

New Jersey Liquor Store Alliance

**URGENT ACTION REQUIRED
CALL NOW
OPPOSE S-766
DIRECT SHIPPING BILL**

**Being heard by Full Senate this Thursday,
March 11th**

Senate Bill S-766 would permit manufacturers licensed in other states to directly ship wine to New Jersey consumers

This proposed legislation will undermine the stability of our State's alcohol industry and lead to a substantial deterioration in retail and wholesale jobs in our State, at a time when there is a need to protect and defend NJ based jobs and NJ based employers.

We are also concerned that the proposed legislation will jeopardize the more than one-hundred million dollars of State based revenue that is directly attributable to the Alcohol Beverage Tax collected monthly from NJ based wholesalers selling to NJ based retailers. Not a single dollar of this tax will be collected on a single bottle of wine shipped to NJ consumers from out-of-state.

NJLSA has little confidence that the 7% NJ sales tax currently collected by NJ retailers and remitted to the State on a monthly basis will be remitted on an annual basis, after the end of the year, from an out-of-state and out-of-jurisdiction honor system.

NJLSA feels that this legislation will not have the intended effect as the proponents of this legislation are claiming. We feel that this measure would in fact lead to a substantial contraction in the number of fine wines, currently and readily available in NJ, at NJ based retail licenses.

The long-term result of this Trojan horse would enable established wineries to pull products from NJ wholesalers and directly ship those same products to NJ consumers at a premium price plus shipping.

The biggest supporter of this bill is not a NJ retailer or wholesaler, or even a NJ winery, but rather a virtual wholesaler and marketing company based 3,000 miles away in Walla Walla Washington on the West Coast. This wholesaler has been in business for only four years and claims on its website www.AmericanWinery.com to represent 1,439 independent wineries. Clearly, this out-of-state virtual wholesaler does not care about any of the repercussions from the fall-out or legal precedent that would result in the total destabilization of our State's alcohol beverage industry.

NJ is one of the largest and most competitive alcohol markets in this country offering NJ consumers direct access to over 42,000 products on any given day --- far more than forty-five other states.

There is nothing broken with our current system, which is in fact an exemplary three tier manufacturer to wholesale to retail system that is balanced economically as well as socially responsible.

Until there is stability with accountability, in the vast interstate market place that is the internet, there has to be careful and full consideration given to every aspect of every law, every statute and every rule or regulation that governs the distribution and sale of every alcoholic beverage, available in NJ.

THREE KEY TALKING POINTS:

1. The proposed bill does not protect the interest of NJ businesses. This bill would give an out-of-state virtual wholesaler and marketing company access to New Jersey's market. This will result in the loss of jobs, a loss of business along with a loss of revenue to the State.
2. The proposed bill challenges the foundation of Title 33 and integrity and stability of the three tier system that our State lawmakers are responsible to regulate pursuant to the 21st Amendment of our constitution. The State Division of ABC is responsible for maintaining stability in our marketplace. This stability is clearly in the best interest of the end consumer as support the welfare of the general public.
3. The proposed bill also compromises the tax revenue that is currently collected and allocated from the sales and excise taxes that state based licenses are currently generating to support our State budget. The proposed annual, end of year, once a year remittance of this same revenue from an out of State "permitted licensee" is also discriminatory to every in state licensee who are all required to remit these taxes to the State on a monthly basis or face serious penalties and/or fines for missing a monthly payment date.

IMMEDIATE ACTION IS REQUIRED
This is being considered by the full Senate
this Thursday, March 11th.

Please check on NJLSA website (www.njlsa.com) for latest update.

Please call all of the State Senators in your county along with the Senate President to voice your opposition to the following legislation.

**Please Call Senate President Steve Sweeney (856-251-9801)
and tell him you OPPOSE S-766**

**ALSO CALL ALL OF THE SENATORS IN YOUR COUNTY AND
TELL THEM YOU OPPOSE S-766**

PLEASE CALL TODAY!

