

STATE OF NEW YORK

8062

2025-2026 Regular Sessions

IN ASSEMBLY

April 22, 2025

Introduced by M. of A. McDONALD -- read once and referred to the Committee on Economic Development

AN ACT to amend the alcoholic beverage control law, in relation to the sale of private-label liquor at retail for consumption off the premises

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The alcoholic beverage control law is amended by adding a
2 new section 106-c to read as follows:

3 § 106-c. Sale of private-label liquor at retail for consumption off
4 the premises. 1. For the purposes of this section, the following terms
5 shall have the following meanings:

6 (a) "Private-label liquor" means liquor distilled by a licensed
7 distiller and bottled by a bottler in containers bearing a brand name or
8 trademark for sale at retail directly by the owner or licensee of such
9 brand name or trademark, or through retail dealers affiliated with such
10 owner or licensee by a cooperative or franchise agreement.

11 (b) "Holder of a license to sell liquor at retail for consumption on
12 the premises" shall mean any person or entity holding a valid license
13 issued under section sixty-four of this chapter permitting the sale of
14 alcoholic beverages for on-premises consumption at a restaurant.

15 (c) "Licensed distiller" shall mean any person or entity holding a
16 valid license to produce distilled spirits in New York state issued
17 under section sixty-one of this chapter.

18 2. (a) Notwithstanding any other provision of this chapter, a holder
19 of a license to sell liquor at retail for consumption on the premises
20 may sell bottles of private-label liquor at retail for off-premises
21 consumption provided that such private-label liquor is:

22 (i) distilled within the borders of the state of New York by a
23 licensed distiller; and

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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1 (ii) not sold in excess of a volume of seventy-five thousand gallons
2 per year.

3 (b) The sale of private-label liquor under this subdivision shall be
4 conducted in accordance with all applicable laws and regulations
5 pertaining to the sale of alcoholic beverages, including but not limited
6 to the requirement that such sales occur only during hours when the sale
7 of alcoholic beverages for off-premises consumption is permitted.

8 (c) The label of the private-label liquor shall clearly indicate that
9 the product is produced by a licensed distiller.

10 (d) The total annual sales volume of private-label liquors as allowed
11 under this section by a holder of a license to sell liquor at retail for
12 consumption on the premises shall be reported to the liquor authority
13 annually by such holder of a license to sell liquor at retail for
14 consumption on the premises.

15 § 2. This act shall take effect on the one hundred eightieth day after
16 it shall have become a law.