



1401 Willow Pass Rd., Suite 900 • Concord, California 94520 • T 925.609.6074 • F 925.798.7150 • www.bevmo.com

**RE: Beverages & More, Inc. – Encino NC – PLU Meeting Information
17965 Ventura Blvd., Encino, CA**

To Whom it May Concern:

Beverages & More, Inc. (BevMo!) respectfully requests approval of its CUB application relating to an existing BevMo! store located at 17965 Ventura Boulevard in Encino.

BevMo! opened this location in 2010 after the city approved its original CUB application.. BevMo! has operated successfully at this location, and wishes to remain an important retail business in this neighborhood. If approved, BevMo! would continue to maintain the highest standards in alcoholic beverage retail sales by maintaining the same corporate policies that have contributed to BevMo!’s strong reputation as a responsible retailer.

Special Requests

a) Hours

BevMo!’s original conditions of approval included a condition on hours as follows:

“10. Store operation shall be permitted only between the hours of 9:00 a.m. to 9:00 p.m. Monday through Saturday and 10:00 a.m. to 9:00 p.m Sunday”

BevMo! requests a change in hours as follows:

“Store operation shall be permitted only between the hours of 8:00 a.m. and 11:00 p.m. daily”

This condition will allow us to operate this store more consistently with BevMo!’s other stores, (many of which have broader hour conditions or no conditions on hours at all) especially during the holiday season.

b) Type 86 License

In addition, since this store opened, the ABC has created a new type of license, the Type 86 Instructional Tasting license, for retail licenses which allows licensees to host authorized vendor representatives in stores for “instructional tastings” of spirits, beer, or wine. BevMo! currently utilizes a Type 42 (Beer and Wine On-Sale) license for beer and wine tastings, therefore the addition of the Type 86 would be utilized for spirits tastings.

The Type 86 privilege imposes the following limitations: 1) spirits samples are limited to three ¼ servings, per customer, per event; 2) we may not charge customers for Type 86 events; 3) only authorized vendor representatives may conduct the tasting (whereas under the Type 42, trained BevMo! employees conduct the tasting events). Like the Type 42 operation, Type 86 activities occur in a separated area of the store, no one under 21 is permitted in the area, and we do not



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provide seating in the tasting area. BevMo! currently has fifteen (15) stores in California with an active Type 86 license (plus four (4) additional pending license applications) and have found that with the limitations imposed by state law, the spirits tasting program has been very educational for our customers and has been a success.

Census Tract/License Concentration Information

When BevMo! originally obtained entitlements and licenses for this location, the ABC had allocated seven (7) on-site and five (5) off-site licenses for this census tract. At the time BevMo! submitted its applications, there was only one (1) existing on-site liquor license and there were four (4) off-site licenses. Therefore, there was not an undue concentration of licenses in the census tract and the addition of BevMo!'s licenses would not cause an undue concentration of licenses.

Since, this application relates to an existing licensed premises, approval of this application will not cause an increase in the number of licenses in this census tract. The ABC does not "count" the Type 86 license type toward the license concentration numbers because a Type 86 licensee may only be granted to Type 21 (General Off-Premise License—beer, wine and spirits) or Type 20 (Beer and Wine, Off-Premise) licensee and, therefore, the Type 21 or 20 license would already be taken into consideration in the analysis of concentration.

Conclusion

BevMo! has demonstrated since it opened this store that we are a strong addition to the community by operating responsibly, providing jobs, and by offering a unique shopping experience to customers. We hope to continue operating at this location, and therefore request approval of our CUB.

Sincerely,

Liz Darrington
Store Development Manager
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