

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

TO ALL LICENSEES AND REGISTRANTS INTENDING TO SELL
ALCOHOLIC BEVERAGES TO RETAILERS IN THE STATE OF NEW JERSEY

CURRENT PRICE LIST FILING PROCEDURE & REQUIREMENTS

Every Wholesale Licensee, Wholesale Permittee or Registrant (“wholesale licensees” or “wholesalers”) privileged and intending to sell alcoholic beverages to retailers in the State of New Jersey must file a Current Price List (“CPL”) with the Division. A CPL is a list of prices and terms of sale which each wholesaler who sells to retailers must maintain and file monthly with the Division. The CPL must be filed on or before but no later than the 15th day of each calendar month preceding the month of sale. If the 15th falls on a holiday or weekend, the CPL due date will be automatically extended to the next business day. If a CPL is not timely filed, the wholesaler may not sell its products. Nor can it sell any product that is not listed on its CPL. See N.J.A.C. 13:2-24.6(a) 1-7; A.B.C. Bull. 2460 p. 14 sec. 8; and March 4, 2013 - Notice to All New Jersey Licensed Wholesalers Concerning Current Price List Filing Requirements.

CPLs must be filed electronically using the POSSE System, which contains an electronic CPL (“eCPL”). The eCPL can be downloaded, copied, and saved outside the POSSE portal and on the CPL filer’s own computer. It can then be filed by uploading the complete eCPL into POSSE.

PLEASE BE ADVISED: The formatting of the eCPL Template may not be changed in any way.

INSTRUCTIONS FOR FILING eCPL

1. ALL CPLs MUST BE SUBMITTED ELECTRONICALLY THROUGH THE POSSE SYSTEM USING THE eCPL TEMPLATE LOCATED ON THE POSSE PORTAL. A NEW CPL MUST BE SUBMITTED TO THE DIVISION BY OR BEFORE THE 15TH OF EACH CALENDAR MONTH OR THE FIRST BUSINESS DAY AFTER IF THE 15TH FALLS ON A WEEKEND OR HOLIDAY. **PLEASE BE ADVISED:** THE DIVISION WILL NOT ACCEPT PAPER FILINGS NOR FILINGS THAT ARE NOT ON THE eCPL TEMPLATE.
2. EACH WHOLESALE LICENSEE MUST LOG IN TO THE POSSE PORTAL THROUGH ITS ASSIGNED ACCOUNT.
3. THE eCPL MUST PROVIDE THE FOLLOWING INFORMATION:
 - a) Terms and Conditions Page (*See N.J.A.C. 13:2-24.6 for guidance.*) that includes: Wholesaler’s corporate and trade names, license number, corporate address, telephone number, email address, and the identified contact person for CPL matters. The current month of sale must be clearly shown at the top of the CPL first page under the CPL tab;
 - b) Correct Brand or Trade Name of each consumable product listed;
 - c) Brand Registration Number for each consumable product listed;
 - d) Product nature and type, size, volume, age, and proof of alcoholic content (when stated on the label);

- e) Standard number of unit containers per standard case and the capacity of each unit container;
 - f) Prices, inclusive of per unit costs, all discounts, allowances and differentials and other Terms of Sale (a “unit” is defined as a can, bottle or individualized container);
 - g) Any Retail Incentive Programs (“RIPs”) including terms offered during the month of sale;
 - h) Any Combination Sales Pack (“Combos”) including terms and conditions of sale for any combos offered during the month of sale.
4. CPL FILINGS ARE NOT AVAILABLE FOR PUBLIC INSPECTION UNTIL THE THIRD BUSINESS DAY AFTER THE REQUIRED FILING DATE.

CPL AMENDMENT AND REQUESTS TO FILE LATE CPL

1. ALL CPL AMENDMENT REQUESTS/PETITIONS AND REQUESTS/PETITIONS TO FILE A LATE CPL MUST BE FILED ONLINE USING THE POSSE PORTAL.
2. THE AMENDMENT PROCESS IS EXPLAINED IN THE “MARCH 4, 2013 NOTIFICATION TO ALL NEW JERSEY LICENSED WHOLESALERS CONCERNING CURRENT PRICE LIST FILING REQUIREMENTS” (NOTE: REFERENCES TO HARDCOPY SUBMISSIONS ARE NO LONGER APPLICABLE)
3. THE DEADLINE FOR ALL CPL AMENDMENT REQUESTS/PETITIONS IS THE LAST DAY OF THE MONTH PRIOR TO THE SALE MONTH (i.e. JANUARY 31 FOR FEBRUARY).
4. NEWLY ACQUIRED PRODUCTS AND/OR BRAND REGISTRATION NUMBERS RECEIVED AFTER THE FIRST DAY OF THE SALE MONTH MUST BE CLEARLY STATED IN THE AMENDMENT REQUEST/PETITION AND FILED ONLINE USING THE POSSE PORTAL

If you have any questions concerning CPLs, please call 609-376-9671