

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

AN 2026-06

FIFA WORLD CUP 2026™ EVENTS INVOLVING
THE SALE AND SERVICE OF ALCOHOLIC BEVERAGES

The purpose of this Advisory Notice is to provide guidance and assistance to licensees and permittees of the Division of Alcoholic Beverage Control (Division or ABC) to help ensure the safe and responsible sale, service, and consumption of alcoholic beverages during the FIFA (Fédération Internationale de Football Association) World Cup 2026™ Soccer Tournament.

The FIFA World Cup 2026™ Tournament will take place in North America from June 11, 2026 to July 19, 2026. Matches will take place throughout the United States, Mexico, and Canada during this 39-day period. Eight matches will be played at MetLife Stadium in East Rutherford, New Jersey, culminating in the FIFA World Cup 2026™ Final on July 19.

In anticipation of this historic event being held in New Jersey, the Division anticipates that alcoholic beverage licensees may hold various FIFA World Cup 2026™ related events (e.g., watch parties, fan zones, etc.) on and off their licensed premises. These events may require certain ABC permits or may warrant the temporary relaxation of certain ABC regulations. Licensees may also have questions about the permissibility of certain activities on their licensed premises.

The Division has set up an exclusive FIFA World Cup 2026™ e-mail address, and encourages licensees, permittees, local government officials, and others who are interested in hosting or sponsoring FIFA World Cup 2026™ related events involving alcohol to contact the Division as early as possible at NJABCFIFAWorldCup@njoag.gov. The Division also intends to maintain a FIFA World Cup 2026™ webpage and will be updating it periodically with information to assist licensees, permittees, and municipalities.

I. Relaxation of Regulations

Licensees and holders of Special Concessionaire Permits (SCP) seeking to hold a FIFA World Cup 2026™ related event should review the Division's [regulations](#) at N.J.A.C. 13:2-1.1 et seq. to determine whether relaxation of a regulation is needed. If so, a licensee or SCP holder may submit a petition to the Director seeking the temporary relaxation of a Division regulation. As required by N.J.A.C. 13:2-9.1, the petition for temporary relaxation must provide specific facts supporting the following findings: (a) the petitioner will suffer undue hardship, economic or otherwise, if relaxation is not granted; (b) relaxation will not unduly burden any affected parties; and (c) relaxation is consistent with the Alcoholic Beverage Control Act and the Division's regulations. The Director will not grant a petition that would compromise the health and safety of the public. See N.J.S.A. 33:1-3.1(b)(1).

Attached to this Advisory Notice is a FIFA World Cup 2026™ Petition for Temporary Relaxation ([downloadable template](#)). The petition, with notice to the municipality, may be submitted via email to NJABCFIFAWorldCup@njoag.gov. The petition should include supporting information and documentation. Licensees and SCP holders should apply as early as possible to allow the Division adequate time for review.¹

II. Permits

The sale, service, and consumption of alcoholic beverages must be confined to the licensed (or permitted) premises at all times. N.J.S.A. 33:1-26. However, a retail consumption licensee (or a [Class A manufacturer with on-premises consumption privileges](#)) can apply for a Temporary Extension of Premises Permit to temporarily extend its licensed premises to contiguous property for the sale and service of alcoholic beverages by open container during a FIFA World Cup 2026™ related event, not to exceed three consecutive days. N.J.A.C. 13:2-5.41. A Temporary Extension of Premises Permit application is available on [POSSE](#), the Division's online licensing and permitting system.

Special concessionaire permittees can also apply for a Special Event Permit to temporarily extend its permitted premises to contiguous property for the sale and service of alcoholic beverages by open container during a FIFA World Cup 2026™ related event, not to exceed three consecutive days. A Special Event Permit for special concessionaire permittees is [available for download here](#).

All requirements of the ABC Act and regulations apply in the approved, extended permitted areas. Licensees or permittees seeking permission to engage in regulated activities beyond those authorized by the Division's temporary permits should contact the Division at NJABCFIFAWorldCup@njoag.gov.

III. Unlawful Gambling and Online Sports Wagering

Unlawful gambling on a licensed premises is prohibited, including pool-selling and bookmaking. N.J.A.C. 13:2-23.7. However, patrons may engage in online sports wagering on their personal mobile devices as authorized by State law, N.J.S.A. 5:12A-11. Licensees may enter into a contract with an online sports wagering operation and receive compensation in the form of a fixed sign-up fee per patron (i.e., "cost per action"), but such an arrangement may require the filing of a vendor registration form with the Division of Gaming Enforcement. Licensees should contact the Division of Gaming Enforcement at info@njdge.gov for additional information on permissible contractual arrangements with online sports wagering operations.

¹ Generally, a municipality establishes by ordinance the lawful hours during which alcoholic beverages may be sold and served at licensed establishments. [See](#) N.J.S.A. 33:1-40. Accordingly, the Division cannot relax a municipal ordinance governing hours of operation. Whether a municipality is willing to suspend enforcement of its hours ordinance, or alternatively, adopt a temporary ordinance expanding hours of operation to accommodate the World Cup games, is within the discretion of the municipality. Licensees who want to expand their hours of operation in conjunction with a FIFA World Cup 2026™ related event should reach out to their municipalities for permission.

IV. Human Trafficking

Plenary retail consumption licensees, hotel/motel licensees, club licensees, and special concessionaire permittees are required by statute to post a human trafficking public awareness sign that is clearly conspicuous and visible to employees and the public. See N.J.S.A. 52:17B-237.1. Signs are available for download [here](#). If human trafficking is suspected on a licensed premises, a referral should be made to appropriate law enforcement. For more information, see [Advisory Notice 2024-09](#).

This Advisory Notice does not impose any additional requirements that are not already required by statute or regulation and does not establish any rights or obligations for any person. This document does not provide legal advice and should not be treated as providing legal advice. Licensees should speak to a qualified attorney for legal advice.

Any specific questions concerning this Advisory Notice should be directed to NJABCFIFAWorldCup@njoag.gov (or to Deputy Attorney General Ray Lamboy at ray.lamboy@njoag.gov, 609-262-5123).



KIRSTIN L. KRUEGER
INTERIM DIRECTOR

Dated: April 29, 2026

STATE OF NEW JERSEY
DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF ALCOHOLIC BEVERAGE CONTROL

LIC. NO.

<u>NAME OF PETITIONER,</u>)	FIFA WORLD CUP 2026™
)	PETITION TO RELAX N.J.A.C. _____
Petitioner,)	BASED ON N.J.A.C. 13:2-9.1.
_____)	

1. The above licensee hereby petitions the Director of the Division Alcoholic Beverage Control to grant relaxation or waiver of N.J.A.C. _____ for the following reasons: _____

_____.

2. If relaxation or waiver is not granted, the above licensee will suffer undue hardship (economic or otherwise) for the following reasons: _____
_____.

3. Provide an explanation of why relaxation or waiver will not unduly burden any affected parties: _____
-
_____.

4. Provide an explanation of why relaxation or waiver is consistent with the Alcoholic Beverage Control Act and the Division's regulations.

_____.

5. Provide supplemental information and documentation submitted in support of petition (if applicable).

PETITIONER

BY:

NAME

DATED: