

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

DIVISION OF ALCOHOLIC BEVERAGE CONTROL,)	
)	
Petitioner,)	CONSOLIDATED
)	CONSENT ORDER
)	
)	AGENCY DKT. NOS:
8 SABV INC. F/K/A)	
REDDY AND REDDY INC)	
T/A BUY RITE OF HOPEWELL)	S-21-40289; H-2021-51237
LIC. NO. 1106-44-001-004)	S-22-40427; H-2022-50497
8 SABV INC. F/K/A)	
REDDY AND REDDY INC)	
T/A HAMILTON SUPER BUY RITE)	S-21-40289; H-2021-51237
LIC. NO. 1103-32-008-005)	
UNION CITY LIQUORS LLC)	
T/A BUY RITE OF UNION CITY)	S-21-40291; H-2021-51579
LIC. NO. 0910-32-171-012)	
JERSEY CITY BUY RITE LLC)	
T/A BUY RITE)	S-21-40328; H-2021-51199
LIC. NO. 0906-44-375-005)	S-17-37380; H-2017-50223
)	S-19-39585; H-2019-50135
JERSEY CITY BUY RITE LLC)	
T/A HOLMDEL BUY RITE)	S-21-40327; H-2021-51307
LIC. NO. 1318-44-002-006)	S-2019-39584; H-2019-50136
2340 SPIRITS LLC)	
T/A YARDVILLE BUY RITE)	S-21-40288; H-2021-51743
LIC. NO. 1103-32-011-009)	
)	

Sheena M. Kelley, Deputy Attorney General
Attorney for the Division of Alcoholic Beverage Control
(Matthew J. Platkin, Attorney General, attorney)

J. Wesley Geiselman, Esq.
Attorney for Respondents
BY THE DIRECTOR:

CONSOLIDATED
CONSENT ORDER
8 SABV INC, ET AL
S-21-40289, ET AL

WHEREAS this matter, having been brought before the Director of the Division of Alcoholic Beverage Control, Attorney General of New Jersey (Sheena M. Kelley, Deputy Attorney General, appearing) and with notice to Respondents 8 SABV Inc., Union City Liquors LLC., Jersey City Buy Rite LLC., and 2340 Spirits LLC., represented by J. Wesley Geiselman, Esq., and this matter having been amicably settled prior to hearing:

IT IS on this 21 day of January, 2025, hereby ORDERED with consent of the parties that:

1. Respondents hereby withdraw their previous not guilty pleas and enter pleas of non vult to the charges set forth in the Notices of Charges issued under the above referenced docket numbers.
2. In return for their non vult pleas, the Director hereby imposes the following collective penalties against the licenses:
3. Vimalaker R. Bathena shall divest his interest in license numbers 1103-32-011-009 and 1202-32-001-011 held by 2340 Spirits LLC. License No. 1202-32-001-011 shall be sold and transferred to a bona fide 3rd party purchaser by no later than December 30, 2027. License No. 1103-32-011-009 shall be sold and transferred to bona fide 3rd party purchaser by no later than April 30, 2029. If license transfers have not been completed by the designated date, the subject license(s) shall be indefinitely suspended until such time as it is transferred.
4. Vimalaker R. Bathena shall Respondent agrees that said licenses will be transferred via person-to-person transfer, not by Corporate Structure Change, with advance notice to the Division. Licensee shall provide a copy of the license transfer application and all supporting background materials to the Division of Alcoholic Beverage Control.
5. Vimalaker R. Bathena, individually or through any corporation, shall not provide management services to or on behalf of any other liquor licensee in which he does not have a direct and disclosed ownership interest.
6. Respondents shall not receive management services from Bathena Holding Company, any subsidiary thereof, or from Vimalaker R. Bathena (other than licenses he has a direct ownership interest in).
7. Respondents may enter into franchise agreements with Bathena Holding Co. for the rights to utilize the Buy Rite name.

