

**SENATE, No. 2432**

**STATE OF NEW JERSEY**

**221st LEGISLATURE**

INTRODUCED JANUARY 29, 2024

**Sponsored by:**

**Senator JAMES BEACH**

**District 6 (Burlington and Camden)**

**SYNOPSIS**

Provides for inclusion of alcohol manufacturers on highway signs; provides for internet site for alcohol manufacturers in New Jersey.

**CURRENT VERSION OF TEXT**

As introduced.



S2432 BEACH

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1 AN ACT concerning tourist directional signs for alcohol  
2 manufacturers and supplementing Title 27 of the Revised  
3 Statutes and P.L.1977, c.225 (C.34:1A-45 et seq.).  
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5 **BE IT ENACTED** by the Senate and General Assembly of the State  
6 of New Jersey:  
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8 1. a. The Department of Transportation, in coordination with  
9 and subject to the approval of the Federal Highway Administration,  
10 shall adopt, pursuant to the "Administrative Procedure Act,"  
11 P.L.1968, c.410 (C.52:14B-1 et seq.), amendments to the rules  
12 governing the procedures and standards for participation in the  
13 Tourist Oriented Directional Signs (TODS) Program adding  
14 cideries, distilleries, and meaderies as eligible facilities that qualify  
15 for participation in the TODS program. The purpose of the rule  
16 amendments adopted pursuant to this section shall be to provide  
17 awareness of and directional guidance to alcohol manufacturers in  
18 the State through roadway signs, and support a trail-like path  
19 through signage which allows persons to find and visit alcohol  
20 manufacturers in an efficient and reasonable manner, and promote  
21 these locations within New Jersey. The rule amendments adopted  
22 pursuant to this section shall require, as a condition of eligibility to  
23 participate in the TODS program, wineries, breweries, cideries,  
24 distilleries, and meaderies to: (1) be located within 15 miles of the  
25 State highway on which the intersection approach sign is erected;  
26 (2) be open a minimum of six hours each day, three days a week  
27 including Saturday and Sunday; (3) produce wine, cider, mead,  
28 beer, or distilled alcoholic beverages on the premises; (4) have a  
29 tasting area on the premises; (5) conduct scheduled public tours; (6)  
30 market the product on the premises for retail sale; and (7) be  
31 appropriately licensed by the State of New Jersey.

32 b. The Department of Transportation, in coordination with and  
33 subject to the approval of the Federal Highway Administration,  
34 shall adopt, pursuant to the "Administrative Procedure Act,"  
35 P.L.1968, c.410 (C.52:14B-1 et seq.), amendments to the rules  
36 governing the procedures and standards for the implementation of  
37 the Specific Service Sign (Logo) Program adding cideries and  
38 meaderies as eligible attractions for the purpose of applying for the  
39 installation of a business logo panel on the blue motorist service  
40 signs along designated freeways and interstate highways.  
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42 2. a. The Division of Travel and Tourism in the Department of  
43 State, in consultation with the Division of Alcoholic Beverage  
44 Control in the Department of Law and Public Safety, shall develop  
45 and maintain an Internet website providing information on brewery,  
46 cidery, distillery, and meadery locations in the State. The purpose  
47 of the Internet website shall be to provide awareness of, and  
48 directional guidance to, alcohol manufacturers in the State and to

S2432 BEACH

1 allow persons to find and visit breweries, cideries, distilleries, and  
2 meaderies in an efficient and reasonable manner, and promote these  
3 locations within New Jersey.

4 b. The information on the Internet website shall be searchable  
5 and available as a list and as an interactive map. The Internet  
6 website shall: (1) specify the location of each facility and provide  
7 driving directions from the north, south, east, and west, as well as  
8 directions by public transit where applicable; (2) provide  
9 information about whether a facility offers guided tours, the  
10 frequency of the tours, and the hours during which the tours are  
11 conducted; (3) display photographs of each facility; and (4) provide  
12 contact information for the owner or operator of each facility,  
13 including the telephone number and Internet web address of the  
14 facility, and any other information provided by the facility that the  
15 Director of the Division of Travel and Tourism deems appropriate  
16 for inclusion on the Internet website.

17 c. A holder of a license issued pursuant to R.S.33:1-10 may  
18 apply to the Division of Travel and Tourism to have its location  
19 included on the Internet website. The holder of the license shall be  
20 responsible for providing the information that is to be included on  
21 the Internet website pursuant to this section.

22 d. The Division of Travel and Tourism may accept information  
23 for inclusion on the Internet website from the Director of the  
24 Division of Alcoholic Beverage Control, local government officials,  
25 owners or operators of breweries, cideries, distilleries, and  
26 meaderies in the State, and entities that identify and compile data on  
27 such facilities.

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29 3. This act shall take effect immediately.

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STATEMENT

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34 This bill requires a change in the rules governing the procedures  
35 and standards for participation in highway sign programs to allow  
36 local alcohol manufacturers to be included in the signage.

37 Specifically, the Department of Transportation (DOT), in  
38 coordination with the Federal Highway Administration (FHA), will  
39 adopt amendments to the Tourist Oriented Directional Signs  
40 (TODS) Program and the Specific Service Sign (Logo) Program to  
41 add cideries, distilleries, and meaderies to the list of eligible  
42 facilities for participation in the programs. This will provide  
43 awareness of and directional guidance to alcohol manufacturers in  
44 the State through roadway signs and will support a trail-like path.  
45 This will allow a person to find and visit alcohol manufacturers  
46 efficiently and promote these locations within New Jersey. The  
47 following conditions of eligibility will apply to wineries, breweries,

**S2432 BEACH**

1 cideries, distilleries, and meaderies participating in the TODS  
2 Program:

- 3 (1) be located within 15 miles of the State highway on which
- 4 the intersection approach sign is erected;
- 5 (2) be open a minimum of six hours each day, three days a
- 6 week including Saturday and Sunday;
- 7 (3) produce wine, cider, mead, beer, or distilled alcoholic
- 8 beverages on the premises;
- 9 (4) have a tasting area on the premises;
- 10 (5) conduct scheduled public tours;
- 11 (6) market the product on the premises for retail sale; and
- 12 (7) be appropriately licensed by the State of New Jersey.

13 The Division of Travel and Tourism in the Department of State,  
14 in consultation with the Division of Alcoholic Beverage Control in  
15 the Department of Law and Public Safety, will develop and  
16 maintain an Internet website providing information on brewery,  
17 cidery, distillery, and meadery locations in the State. The purpose  
18 of the website will be to provide awareness of, and directional  
19 guidance to, alcohol manufacturers in the State and to allow people  
20 to find and visit alcohol manufacturers efficiently and promote them  
21 within New Jersey. The website will be searchable and will be  
22 available as both a list and as an interactive map. The website will:

- 23 (1) specify the location of each facility and provide driving
- 24 directions from the north, south, east, and west, as well as
- 25 directions by public transit where applicable;
- 26 (2) provide information about whether a facility offers
- 27 guided tours, the frequency of the tours, and the hours
- 28 during which the tours are conducted;
- 29 (3) display photographs of each facility; and
- 30 (4) provide contact information for the owner or operator of
- 31 each facility, including the telephone number and web
- 32 address of the facility, and any other information provided
- 33 by the facility that the Director of the Division of Travel and
- 34 Tourism deems appropriate for inclusion on the website.