

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. Repeat vintage wines of the same brand are not required to be registered and are not subject to the Brand Registration fee but each vintage 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 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 please sign on to our public site at <http://www.nj.gov/lps/abc/posse/index.html> and follow the following steps:

Click on the logo below:



Click POSSE Login

POSSE Home | [POSSE Login](#) | [FAQs](#) | [News and Updates](#)

Choose:



Next you will need to create an account by registering.

Click here to register →

The registration form features the "ABC" logo in maroon on the left. To the right are two input fields: "Email:" and "Password:". A blue "Register" button is positioned below the password field. A "Forgot password?" link is located to the right of the password field. At the bottom, a line of small text reads: "If you have not yet created an account, click [here](#) to register. For a video tutorial on how to register and associate your existing Licenses with your Log In information, click [here](#)."

**Below are specific instructions for completion of the application once you have registered:**

**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.

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.

**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.

**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.

**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) 984-2371.

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

**The amendment application only allows a brand registrant to add a distributor(s) to product(s) that they currently have registered.**

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.

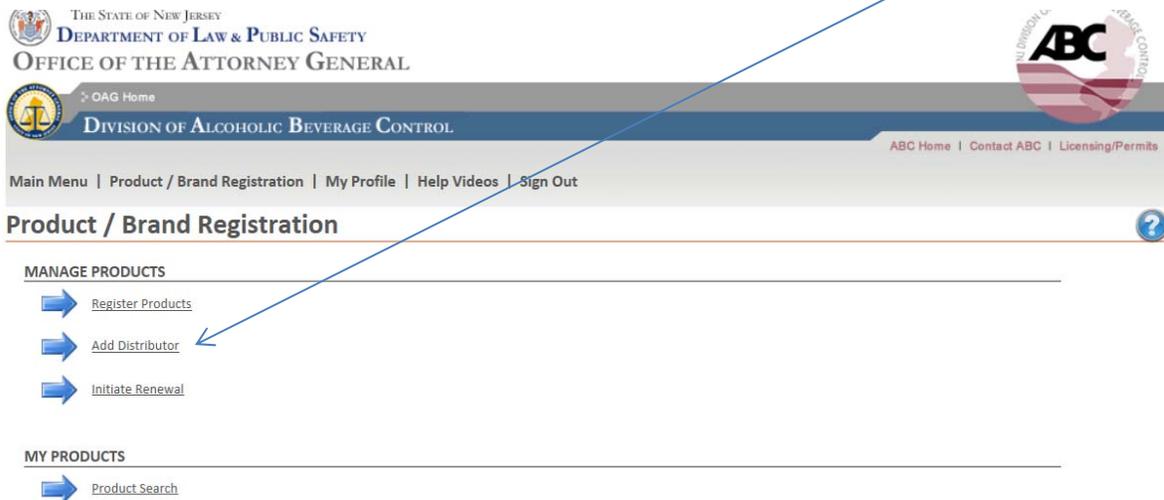
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Registrants are to login in to their home page.

- Welcome to Online ABC will appear
- **Click** on Product/Brand Registration



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



This will take you to the application, follow steps to complete.

If you have any questions concerning brand registration, please call (609) 984-2371