

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:

Registration-Create POSSE Account

If you do not have a POSSE account, you will need to register in the POSSE system. Click on the "Register".

Click here to register 

Licensee/Public users Login Register	Municipal Users Login Register/Amend
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THE STATE OF NEW JERSEY
DEPARTMENT OF LAW & PUBLIC SAFETY
OFFICE OF THE ATTORNEY GENERAL
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

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Online Registration

Please register online. All fields with asterisks must be filled out in order to proceed. Once you have completed this screen, the system will send a confirmation email with a link to this website where you can confirm your registration.

* Email:
* Confirm Email:
* Password:
* Confirm Password:

Password must:
- be at least 8 characters
- contain at least one (1) letter and one (1) number
- contain at least 1 special character ! # @ \$ ^ + \ [] ~ - /
- contain at least 1 Upper and 1 Lower case letter

YOUR INFORMATION

* First Name:
* Last Name:
* Phone Number: () -
* Cell Phone: () - Opt out of text notifications

First Name and Last Name must start with an Upper or Lower case letter
By entering a Cell Phone number you are agreeing to allow NJ ABC to send you text messages with information to recover your account. Messages / data rates may apply.

ARE YOU AN EXISTING LICENSE HOLDER?

Have you received an Online Access Code? If so, answer Yes to the question below and you will be able to enter your code to link your new account to your existing licenses. If you are not a licensee, you will not be issued an access code, but need to register to apply for a Social Affair Permit or a Limited Transportation Permit. Answer no and continue to the Security Question Segment.

* Please enter the Access Code issued to you on your Renewal Notice. It is located on the label that has your license number and name. If you cannot locate that number please contact the ABC main line at 609-984-2830. Yes No

Enter your access code in the "Online Access Code" box below.

* Online Access Code:

SECURITY QUESTION FOR PASSWORD RESET

The security question is used in case you forget your password. You will need to know the answer to this question in order to regain access to the system.

* Security Question:
* Security Answer:
* Code:

Enter the code you see below.



The personal information that you provide on this form and any attachments will be used for communicating with you concerning your application and for billing purposes. It is collected under the authority of the Alcoholic Beverage Control Act, N.J.S.A. 33-1-1, et seq, and the regulations promulgated pursuant thereto. Please note that liquor license applications are public records which may be subject to disclosure in accordance with the Open Public Records Act, N.J.S.A. 47-1A-1A, et seq. Should you have any questions about the collection of this information, you may contact the Division of Alcoholic Beverage Control at (609) 984-2830.

If you do not have an access code, answer NO and continue with the account creation.

POSSE LOGIN PAGE

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

POSSE Online Licensing System

DIVISION OF ALCOHOLIC BEVERAGE CONTROL

POSSE ABC Online Licensing System

Licensee/Public users Login Register	Municipal Users Login Register/Amend	Law Enforcement Users Login Register/Amend
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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

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Welcome to Online ABC!

ANNOUNCEMENTS

10/29/2020 Attention all Brand Registrants

Please be aware that Product/Brand registration(s) will expire on December 31, 2020. The Product/Brand renewal process will start on November 15, 2020. Brand Registrants may initiate their renewal process at that time. All fees related to product registration are non-refundable by the Division. Products that are not renewed prior to January 15, 2021 will automatically become expired if they are not renewed.

- Licensing
- Permitting
- Product/Brand Registration
- Current Price List (CPL)
- View Payment Activity
- Licensing Documents / Templates

Click on Register Product

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Product / Brand Registration

MANAGE PRODUCTS

- Register Products
- Add Distributor
- Adjust Vintages

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.

The screenshot shows the 'Product Registration Application' form. At the top, it displays the logo for the State of New Jersey, Department of Law & Public Safety, Office of the Attorney General, and the Division of Alcoholic Beverage Control. The form includes a navigation bar with links for 'Main Menu', 'My Profile', 'Help Videos', and 'Sign Out'. Below the navigation bar, there is a section for 'PRODUCTS' with a table. The table has four columns: '*Name', '*Product Type', 'Vintages', and '*TTB / COLA'. The first row contains 'test product' in the Name column, 'Wine' in the Product Type column, a '+ Select Vintage(s)' button in the Vintages column, and radio buttons for 'Yes' and 'No' in the TTB / COLA column. A '+ Add Product' button is located below the table. A red box highlights the '*Product Type' dropdown menu, which is open and shows a list of options: '(None)', 'Beer', 'Cider', 'Distilled Spirits', 'Mead', 'Perry', and 'Wine'. The 'Wine' option is highlighted in blue. At the bottom of the form, there are buttons for 'Back', 'Cancel Product Registration', 'Save Draft', and 'Next'.

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 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.

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.

Product Registration Application ?

The TTB/COLA column in the table below is to indicate whether the product being registered has received TTB label approval. If TTB label approval has not been received, a detailed explanation will need to be provided.

PRODUCTS

*Name	*Product Type	Vintages	*TTB / COLA	
<input type="text"/>	(None) <input type="button" value="v"/>		<input type="radio"/> Yes <input type="radio"/> No	<input type="button" value="X Remove"/>

Use the field below to request a vintage that is not available for selection and/or to identify any product(s) with a deposit label of another state.

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.

Use the field below to request a vintage that is not available for selection and/or to identify any product(s) with a deposit label of another state.

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:

The screenshot shows the 'Product Registration Application' page for the Division of Alcoholic Beverage Control. The 'DISTRIBUTORS' section is active, with a red box highlighting the first distributor entry. The entry consists of a license number field (1234-12-123-123) and a licensee name field (distributor), with a 'Remove' button to the right. Below this is another entry (5678-12-123-123) with the name 'distributor two' and a 'Remove' button. A red arrow points from the 'Add Distributor' button to the first entry. The form also includes an 'Add TAP Distributor' button and navigation buttons for 'Back', 'Cancel Product Registration', 'Save Draft', and 'Next'. The footer contains 'Copyright © 2015 Computronix' and 'Screen ID: 1626313'.

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

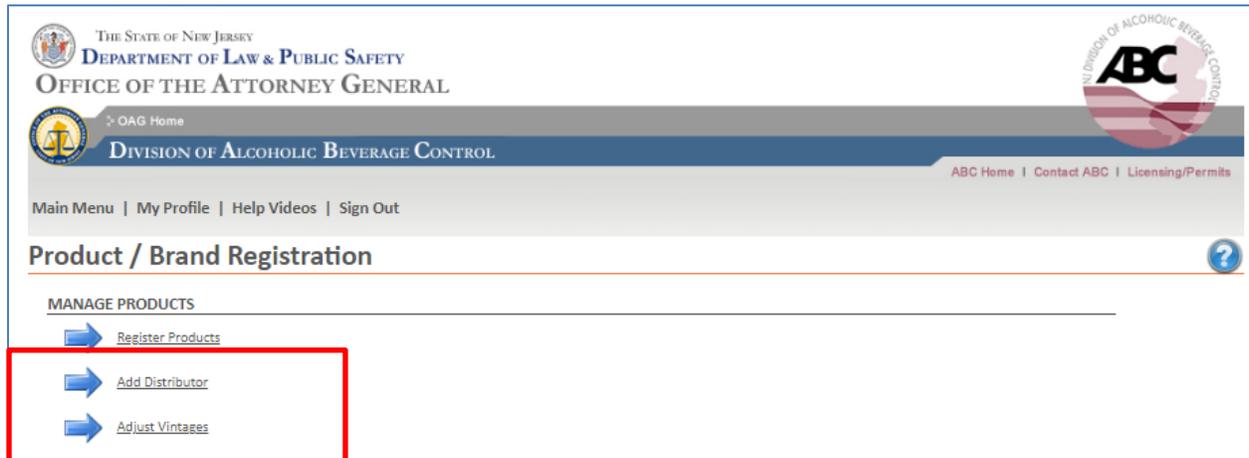
that both of these documents can be produced within forty-eight hours of any request by this Division.

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

BRAND REGISTRATION AMENDMENT APPLICATION INSTRUCTIONS
(N.J.S.A. 33:1-1.2; N.J.A.C. 13:2-33)

Amendments

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



The screenshot displays the user interface for the Division of Alcoholic Beverage Control. At the top, it identifies the user as being from the State of New Jersey, Department of Law & Public Safety, Office of the Attorney General. The main header identifies the user as being in the Division of Alcoholic Beverage Control. A navigation menu includes 'Main Menu', 'My Profile', 'Help Videos', and 'Sign Out'. The current page is titled 'Product / Brand Registration'. Under the 'MANAGE PRODUCTS' section, three options are listed: 'Register Products', 'Add Distributor', and 'Adjust Vintages'. The 'Add Distributor' and 'Adjust Vintages' options are highlighted with a red rectangular box.

