

SENATE, No. 4643

STATE OF NEW JERSEY
222nd LEGISLATURE

INTRODUCED OCTOBER 1, 2026

Sponsored by:
Senator JOHN J. BURZICHELLI
District 3 (Cumberland, Gloucester and Salem)
Senator KRISTIN M. CORRADO
District 40 (Bergen, Essex and Passaic)

SYNOPSIS

Establishes "Jersey Spirits Program" in Department of Agriculture.

CURRENT VERSION OF TEXT

As introduced.



(Sponsorship Updated As Of: 10/1/2026)

1 AN ACT concerning the promotion of spirits produced in New
2 Jersey, and supplementing Title 4 of the Revised Statutes.

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4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

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7 1. a. The Secretary of Agriculture, in conjunction with the
8 State Board of Agriculture, shall develop and implement a “Jersey
9 Spirits Program” to encourage, advertise, and promote the sale of
10 liquors produced in the State by various ingredients grown in the
11 State.

12 b. The Jersey Spirits Program shall:

13 (1) increase consumer awareness of the New Jersey spirits
14 industry;

15 (2) organize advertising campaigns and create marketing
16 programs that promote spirits produced in the State;

17 (3) disseminate information about the variety and availability of
18 distilled alcoholic beverages produced in the State; and

19 (4) distribute information about distilleries in the State that
20 distill spirits, prepare mash, or refine the grains, vegetables, herbs,
21 fruits, and other ingredients grown in New Jersey used in spirits
22 produced in the State; and

23 (5) create a labeling program, similar to the “Jersey Fresh”
24 labeling program, to identify spirits produced in the State as a
25 “Jersey Spirits” distillation.

26 c. The Department of Agriculture shall adopt, pursuant to the
27 "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et
28 seq.), rules and regulations to implement the provisions of this
29 section.

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31 2. This act shall take effect immediately.

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STATEMENT

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36 This bill directs the Secretary of Agriculture, in conjunction with
37 the State Board of Agriculture, to develop and implement a “Jersey
38 Spirits Program” to encourage, advertise, and promote the sale of
39 spirits produced in the State.

40 Spirits or liquors are produced through a distillation process in
41 which grains, vegetables, fruits, herbs, and other ingredients are
42 concentrated by heating fermented liquid to increase alcohol
43 content. Unlike other alcoholic beverages, liquors include ethanol.

44 The “Jersey Spirits Program” would increase consumer
45 awareness of the New Jersey liquor industry. The program would
46 organize advertising campaigns and create marketing programs to
47 promote spirits produced in the State, and disseminate information
48 about the variety and availability of liquors distilled in the State.

- 1 The program is also required to distribute information about certain
- 2 distilleries, and liquor-producing products cultivated in the State,
- 3 and create a labeling program (similar to the “Jersey Fresh”
- 4 program) to identify spirits produced in the State as “Jersey Spirits”
- 5 liquors.