CONSOLIDATED
CONSENT ORDER
8 SABV INC, ET AL
S-21-40289, ET AL

8. Respondents have made an application to pay a monetary compromise in lieu of revocation of said license in the amount of \$1,200,000, which the Director has accepted. The amount shall be paid in 12 annual payments as follows:
 - a. \$100,000 due on January 30, 2025;
 - b. \$100,000 due on September 1, 2026;
 - c. \$100,000 due on September 1, 2027;
 - d. \$100,000 due on September 1, 2028;
 - e. \$100,000 due on September 1, 2029;
 - f. \$100,000 due on September 1, 2030;
 - g. \$100,000 due on September 1, 2031;
 - h. \$100,000 due on September 1, 2032;
 - i. \$100,000 due on September 1, 2033;
 - j. \$100,000 due on September 1, 2034;
 - k. \$100,000 due on September 1, 2035;
 - l. \$100,000 due on September 1, 2036.
9. The amount is payable by certified check or attorney's trust account check to New Jersey Division of Alcoholic Beverage Control, bearing the docket numbers Docket Nos. S-21-40289; H-2021-51237 and should be sent to:

Division of Alcoholic Beverage Control
Attn: Rebecca Maleski, Enforcement Bureau
140 E. Front Street, P.O. Box 087
Trenton, New Jersey 08625-0087
10. Failure to pay this compromise offer in the matter and time set forth above shall result in the suspension of the license by ex parte Order of the Director. This Order of Suspension shall require no further notice and may be considered by the Director as a separate violation.
11. ABC v. Union City Liquors LLC, Docket number S-21-40291; H-2021-51579, shall be closed out following receipt of the initial annual payment, due on January 30, 2025. LIC. NO. 0910-32-171-012 shall not be subject to paragraph 10 or any action for default of future payments. Subsequent sale of this license will not trigger the pro rata fine payment set forth in Paragraph 12.
12. Prior to the execution of this Consent Order, Jersey City Buy Rite transferred license number 1318-44-002-006 to a 3rd party purchaser and acquired license number 1614-44-28-010 located at 1308 Route 22 Wayne NJ. Therefore, in order to avoid an unjust result, Jersey City Buy Rite agrees that that the terms and conditions imposed by this Order shall be imposed on license number 1614-44-028-010 rather than 1318-44-002-006. License number 1318-44-002-006/007 is hereby released from the terms and

CONSOLIDATED
CONSENT ORDER
8 SABV INC, ET AL
S-21-40289, ET AL

conditions of this Order and shall be free and clear of any penalty or charges resulting from any such default.

13. Should any of the subject licenses held by 8 SABV Inv., Jersey City Buy Rite LLC (including 1614-44-028-010) or 2340 Spirits LLC be sold/transferred prior to completion of the fine payments required by Paragraph 8, that licensee's pro rata share of the outstanding fine payment shall become immediately due and payable at the time of transfer.
14. Respondent hereby waives all rights to further hearings and appeals and to the repossession or return of any alcoholic beverages or evidence, as well as any cash or any other personalty seized in connection with the investigation of this matter by the Division of Alcoholic Beverage Control and Respondent consents to the forfeiture of same and disposition by the Director in accordance with the provisions of N.J.S.A. 33:1-66 and/or N.J.S.A. 2C:64-1, *et. seq.* Respondent shall contact Kevin T. Barber, Chief, Investigations Bureau, at (609) 376-9734, no later than 30 days for the date of this Order, to arrange a date upon which Respondent can pick up the books and records of the licensed business. Respondent's failure to do so shall be deemed consent to the destruction of those records by the Division.
15. The entry of this Consent Order hereby concludes the Division's Investigation of Respondents in the above referenced matters and constitutes a release of any and all ABC violations and charges that were or could have been brought as part of said investigations through 12/31/2022.
16. This Consent Order, the terms thereunder, and conditions imposed are hereby attached to these licenses. Hence, the existing licensees and any prospective or subsequent transferees of these licenses take and are bound by the terms and conditions imposed herein.




KIRSTIN L. KRUEGER
INTERIM DIRECTOR

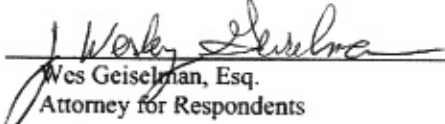
CONSOLIDATED
CONSENT ORDER
8 SABV INC, ET AL
S-21-40289, ET AL

We are authorized and do hereby consent to the entry,
form and substance of the above Order.


MATTHEW J. PLATKIN
ATTORNEY GENERAL OF NEW JERSEY

By: 
Sheena M. Kelley, DAG
Enforcement Bureau Chief
On Behalf of Petitioner


Dated: 1/21/2025

By: 
Wes Geiselman, Esq.
Attorney for Respondents


Dated: 1/14/25

By: 
Vimalaker R. Bathena
Personally, and on behalf of 2340 Spirits LLC

Dated: 1/13/25

By: 
Adithya Bathena
Personally, and on behalf of Jersey City Buy Rite LLC

Dated: 1/13/25

By: 
Arjun Bathena
Personally, and on behalf of Reddy & Reddy Inc.

Dated: 1/13/2025