District 1 – Part of **Atlantic County**: Buena, Buena Vista, Somers Point; all of **Cape May County**; part of **Cumberland County**; Maurice River, Millville, Vineland. **Senator Jeff Van Drew, 21 North Main St., Cape May Court House NJ 08210 609-465-0700**

District 2 – Part of **Atlantic County**: Absecon, Atlantic City, Brigantine City, Corbin City, Egg Harbor City, Egg Harbor Township, Estell Manor City, Galloway Township, Hamilton Township, Linwood City, Longport Borough, Margate City, Mullica Township, Northfield City, Pleasantville City, Port Republic City, Ventnor City, Weymouth Township
Senator Jim Whelan, 511 Tilton Road, Northfield, NJ 08225 609 383-1388

District 3 – Part of **Cumberland**: Alloway Township, Bridgeton City, Commercial Township; Deerfield Township; Downe Township; Greenwich Township; Hopewell Township; Lawrence, Shiloh, Stow Creek, Upper Deerfield, Part of **Gloucester**; Clayton, East Greenwich, Elk, Greenwich, Harrison, Mantua, National Park, Paulsboro, South Harrison, Swedesboro, Wenonah, West Deptford, Woolwich ; all of **Salem**
Senator Stephen Sweeney, 935 Kings Highway, Suite 400, Thorofare, NJ 08086 856-251-9801

District 4 – Part of **Camden County**: Clmenton, Gloucester Twp., Laurel Springs, Lindenwold; part of Gloucester County; Franklin Twp., Glassboro, Monroe, Newfield, Pitman, Washington.
Fred H. Madden, 129 Johnson Road, Suite 1, Turnersville, NJ 08012 856-232-6700

District 5 – Part of Camden County: Audubon Borough, Barrington Borough, Bellmawr Borough, Brooklawn Borough, Camden City, Deptford Township, Gloucester City, Haddon Heights Borough, Hi Nella Borough, Lawnside Borough, Magnolia Borough, Mount Ephraim Borough, Runnemede Borough,

Somerdale Borough, Stratford Borough, Part of Gloucester County: Westville Borough, Woodbury City, Woodbury Heights Borough, Woodlynne Borough **SENATOR DONALD NORCROSS, Brooklawn Shopping Plaza, Route 130 South & Browning Rd., Brooklawn 08030. (856) 742-7600**

District 6 – Part of Camden County: Audubon Park Borough, Berlin Borough, Berlin Township, Cherry Hill Township, Chesilhurst Borough, Collingswood Borough, Gibbsboro Borough, Haddon Township, Haddonfield Borough, Oaklyn Borough, Pine Hill Borough, Pine Valley Borough, Tavistock Borough, Voorhees Township, Waterford Township, Winslow Township **SENATOR JAMES BEACH, 1309 Route 70 West, Cherry Hill 08002. (856) 429-1572**

District 7 – Part of **Burlington County**: Beverly City, Burlington City, Burlington Township, Cinnaminson Township, Delanco Township, Delran Township, Edgewater Park Township, Florence Township, Maple Shade Township, Mount Holly Township, Palmyra Borough, Riverside Township, Riverton Borough, Westampton Township, Willingboro Township Part of **Camden County**: Merchantville Borough, Pennsauken Township **Senator Diane B. Allen 11 West Broad Street, Suite B Burlington, NJ 08016 609-239-2800**

District 8 – Part of **Burlington County**: Eastampton Township, Evesham Township, Hainesport Township, Lumberton Township, Mansfield Township, Medford Lakes Borough, Medford Township, Moorestown Township, Mount Laurel Township, Pemberton Borough, Pemberton Township, Shamong Township, Southampton Township, Springfield Township, Tabernacle Township, Woodland Township, Wrightstown Borough **Senator Phil Haines 32A North Main Street Medford, NJ 08055 609-654-1498**

District 9 – Part of **Atlantic County**: Folsom Borough, Hammonton; part of **Burlington County**: Bass River Township; Washington Township; part of **Ocean County**: Barnegat Light Borough, Barnegat Township, Beach Haven Borough, Beachwood Borough, Berkeley Township, Eagleswood Township, Harvey Cedars Borough, Lacey Township, Lakehurst Borough, Little Egg Harbor Township, Long Beach Township, Manchester Township, Ocean Gate Borough, Ocean Township, Pine Beach Borough, Ship Bottom Borough, Stafford Township, Surf City Borough, Tuckerton Borough, **Senator Chris Connors 620 West Lacey Road, Forked River, NJ 08731 609-693-6700**

