



**Naperville**

**LIQUOR CONCEPT COMMITTEE**  
**PRE-APPLICATION FORM**

Complete this application and return to Miranda Barfuss, Mayor's Office. If you have questions, contact Miranda Barfuss, Mayor's Office, at (630) 548-2983, or via email at [barfussm@naperville.il.us](mailto:barfussm@naperville.il.us).

**SECTION ONE – GENERAL INFORMATION**  
**APPLICANT CONTACT INFORMATION**

**Contact Name:** Bob Many

**Title (e.g. owner):** Owner, Founder

**Mailing Address:** 2070 Samantha Joy Ln

**City:** Bolingbrook

**State:** IL

**Zip Code:** 60490

**Phone:** 630-605-3293

**Fax:**

**E-mail:** bobmany@hhshufeldtwhiskey.com

**BUSINESS/OWNER INFORMATION**

**Owner's Name(s):** Robert Many

**Business E-mail:** bobmany@hhshufeldtwhiskey.com

**Business Phone:** (630) 605-3293

**Business Fax:**

**Corporation Name:** BooMar, LLC

**Doing Business as Name:** H. H. Shufeldt Whiskey Co

**Website:** www.hhshufeldtwhiskey.com

**Proposed Business Address:** 1665 Quincy Ave, Suite 111, Naperville, IL 60565

**Has the Owner Ever Been Convicted of a Felony?**

Yes ☐ No ☒

**Is the Owner a United States Citizen?**

Yes ☒ No ☐

**GENERAL CONCEPT/OTHER LOCATIONS**

**Briefly Explain the Proposed Concept:** To the Liquor Concept Committee, I am requesting a Liquor license for BOOMAR, LLC, d/b/a H. H. Shufeldt Whiskey Company for the location at 1665 Quincy Ave, Unit 111. The space will be used to house a Class 1 Craft Distillery, which will include a tasting room and work area. The two spaces will be separated by a floor to ceiling wall. At the location, The H. H. Shufeldt Whiskey Company will blend, bottle, store both finished goods and work in process (barrels) inventory

**Chain or Franchise:** Yes ☐ No ☒

**Does this Business Have Other Locations?** Yes ☐ No ☒

If "Yes", please list the number of other locations and cities of operation:

## SECTION TWO – NAPERVILLE LOCATION

### LIQUOR

**Note:** All applicants will need to obtain a liquor license from the State of Illinois Liquor Control Commission. Please visit the State of Illinois Liquor Control Commission's website for details at: <http://www.illinois.gov/ilcc/Pages/Home.aspx>.

1. Is obtaining a liquor license critical to your business model?

Yes ☐ No ☒

If "Yes", explain why

A key revenue source for H. H. Shufeldt Whiskey Co is the sale of cocktails and tastings, plus direct bottle sales to consumers from my location. In addition to direct sales to patrons, the business will also attempt to sell, according to Illinois law, directly to retail liquor establishments, restaurants, and bars. These sales will be compliant with the rules defined in the Illinois Class 1 Craft Distillery description. (See attached)

2. Do you currently have a liquor license?

Yes ☐ No ☒

If "Yes", please list where you currently hold a liquor license and the length of time you have held it:

3. What type of alcohol do you intend to sell? (beer, wine, and/or spirits, etc.) H. H. Shufeldt Whiskey Company will sell three types of spirits: Whiskey, Gin and Vodka. At this time, the plan calls for 3 distinct styles of whiskey with at least 1 more planned.

4. **Class B Only:** Is obtaining a late-night permit critical to your business model? Yes ☐ No ☐  
(A late-night permit is required for a restaurant/tavern to sell liquor after 11 p.m.)

If "Yes", explain why:

5. What is your anticipated opening date? November 2022

6. What are your proposed hours of operation?

<b>Monday-Thursday:</b>	Closed
<b>Friday-Saturday:</b>	5 pm – 10 pm
<b>Sunday:</b>	3 pm – 9 pm

7. What is the approximate square footage of the proposed concept? 3,150 square feet of which no more than 25% will be used for a tasting room and at least 75% will be used for workspace (Blending, proofing, bottling and storage of finished goods and work in process inventory, plus non-alcoholic mixers for cocktails. The tasting room and workspace will be separated by a ceiling to floor wall per federal regulations.

