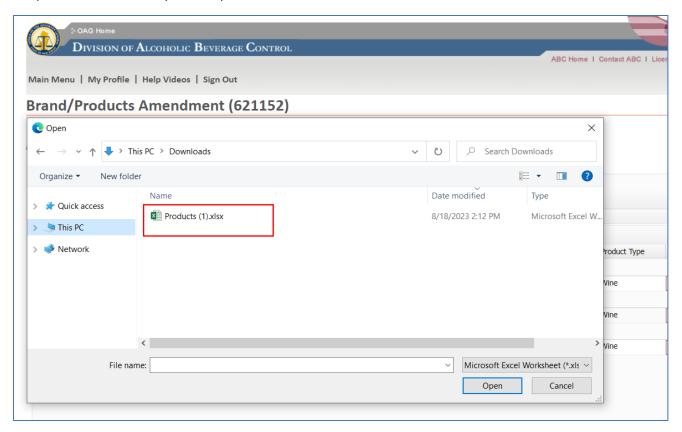
Open the Excel file and fill out the information. When done, save the file on your computer. Note: Columns with Blue color headers are editable.



2. In the POSSE system, click on "Import".



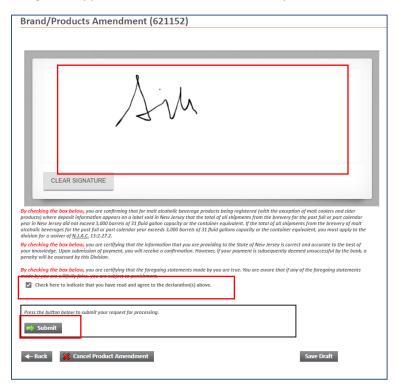
3. Open the file saved on your computer.



4. The information is now available in the POSSE system. Click on "Next".



5. Sign the application, read the declarations, place a checkmark, and click on submit.



6. You will receive a confirmation. You can print/save the confirmation for your records.

