



*Commonwealth of Massachusetts
Alcoholic Beverages Control Commission
95 Fourth Street, Suite 3
Chelsea, Massachusetts 02150-2358*

Jean M. Lorizio, Esq.
Chairman

DECISION

**119 MARTY'S LIQUORS INC. D/B/A MARTY'S LIQUORS OF DUDLEY
119 WEST MAIN STREET
DUDLEY, MA 01571
LICENSE#: 90872-PK-0296
VIOLATION DATE: 01/23/2026
HEARD: 05/12/2026**

119 Marty's Liquors Inc. d/b/a Marty's Liquors of Dudley ("Licensee" or "Marty's Liquors") holds an alcohol license issued pursuant to M.G.L. c. 138, § 15. The Alcoholic Beverages Control Commission ("Commission" or "ABCC") held a hearing on Tuesday, May 12, 2026, regarding an alleged violation of M.G.L. Ch. 138, § 15 Every licensee hereunder shall keep conspicuously posted in each room where any alcoholic beverages are sold a price list of such beverages. Sales by such licensees shall be made only in the original manufacturer's or wholesaler's and importer's package and at the prices stated on the current posted price list. Prior to the commencement of the hearing the Licensee stipulated to the facts alleged in Investigator Velez's Report.

The following documents are in evidence:

1. Investigative Report of N. Velez;
2. Photograph of Advertisement;
3. ABCC Licensing Authority Certification, Transfer of License Approved, 10/07/2024;
4. Licensee Stipulation of Facts.

There is one (1) audio recording of this hearing.

FINDINGS OF FACT

1. A complaint filed with this Commission alleged that 119 Marty's Liquors Inc. d/b/a Marty's Liquors of Dudley was offering 5% off all sales to Nichols College students with a school identification. The complaint included a photo of the advertisement which was posted on the Licensee's Instagram page. Investigator Velez searched the Licensee's Instagram page and found the posting.
2. On Friday, January 23, 2026, at approximately 6:30 p.m., Investigators Gould & Velez ("Investigators"), inspected the business operation of Marty's Liquors.

3. Investigators entered the licensed premises and spoke to Kush Patel, Licensee. Mr. Patel stated they were offering the discount as advertised to Nichols College students and a Nichols College identification was required to receive the discount.
4. Investigators asked Mr. Patel if someone who was not a Nichols College student could receive the 5% discount. Mr. Patel stated non-Nichols students could not receive the discount and would have to pay full price.
5. Investigators informed Mr. Patel of the violation, and a report would be filed with the Chief Investigator for further review.
6. The Licensee has held a license under M.G.L. c. 138, § 15 since 2024.

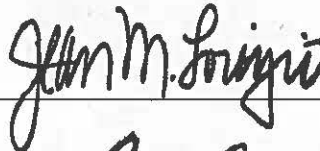
CONCLUSION

Based on the evidence, the Commission finds the Licensee violated M.G.L. Ch. 138, § 15 Every licensee hereunder shall keep conspicuously posted in each room where any alcoholic beverages are sold a price list of such beverages. Sales by such licensees shall be made only in the original manufacturer's or wholesaler's and importer's package and at the prices stated on the current posted price list.

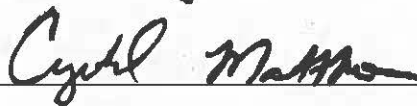
As a result, the Commission **suspends the license for a period of one (1) day which will be held in abeyance for a period of two (2) years provided no further violations of Chapter 138 or Commission Regulations are found by this commission.**

ALCOHOLIC BEVERAGES CONTROL COMMISSION

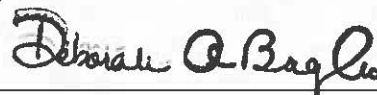
Jean M. Lorizio, Chairman



Crystal Matthews, Commissioner



Deborah Baglio, Commissioner



Dated: May 13, 2026

You have the right to appeal this decision to the Superior Courts under the provisions of Chapter 30A of the Massachusetts General Laws within thirty (30) days of receipt of this decision.

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2026-000013-ad-enf

cc: Local Licensing Board
Frederick G. Mahony, Chief Investigator
Henry DiGiacomo, Esq., Associate General Counsel
Nick Velez, Investigator
Brian Gould, Investigator
Curt Bletzer, Esq.
Administration, File