

PUBLIC NOTICE

NOTICE TO ACCEPT BIDS FOR PLENARY RETAIL CONSUMPTION LICENSE

The Township Council of West Windsor has adopted Resolution 2025-R175 authorizing the issuance of a new plenary retail consumption license. The consumption license will be sold at a public sale to the highest qualified bidder. The minimum acceptable bid is \$1,200,000 and the Township reserves the right to reject all bids where the highest bid is not accepted.

Bids shall be accepted only from those bidders who qualify to have an interest in a retail alcoholic license under the standards set forth in the Alcoholic Beverage Control Act, the Rules and Regulations promulgated thereunder, and any applicable municipal ABC ordinance. Interested bidders may obtain copies of the forms necessary to qualify to be a bidder from the West Windsor Township Clerk. All prospective bidders must complete the forms and all paperwork associated and be determined to be a qualified bidder to have their bids considered. All bids shall be sealed and proof of qualification must be included separately with the bid.

Application, bid, and associated materials shall be accepted until 3:00 p.m. on Tuesday, September 22, 2025 at the West Windsor Township Municipal Building, 271 Clarksville Road, West Windsor Township, Mercer County, New Jersey. Bids of applicants who do not preliminarily qualify will be returned unopened. On Tuesday, September 30, 2025 at 10:00 a.m., the Township Clerk shall publicly announce those applicants who preliminarily meet the qualifications for bidding as fixed by law, Rules and Regulations and Resolution. On October 8, 2025 at 10:00 a.m. the sealed bids of the preliminarily qualified bidders shall be opened.

All bids must contain a deposit in the form of a certified check for 20% of the bid price. By resolution of the Township Council, the highest, preliminarily qualified bidder will be accepted; and within 72 hours of the adoption of said resolution, the balance of the bid amount shall be paid to the Township by cash or certified check (which monies shall be kept in an interest-bearing account with interest payable to the Township), until such time as the place-to-place licensing process is complete. (Completion of said process includes payment of the State application fee, the annual municipal retail license fee; satisfactory outcome of further municipal background checks to investigate the source of funds used to purchase the license, the receipt of favorable State and/or Federal criminal background checks; as well as compliance with the publication, hearing and resolutions requirements under N.J.A.C. 13:2-2.1 et seq.

A new license must be issued within six months after the closing date established for acceptance of applications and must be in use within two years of the award of the license. If the applicant defaults or otherwise breaches its promise to purchase, then all monies held by the Township shall be paid to and become the property of the Township.

The successful applicant must comply with all ordinances of West Windsor Township in locating the license.

Allison D. Sheehan, Township Clerk, RMC
Township of West Windsor
271 Clarksville Road, P.O. Box 38, Princeton Junction, New Jersey 08550

RESOLUTION

WHEREAS, there exists in the Township of West Windsor the authority to issue a new Plenary Retail Consumption License for the sale of alcoholic beverages; and

WHEREAS, the Township Council has determined to sell, at a public sale, one new Plenary Retail Consumption License; and

WHEREAS, pursuant to N.J.S.A. 33:1-19.3, it is the desire of the Township of West Windsor to accept bids for said new license as required by law.


NOW, THEREFORE, BE IT RESOLVED by the Township Council of the Township of West Windsor, County of Mercer, State of New Jersey, as follows:

1. the Township of West Windsor hereby determined it will sell at public sale one new Plenary Retail Consumption License for the sale of alcoholic beverages, in accordance with the procedures set forth in N.J.S.A. 33:1-19.3 et seq.
2. the Township Clerk shall publish a notice of the proposed issuance of an alcoholic beverage license, indicating that applications therefore will be accepted by the Township at the time, date and place specified in the notice, after which no further applications will be accepted.
3. said notice shall be published in a newspaper circulating generally in the municipality at least two times, at least one week apart, the second of which shall be at least 30 days prior to the date of sale.
4. the minimum bid price for the new alcoholic beverage consumption license shall be \$1,200,000.
5. bids must be made upon the Proposal Form available in the Office of the Township Clerk. The name and address of the bidder shall appear on the outside of the sealed envelope. All bidders must be qualified to have an interest in a retail alcoholic license under the standards set forth in the Alcoholic Beverage Control Act, the Rules and Regulations promulgated thereunder, and any applicable municipal ABC Ordinances.
6. the bid must contain a deposit in the form of a certified check for 20% of the bid price. The highest bidder shall pay the balance of the bid to the Township Clerk in the form of cash or certified check within 72 hours of the adoption of a resolution accepting the highest qualified bid. In the event of a default or breach of promise by the successful bidder, all deposited monies shall be forfeited to the Township.

7. the Township reserves the right to reject any and all bids if the highest bid is not accepted.
8. the municipality shall only award the license to the person who is the highest qualified bidder with the understanding that the license will actually be situated subsequently through the place-to-place transfer application process and must be in use within two years of award of the license.
9. the successful applicant must comply with all ordinances of West Windsor Township in locating the license.
10. The sale may be postponed or canceled at any time prior to the opening of the bids.

Adopted: August 11, 2025

I hereby certify the above resolution was adopted by the West Windsor Township Council at their meeting held on the 11th day of August, 2025.


Allison D. Sheehan
Township Clerk
West Windsor Township