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**

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10/29/2020 Attention all Brand Registrants

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 Licensing

 Current Price List (CPL)

 Permitting

 View Payment Activity

 **Product/Brand Registration**

 Licensing Documents / Templates

The next screen MANAGE PRODUCTS appears **Click on Add Distributor**

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Product / Brand Registration 

MANAGE PRODUCTS

 Register Products

 **Add Distributor**

 Initiate Renewal

MY PRODUCTS

 Product Search

Amendments-Adjust Vintages

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

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The next screen **MANAGE PRODUCTS** appears **Click on Adjust Vintages**

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Product / Brand Registration

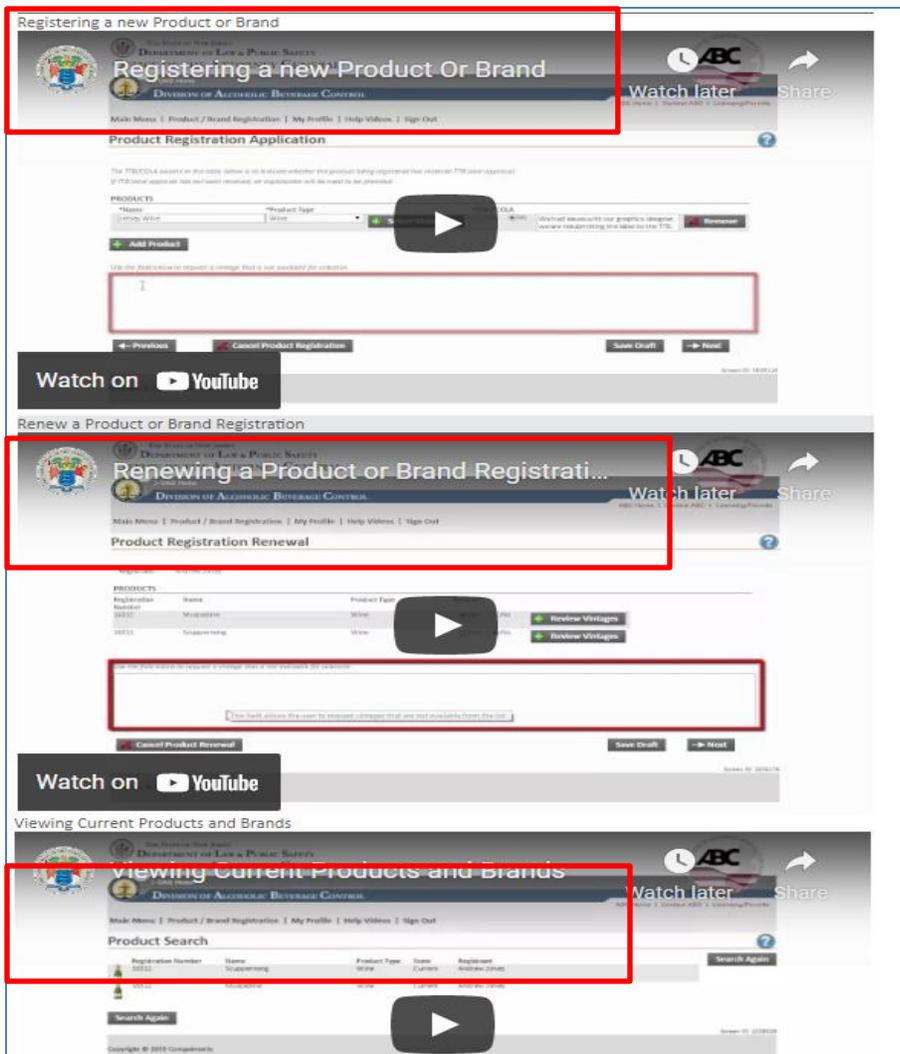
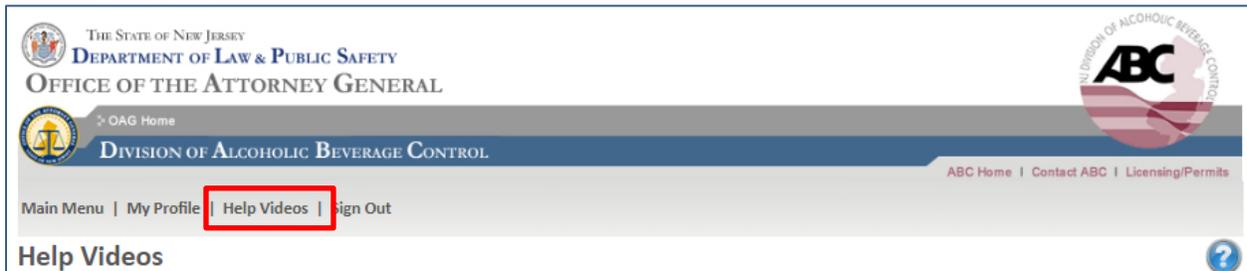
MANAGE PRODUCTS

Register Products
Add Distributor
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



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

REVISED September 24, 2021