District 10 – Part of **Monmouth County**: Manasquan Borough; part of **Ocean County**: Bay Head Borough, Brick Township, Island Heights Borough, Lavallette Borough, Mantoloking Borough, Point Pleasant Beach Borough, Point Pleasant Borough, Seaside Heights Borough, Seaside Park Borough, South Toms River Borough, Toms River Township **Senator Andrew Ciesla 852 Highway 70, Brick, NJ 08724 732-840-9028**

District 11 – Part of **Monmouth County**: Allenhurst Borough, Asbury Park City, Atlantic Highlands Borough, Avon By The Sea Borough, Belmar Borough, Bradley Beach Borough, Brielle Borough, Deal Borough, Eatontown Borough, Highlands Borough, Interlaken Borough, Lake Como, Loch Arbour Village, Long Branch City, Monmouth Beach Borough, Neptune City Borough, Neptune Township, Ocean Township, Rumson Borough, Sea Bright Borough, Sea Girt Borough, Spring Lake Borough, Spring Lake Heights Borough, Wall Township, West Long Branch Borough **Senator Sean T. Kean 1955 Highway 34 Building 2-A Wall, NJ 07719 732-974-0400**

District 12 – Part of **Monmouth County**: Colts Neck Township, Englishtown Borough, Fair Haven Borough, Freehold Borough, Freehold Township, Little Silver Borough, Manalapan

Township, Marlboro Township, Millstone Township, Oceanport Borough, Red Bank Borough, Shrewsbury Borough, Shrewsbury Township, Tinton Falls Borough Part of **Mercer County**: East Windsor Township, Hightstown Borough **Senator Jennifer Beck 32 Monmouth Street 3rd Floor Red Bank, NJ 07701 732-933-1591**

District 13 – Part of **Middlesex County**: Old Bridge Township, part of **Monmouth County**: Aberdeen Township, Hazlet Township, Holmdel Township, Keansburg Borough, Keyport Borough, Matawan Borough, Middletown Township, , Union Beach Borough **Senator Joseph Kyrillos One Arin Park Building 1715 Highway 35 Suite 303 Middletown, NJ 07748 732-671-3206**

District 14 –Part of **Mercer County**: Hamilton Township, West Windsor Township, part of **Middlesex County**: Cranbury Township, Jamesburg Borough, Monroe Township, Plainsboro Township, South Brunswick Township **Senator Bill Baroni 3691A Nottingham Way Hamilton, NJ 08690 609-631-9988**

District 15 – Part of **Mercer County**: Ewing Township, Hopewell Borough, Hopewell Township, Lawrence Township, Pennington Borough, Princeton Borough, Princeton Township, Trenton City **Senator Shirley K. Turner 1440 Pennington Road Trenton, NJ 08618 609-530-3277**

District 16 – Part of **Morris County**: Mendham Borough; part of **Somerset County**: Bedminster Township, Bernards Township, Bernardsville Borough, Bound Brook Borough, Branchburg Township, Bridgewater Township, Far Hills Borough, Hillsborough Township, Manville Borough, , Millstone Borough, Montgomery Township, Peapack Gladstone Borough, Raritan Borough, Rocky Hill Borough, Somerville Borough, South Bound Brook Borough **Senator Christopher “Kip” Bateman 36 East Main Street Somerville, NJ 08876 908-526-3600**

District 17 – Part of **Somerst County**: Franklin Township, part of **Middlesex County**, Highland Park Borough, Milltown Borough, New Brunswick City, North Brunswick Township, Piscataway Township **Senator Bob Smith 216 Stelton Road Suite E5 Piscataway, NJ 08854 732-752-0770**

District 18 – Part of **Middlesex County**: East Brunswick Township, Edison Township, Helmetta Borough, Metuchen Borough, South Plainfield Borough, South River Borough, Spotswood Borough **Senator Barabara Buono 2 Lincoln Highway Suite 401 Edison, NJ 08820 732-205-1372**

District 19 – Part of **Middlesex County**: Carteret Borough, Perth Amboy City, Sayreville Borough, South Amboy City, Woodbridge Township **Senator Joseph Vitale 87 Main Street Woodbridge NJ 07095 732-855-7441**

District 20 – Part of **Union County**: Elizabeth City, Kenilworth Borough, Roselle Borough, Union Township **Senator Raymond Lesniak 985 Stuyvesant Avenue Union, NJ 07083 908-624-0880**

