

BOROUGH OF RIVER EDGE  
ORDINANCE #26-10

AN ORDINANCE TO AMEND THE HOURS OF SALE AND SERVICE OF ALCOHOLIC  
BEVERAGES DURING THE FIFA WORLD CUP 2026™ TOURNAMENT

WHEREAS, the FIFA World Cup 2026™ Tournament will take place in North America from June 11, 2026 to July 19, 2026; and

WHEREAS, FIFA matches will take place throughout the United States, Mexico, and Canada during the 39-day period, including eight matches at MetLife Stadium in East Rutherford, New Jersey; and

WHEREAS, the FIFA World Cup 2026™ Final, the most watched sporting event in the world, will be held on Sunday, July 19 at MetLife Stadium; and

WHEREAS, pursuant to N.J.S.A. 33:1-40, N.J.S.A. 33:1-40.3, and N.J.S.A. 33:1-94 of the Alcoholic Beverage Control Act, the governing body of a municipality may limit by ordinance the hours when the sale of alcoholic beverages may be made; and

WHEREAS, the Borough of River Edge seeks to amend Ordinance 1172 governing the lawful hours during which alcoholic beverages may be sold and served at licensed establishments within the municipality during the FIFA World Cup 2026™ Tournament in order to support local businesses, maximize economic opportunity, and encourage community engagement; and

WHEREAS, even if the lawful hours during which alcoholic beverages may be sold and served at licensed establishments are extended throughout the duration of the FIFA World Cup 2026™ Tournament, licensees remain responsible for ensuring the safe and responsible service of alcoholic beverages during the extended hours.

NOW, THEREFORE, the Mayor and Council of the Borough of River Edge does hereby Ordain as follows:

SECTION ONE: Amendment to Ordinance 1172 to Change Hours During FIFA (Fédération Internationale de Football Association) World Cup 2026™ Soccer Tournament.

(1) From June 11, 2026 to July 20, 2026, licensed establishments described in Section (1)(a) may sell and serve alcoholic beverages for longer than the regular hours delineated herein, subject to the following conditions:

(a) Relaxation of hours applies to the following license types: plenary retail consumption licenses and club licenses.

(b) No licensee described above shall allow, permit, or suffer the sale, service or delivery of an alcoholic beverage for consumption on the licensed premises on

Sundays between the hours of 4:00 a.m. and 12:00 noon, or on Mondays through Saturdays between the hours of 4:00 a.m. and 7:00 a.m. from June 11, 2026 to July 20, 2026.

(c) Any temporary permits issued by the Division of Alcoholic Beverage Control authorizing the sale, service, or delivery of alcoholic beverages in an outdoor area shall not be in effect on Sundays between the hours of 4:00 a.m. and 12:00 noon, or on Mondays through Saturdays between the hours of 4:00 a.m. and 7:00 a.m.

(d) During the extended hours authorized by this Ordinance, licensees shall comply with all municipal noise and nuisance ordinances.

Section 2. Any and all other ordinances or parts thereof in conflict or inconsistent with any of the terms hereof are hereby repealed to such extent as they are so in conflict or inconsistent.

Section 3. In case any article, section or provision of this ordinance shall be held invalid in any court of competent jurisdiction, the same shall not affect any other article, section or provision of this ordinance except insofar as the article, section or provision so declared invalid shall be inseparable from the remainder or any portion thereof.

Section 4. This Ordinance shall be effective upon final passage and publication as required by law.

INTRODUCED:

ADOPTED:

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Thomas Papaleo, Mayor

ATTEST:

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Anne Dodd, Borough Clerk