

**STATE OF NEW JERSEY
CASINO CONTROL COMMISSION**



**CASINO HOTEL ALCOHOLIC BEVERAGE
MERCHANDISING PERMIT APPLICATION**

**STATE OF NEW JERSEY
CASINO CONTROL COMMISSION
TENNESSEE AVENUE AND THE BOARDWALK
ATLANTIC CITY, NEW JERSEY 08401**

**MERCHANDISING PERMIT APPLICATION
(FOR ALCOHOLIC BEVERAGES)**

A CHAB merchandising permit issued by the Casino Control Commission is required when a producer, wholesaler or distributor seeks to participate in a merchandising show, product introduction event or other promotional event that is held on the premises of Casino Hotel Alcoholic Beverage (CHAB) licensee. The holder of a merchandising permit may offer complimentary samples of alcoholic beverages **only to New Jersey retailers (including their bona fide employees), official alcoholic beverage industry representatives and their authorized adult guests attending the event.** The permittee may also accept purchase orders for alcoholic beverages from New Jersey licensed retailers.

Each producer, wholesaler or distributor offering complimentary samples of alcoholic beverages or accepting purchase orders is required to file an application for a CHAB merchandising permit. This application requests specific information about the event and the service of alcoholic beverages during the event. A copy of the 12-digit New Jersey ABC (Alcoholic Beverage Control) license and/or A.T.F. (Bureau of Alcohol, Tobacco, Firearms and Explosives) permit must be included with this application. In addition, any applicant for a CHAB merchandising permit must include an inventory report that describes the amount of alcoholic beverages intended for display and sampling at the merchandising or promotional show. This inventory is to include the type (brand name) and the amount of each that will be on display and offered for complimentary service.

If the permittee is not **licensed** in New Jersey, the application must be accompanied by proof that New Jersey Alcoholic Beverage Tax has been paid on those products to be sampled or displayed; except when such products have been procured from tax-paid inventory of a New Jersey licensed wholesaler and identified with New Jersey Brand Registration numbers on aforementioned inventory list.

The application must be filed **at least 30 days before the date of the event** and is to include a fee of \$50.00 for each day of the event. The fee is non-refundable should the event be canceled.

A CHAB merchandising permit is granted with conditions that address the handling, storage, selling and complimentary serving of alcoholic beverages at the event.

Additional information about a CHAB merchandising permit can be found in the CHAB merchandising permit application form or by calling (609) 441-3442.

NOTE: As part of this application, **you must** provide a copy of any brochure, program or application that describes the event. If no brochure, program or application is available, you must provide a written description of the event, the participants and any fee(s) charged in connection with attendance at the event.

INSTRUCTIONS

1. A complete, original application must be filed with the Commission at least 30 days prior to the scheduled event.
2. All questions must be answered. If a question does not apply, write "Does not apply" in response to that question.
3. The fee for a CHAB merchandising permit is \$50.00 per day. A check or money order for the appropriate amount, payable to the CASINO CONTROL FUND, must be included with the completed application. Pursuant to N.J.A.C. 19:41-9.19, this fee is non-refundable should the event be canceled.
4. Send your application and fee to:

**Casino Control Commission
Casino Hotel Alcoholic Beverage Licensing
Tennessee and the Boardwalk
Atlantic City, NJ 08401**

5. A copy of the 12-digit New Jersey ABC (Alcoholic Beverage Control) license and/or A.T.F. (Bureau of Alcohol, Tobacco, Firearms and Explosives) permit must be included with this application.
6. You must include an inventory report or listing describing the alcohol to be displayed and/or sampled. This inventory report or listing must be included with this application.
7. If the permittee is not licensed in New Jersey, the application must be accompanied by proof that New Jersey Alcoholic Beverage Tax has been paid on those products to be sampled or displayed; except when such products have been procured from tax-paid inventory of a New Jersey licensed wholesaler and identified with New Jersey Brand Registration numbers on aforementioned inventory list.
8. Your permit application will be processed only after the CHAB licensee whose premises are being used for the event files a Merchandising Permit Certification and Agreement with the Commission. Your permit will be forwarded to you by mail once it is approved.
9. If you have any questions about this form, please call (609) 441-3442.

NOTE: As part of this application, you must provide a copy of any brochure, program or application that describes the event. If no brochure, program or application is available, you must provide a written description of the event, the participants and any fee(s) charged in connection with attendance at the event.

NEW JERSEY CASINO CONTROL COMMISSION

CHAB MERCHANDISING PERMIT

1. Name, address and phone number of permit applicant:

NAME

ADDRESS: (NUMBER AND STREET)

CITY

STATE

ZIP CODE

TELEPHONE NUMBER: (AREA CODE)

(NUMBER)

FAX NUMBER (IF APPROPRIATE)

2. 12 digit New Jersey license number (if NJ licensee) _____

A.T.F. (Bureau of Alcohol, Tobacco, Firearms and Explosives) permit number
(if not licensed in NJ) _____

NOTE: *As part of this application, provide a copy of the 12-digit New Jersey ABC (Alcoholic Beverage Control) license and/or A.T.F. (Bureau of Alcohol, Tobacco, Firearms and Explosives) permit.*

NOTE: *If not licensed in New Jersey, the application must be accompanied by proof that New Jersey Alcoholic Beverage Tax has been paid on those products to be sampled or displayed; except when such products have been procured from tax-paid inventory of a New Jersey licensed wholesaler and identified with New Jersey Brand Registration numbers on aforementioned inventory list.*

3. Name, address and daytime telephone number of the person who should be contacted regarding this permit.

NAME

ADDRESS: (NUMBER AND STREET)

CITY

STATE

ZIP CODE

TELEPHONE NUMBER: (AREA CODE)

(NUMBER)

FAX NUMBER (IF APPROPRIATE)

4. Name of event: _____

Sponsor of event: _____

5. Name of the CHAB licensee and the room(s) where the event will be held.

CHAB licensee: _____

Room name: _____

6. Date(s) and time(s) of the event.

Date(s): _____

Time(s): _____

7. Identify the types of alcoholic beverages required for the event: (Check all that apply.)

Wine Distilled spirits Malt alcoholic beverages

NOTE: *As part of this application include an **inventory report** that describes the amount of alcoholic beverages intended for display and sampling at the merchandising or promotional show. This inventory is to identify the type (brand name), size and amount of each alcoholic beverage that will be on display and offered for complimentary service.*

8. Will the alcoholic beverages required for the event be provided exclusively from the business or company applying for this permit?

Yes No

If no, indicate from where the alcoholic beverages will be obtained or purchased.

NAME

ADDRESS: (NUMBER AND STREET)

CITY

STATE

ZIP CODE

NOTE: *If the alcoholic beverages will be obtained or purchased from more than one source, identify all of these sources as attachment to this application.*

9. Will you be displaying your alcoholic beverage product(s) for more than one day?

Yes No

If yes, describe how the alcohol you are displaying will be stored when it is not on display:

**MERCHANDISING PERMIT
ACKNOWLEDGMENT OF APPLICANT**

Name of merchandising event: _____

Sponsor of event: _____

Date(s) of event: _____

I, _____,
(Applicant Representative)

(Title of Applicant Representative)

at _____ acknowledge:
(Applicant)

1. The permittee and the CHAB licensee shall be jointly and severally liable for any violations of all applicable alcoholic beverage laws and regulations during the event.
2. The permittee shall not sample, sell, serve or deliver, or allow, permit or suffer the sampling, sale, service or delivery of any alcoholic beverage, directly or indirectly to or consumption by any person under the legal age to consume alcoholic beverages, nor to any person who is actually or apparently intoxicated.
3. Permission is given to the Casino Control Commission and the Division of Gaming Enforcement, and their duly authorized representatives, investigators and agents to investigate the sale of alcoholic beverages at the event for which this application is made.
4. If the event is more than one day, arrangements must be made for the safekeeping and storage of all alcoholic beverages in an authorized and licensed storage area within the casino hotel facility.

(DATE)

(SIGNATURE OF APPLICANT REPRESENTATIVE)

**MERCHANDISING PERMIT
CERTIFICATION AND AGREEMENT FROM SPONSORING CHAB LICENSEE**

Name of merchandising event: _____

Sponsor of event: _____

Date(s) of event: _____

I, _____,
(CHAB Licensee Representative)

(Title of CHAB Licensee Representative)

at _____,
(CHAB Licensee)

certify that as of this date, no more than 25 special event permits have been authorized for these premises during this calendar year.

I further certify that I am a duly authorized agent for the owner of the facility and that I am fully authorized to and do hereby certify that there are no objections to the sale and service of alcoholic beverages upon such premises at such event.

It is understood that as the Casino Hotel Alcoholic Beverage licensee,
_____ will be jointly and severally liable,
(CHAB Licensee)

along with the permittee, for any violation(s) of applicable alcoholic beverage laws and regulations of the New Jersey Division of Alcoholic Beverage Control and/or the Casino Control Commission.

(DATE)

(SIGNATURE OF CHAB LICENSEE REPRESENTATIVE)