District 21 –Part of **Union County**: Berkeley Heights Township, Westfield Town, Cranford Township, Garwood Borough, , Millburn Township, Mountainside Borough, New Providence Borough, Roselle Park Borough, Springfield Township, Summit City, part of **Somerset County**, Warren Township, Watchung Borough; part of **Morris County**; Chatham Township, Harding Township; Long Hill Township, Madison Borough

Senator Thomas H. Kean 203 Elm Street 1st Floor Westfield, NJ 07090 908-232-3673

District 22 – Part of **Middlesex County**: Dunellen Borough, Middlesex Borough, part of **Somerset County**; North Plainfield Borough, Green Brook Township, Part of **Union County**: Clark Township, Fanwood Borough, Linden City, Plainfield City, Rahway City, Scotch Plains Township, Winfield Township

Senator Nicholas P. Scutari 1514 E. Saint Georges Avenue 2nd Floor Linden NJ 07036 908-587-0404

District 23 –Part of Hunterdon County: Alexandria Township, Allamuchy Township, Alpha Borough, Belvidere Town, Bethlehem Township, Blairstown Township, Bloomsbury Borough, Clinton Town, Clinton Township, Delaware Township, East Amwell Township, Flemington Borough, Franklin Township(Hunterdon County), Franklin Township(Warren County), Frelinghuysen Township, Frenchtown Borough, Glen Gardner Borough, Greenwich Township, Hackettstown Town, Hampton Borough, Hardwick Township, Harmony Township, High Bridge Borough, Holland Township, Hope Township, Independence Township, Kingwood Township, Knowlton Township, Lambertville City, Lebanon Borough, Lebanon Township, Liberty Township, Lopatcong Township, Mansfield Township, Milford Borough, Oxford Township, Phillipsburg Town, Pohatcong Township, Raritan Township, Readington Township, Stockton Borough, Union Township, Washington Borough, Washington Township, West Amwell Township; all of Warren County:

SENATOR MICHAEL J. DOHERTY, 127 Belvidere Ave., 2nd Floor, Washington 07882. (908) 835-0552

District 24 – Part of **Hunterdon County**; Califon Borough, Tewksbury Township; part of **Morris County**; Chester Borough, Chester Township, Mount Olive Township, Netcong Borough, Washington Township,; all of **Sussex County**.

Senator Steven V. Oroho 115 Demarest Road Suite 2B Sparta, NJ 973-300-0200

District 25 –Part of **Morris County**: Boonton Town, Boonton Township, Denville Township, Dover Town , Jefferson Township, Mendham Township, Mine Hill Township, Morris Township, Morristown Town, Mount Arlington Borough, Mountain Lakes Borough, Randolph Township, Rockaway Borough, Rockaway Township, Roxbury Township, Victory Gardens Borough, Wharton Borough

Senator Anthony R. Bucco 75 Bloomfield Suite 302 Denville, NJ 07834 973-627-9700

District 26 – Part of **Morris County**; Butler Borough, Chatham Borough, East Hanover Township, Florham Park Borough, Hanover Township, Kinnelon Borough, Lincoln Park Borough, Montville Township, Morris Plains Borough, Parsippany Troy Hills Township, Pequannock Township, , Riverdale Borough,; part of **Passaic County**; Bloomingdale Borough, Pompton Lakes Borough, West Milford Township

Senator Joe Pennacchio 101 Gibraltar Drive Suite 1A Morris Plains 07950 973-984-0922

District 27 – Part of **Essex County**: Caldwell Township, Essex Fells Township, Fairfield Township, Livingston Township, Maplewood Township, Newark City (partial), North Caldwell Township, Orange Township, Roseland Borough, South Orange Village Township, West Caldwell Township, West Orange Township

**Senator Richard J. Codey 449 Mount Pleasant Ave West Orange, NJ 07052
973-731-6770**

District 28 – Part of **Essex County**: Belleville Township, Bloomfield Township, Irvington Township, Newark City (partial)

**Senator Ronald Rice 1044 South Orange Avenue 4th Floor Newark, NJ
07106 973-371-5665**

District 29 – Part of **Essex County**: part of Newark; part of **Union County**: Hillside Township,
**Senator M. Theresa Ruiz 166 Bloomfield Avenue Newark, NJ 07104 973-484-
1000**

