



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

**Jean M. Lorizio, Esq.**  
*Chairman*

**DECISION**

**VEER ZALA INC. D/B/A STAR LIQUOR  
507 BOSTON TURNPIKE  
SHREWSBURY, MA 01545  
LICENSE#: 000058-PK-1116  
VIOLATION DATE: 4/11/2023  
HEARD: 7/25/2023**

Veer Zala Inc. d/b/a Star Liquor (“Licensee”) holds an alcohol license issued pursuant to M.G.L. c. 138, § 15. The Alcoholic Beverages Control Commission (“ABCC” or “Commission”) held a remote hearing via Microsoft Teams on Tuesday, July 25, 2023, regarding an alleged violation of 204 CMR 2.05 (2) Permitting an illegality on the licensed premises, to wit: M.G.L. Ch. 138, § 34 Sale or Delivery of an alcoholic beverage to a person under twenty-one years of age. Prior to the commencement of the hearing, the Licensee stipulated to the facts alleged in Investigators Velez & Binienda’s Minimum Purchase Age Compliance Check Field Report.

The following documents are in evidence:

1. Investigators Velez & Binienda’s Minimum Purchase Age Compliance Check Field Report, 4/11/2023;
2. ABCC Form 43, Transfer of License Approval, 7/9/2014;
3. ABCC Decision, 9/6/2017;
4. ABCC Decision, 7/12/2017;
5. Licensee’s Stipulation of Facts.

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

**FINDINGS OF FACT**

1. On Tuesday, April 11, 2023, at approximately 4:30 p.m., Investigators Binienda and Velez (“Investigators”) conducted a compliance check at Veer Zala Inc. d/b/a Star Liquor.
2. An underage operative, working under the supervision of Investigators, purchased an alcoholic beverage, one 24-ounce can of Twisted Tea malt beverage, for three dollars and seventy-five cents (\$3.75). The underage operative was not asked for identification.
3. Jagdishkumar Patel and Bharatkumar Patel, Principals of the Licensee Entity, appeared at the Commission hearing. The Commission was informed as to steps taken to prevent future

sales to underage individuals, including retraining employees and ensuring all are TIPS certified.

4. The Licensee has held a license under M.G.L. c. 138, § 15 since 2014.

CONCLUSION

Based on the evidence, the Commission finds the Licensee violated 204 CMR 2.05 (2) Permitting an illegality on the licensed premises, to wit: M.G.L. Ch. 138, § 34 Sale or Delivery of an alcoholic beverage to a person under twenty-one years of age. Therefore, the Commission issues a **WARNING**.

**ALCOHOLIC BEVERAGES CONTROL COMMISSION**

Jean M. Lorizio, Chairman Jean M. Lorizio  
Crystal Matthews, Commissioner Crystal Matthews  
Deborah A. Baglio, Commissioner Deborah A. Baglio

Dated: August 8, 2023

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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2023-000080-ad-enf

cc: Local Licensing Board  
Frederick G. Mahony, Chief Investigator  
Kyle E. Gill, Esq., Associate General Counsel  
Nick Velez, Investigator  
Jamie Binienda, Investigator  
Matthew S. Porter, Esq.  
Administration, File