BRAND REGISTRATION APPLICATION INSTRUCTIONS

Pursuant to N.J.S.A. 33:1-2 and N.J.A.C. 13:2-33, every alcoholic beverage product must be brand registered with the Division of Alcoholic Beverage Control before it is sold in the State of New Jersey. Multiple products of the same type of alcohol (beer, wine or distilled spirits) may be listed on one brand registration application. All vintage wines of the same brand must be listed. There is a non-refundable registration fee of $23.00 per product.

Brand registration applications must be received by the Licensing Bureau by the fourteenth day of the month if a New Jersey Licensed Wholesaler wishes to place the new product on its Current Price List (CPL) which is due at the Division by 5:00 p.m. on the fifteenth day of each month.

The Division has an online licensing system—POSSE ABC. To file for new brand registration(s) please sign on to our public site at https://www.njoag.gov/about/divisions-and-offices/division-of-alcoholic-beverage-control-home/posse-online-licensing-system/ and follow the following steps:
If you do not have a POSSE account, you will need to register in the POSSE system. Click on the “Register”. If you do not have an access code, answer NO and continue with the account creation.
If you have an existing POSSE account, click on the link below: https://www.njoag.gov/about/divisions-and-offices/division-of-alcoholic-beverage-control-home/posse-online-licensing-system/

Click Login under Licensee/Public users
How to Register a Product

Below are specific instructions for completion of the application once you have registered and logged into the POSSE system:

Click on Product/Registration

Click on Register Product
Filing Status:
Please indicate whether you are filing as brand owner or authorized agent. If you are filing as an authorized agent of the brand owner, you must have in your possession a letter of appointment from the brand owner authorizing your company to register brands in New Jersey.

Classification:
Please indicate the classification (beer, wine, cider, mead or distilled spirits) of those brands to be registered.

Deposit Marked Labels:
For malt alcoholic beverages (with the exception of malt coolers and cider products) deposit information may appear on a label sold in New Jersey only if the brand registrant submits a certification statement that the total of all shipments from the brewer 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.
**T.T.B. & Authorization Letter**

**Questions on T.T.B. Label Approval and Authorization Letter:**
If the registrant fails to answer this or responds to the questions as “no”, the Brand Registration application will not be processed by the Division. A text box will appear where you must provide a justification.

When registering a product that is under 7% alcohol and the response is “no” you must indicate that information in the text box that appears.

T.T.B. label approvals or Letters of Authorization do not have to be sent to the Division however, the Division expects that all registrants are able produce this documentation immediately upon request.

**Products:**
For each product listed, type the brand name as it appears on the Certificate of Label Approval issued by the T.T.B. Wine - List all vintages for product named. Each flavor or variety of product should be registered individually.
Distributors

Designated Distributors:

List all licensed wholesalers who will be selling the products in New Jersey with their corresponding license numbers.

Please do not list any “24” type licenses since these are Additional Warehouse licenses and do not have a NJ sales privilege.

If a distributor has multiple licenses under different trade names, all license numbers must be disclosed on the application.

If you have a New Jersey wholesale license and wish to distribute these products, please include YOUR license name and YOUR number in this area.

Designated Distributors (Out of State Winery License): Out of State Winery Licensees must register their products through the Division’s online licensing system, POSSE, prior to shipping any products.

Please be advised that in order to distribute products that were previously registered, you must be added as a distributor for those products. An amendment must be filed and only the registrant of those products can file the amendment on POSSE to add the Out of State Winery Licensee as a distributor.

Certification Statement: Since the Certificate of Label Approval and authorization letters are no longer required to be filed with your new brand registration applications, brand registrants filing online are certifying
that both of these documents can be produced within forty-eight hours of any request by this Division.

If you have any questions concerning brand registration, please call (609) 376-9732.
Amendments

The amendment application allows a brand registrant to add a distributor(s) to product(s) that they currently have registered, and adjust vintages.

To complete an amendment application:

- You must already be a user of the ABC Online Licensing System
- You must already be a brand registrant with current products registered
- You will need the brand registration number for each product that you are adding a distributor too.
- You will need the full name of the distributor and their license number

The filing fee is $10 per each brand number (product) you are listing.
**Amendment-Add Distributor**

Registrants are to login in to the POSSE system and click on **Product/Brand Registration**.

The next screen **MANAGE PRODUCTS** appears **Click on Add Distributor**.
Amendments-Adjust Vintages

Registrants are to login into the POSSE system and click on Product/Brand Registration.

The next screen MANAGE PRODUCTS appears Click on Adjust Vintages.
Help Videos

The "Help Videos" section, accessible on every page, and has videos on how to:

- Register a new Product or Brand
- Renewing a Product or Brand Registration
- View current Products and Brands

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REVISED September 24, 2021