District 30 – Part of **Burlington County**:, Bordentown City, Bordentown Township, Chesterfield Township, Fieldsboro Borough, New Hanover, North Hanover Township part of **Monmouth County**:, Allentown Borough, Farmingdale Borough, Howell Township, Roosevelt Borough, Upper Freehold Township, part of **Ocean County**: Jackson Township, Lakewood Township, Plumsted Township, part of **Mercer County**: Robbinsville **Senator Robert W. Singer 2110 West County Line Road Jackson, NJ 08527 732-901-0702**

District 31 – Part of **Hudson County**: Bayonne City, Jersey City (partial) **Senator Sandra Bolden Cunningham 1738 Kennedy Blvd Jersey City, NJ 07305 201-451-5100**

District 32 –Part of **Bergen County**: Fairview Borough, part of **Hudson County**: East Newark Borough, , Harrison Town , Jersey City (partial), Kearny Town, North Bergen Township, Secaucus Town
**Senator Nicholas J. Sacco 9060 Palisade Avenue North Bergen, NJ 07047
201-295-0200**

District 33 – Part of **Hudson County**, Guttenberg Town, Hoboken City, Jersey City (partial), Union City, Weehawken Township, West New York Town
**Senator Brian P. Stack 3715 Palisade Avenue 3rd Floor Union City, NJ
07087 201-330-3233**

District 34 – Part of **Essex County**, East Orange City, Glen Ridge Township, Montclair Township, Borough, part of **Passaic County**, Clifton City, West Paterson **Senator Nia Gill, 425 Bloomfield Ave, Montclair, NJ 07042 973-509-0388**

District 35 – Part of **Passaic County**, Haledon Borough, Hawthorne Borough, North Haledon Borough, Paterson City, Prospect Park Borough, Totowa Borough, part of **Bergen County**, Glen Rock Borough
Senator John A. Girgenti 507 Lafayette Avenue Hawthorne, NJ 07056 973-427-1229

District 36 – Part of **Bergen County**: Carlstadt Borough, East Rutherford Borough, Garfield City, Lyndhurst Township, Moonachie Borough, North Arlington Borough, Rutherford Borough, Wallington Borough, Wood Ridge Borough part of **Essex County**, Nutley Township, part of **Passaic County**, Passaic City

Senator Paul A. Sarlo Bank of America Building 2nd Floor 207 Hackensack St. Woodbridge, NJ 07075 201-804-8118

District 37 –Part of **Bergen County**: Bergenfield Borough, Bogota Borough, Englewood City, Englewood Cliffs Borough, Hackensack City, Leonia Borough, Maywood Borough, Palisades Park Borough, Ridgefield Park, Rochelle Park Township, Teaneck Township, Tenafly Borough
Senator Loretta Weinberg 545 Cedar Lane Teaneck, NJ 07666 201-928-0100

District 38 – Part of **Bergen County**: Cliffside Park Borough, Edgewater Borough, Elmwood Park Borough, Fair Lawn Borough, Fort Lee Borough, Hasbrouck Heights Borough, Little Ferry Borough, Lodi Borough, Paramus Borough, Ridgefield Borough, Saddle Brook Township, South Hackensack Township, Teterboro Borough,
Senator Robert M. Gordon 14-25 Plaza Road P.O. Box 398 Fair Lawn, NJ 07410 201-703-9779

District 39 – Part of **Bergen County**: Allendale Borough, Alpine Borough, Closter Borough, Cresskill Borough, Demarest Borough, Dumont Borough, Emerson Borough, Harrington Park Borough, Haworth Borough, Hillsdale Borough, Hohokus Borough, Montvale Borough, New Milford Borough, Northvale Borough, Norwood Borough, Old Tappan Borough, Oradell Borough, Park Ridge Borough, Ramsey Borough, River Edge Borough, River Vale Township, Rockleigh Borough, Saddle River Borough, Upper Saddle River Borough, Waldwick Borough, Washington Township, Westwood Borough, Woodcliff Lake Borough
Senator Gerald Cardinale 350 Madison Avenue Cresskill, NJ 07626 201-567-2324

District 40 - Part of **Bergen County**: Franklin Lakes Borough, Mahwah Township, Midland Park Borough, Oakland, Ridgewood, Wyckoff; Part of **Passaic County**: , Little Falls Township, Ringwood Borough, Wanaque Borough, Wayne Township,; Part of Essex County; Cedar Grove, Verona. **Senator Kevin O’Toole, 155 Route 46 West, 1st Floor, Wayne, NJ 0747- 973-237-1360**