

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

**AMENDED NOTICE OF HEARING ON OBJECTIONS TO  
APPLICATION FOR SPECIAL CONCESSIONAIRE PERMIT**

**TAKE NOTICE** that, due to the passing of Lieutenant Governor Sheila Oliver and funeral arrangements, the New Jersey Division of Alcoholic Beverage Control is rescheduling the objector hearing on the DSN Beach Liquor, LLC matter. Details on the rescheduled hearing are set forth below.

As stated in the previous notice, the Division received an application for a special concessionaire permit by DSN Beach Liquor LLC to be sited at a beach club facility at 125 Ocean Avenue, Deal, New Jersey. The Division received timely written objections to the issuance of the permit.

The underlying property at 125 Ocean Avenue is owned by the Borough of Deal, which leased the property to the Deal Sephardic Youth Center, Inc., a non-profit membership-based organization and sole owner of DSN Beach Liquor LLC. DSN Beach Liquor LLC is proposing to charge a daily admission fee of \$35 to any person 21 years of age or older who is not a member of the Deal Sephardic Youth Center.

Based on the facts of this matter, and pursuant to N.J.A.C. 13:2-5.2(f), the Division will afford a hearing to all interested parties.

PERMIT APPLICANT: DSN Beach Liquor LLC  
MUNICIPALITY: Deal  
COUNTY: Monmouth  
SITE ADDRESS: 125 Ocean Avenue  
HEARING DATE: Thursday, August 31, 2023  
HEARING TIME: 10:00 AM  
HEARING ADDRESS: 140 E. Front St., Trenton, NJ  
(seventh floor conference room)

Members of the public who object to the permit application may testify at the hearing, provided they RSVP to the Division (via email to DAG Ray Lamboy at [ray.lamboy@njoag.gov](mailto:ray.lamboy@njoag.gov)) by close of business on Friday, August 25, 2023. Interested parties who RSVP but are unable to attend the hearing in-person will be provided a link to participate remotely.

The Director or his delegate will preside over the hearing. Cross-examination of witnesses will not be permitted. At the Director's discretion, post-hearing submissions may be permitted.