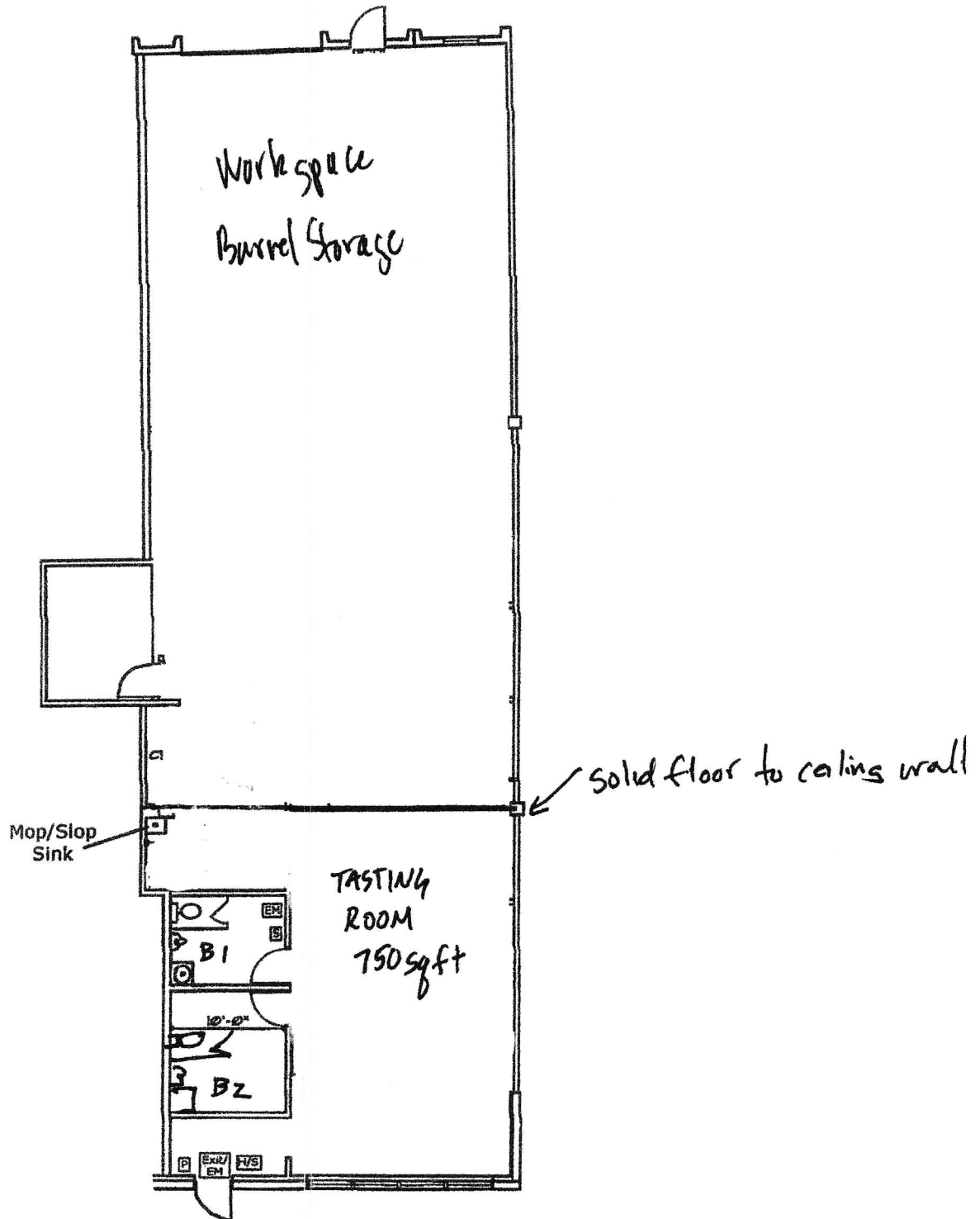
8. How many employees are intended to be hired at the proposed concept? Initially 1, but as business dictated the business may add up to 5 additional employees.
9. Attach the following documents to this application:

**Floor Layout of the Business**

**Menus and Product Offering Lists**

1665 Quincy Avenue  
Unit 111

3,150 SF



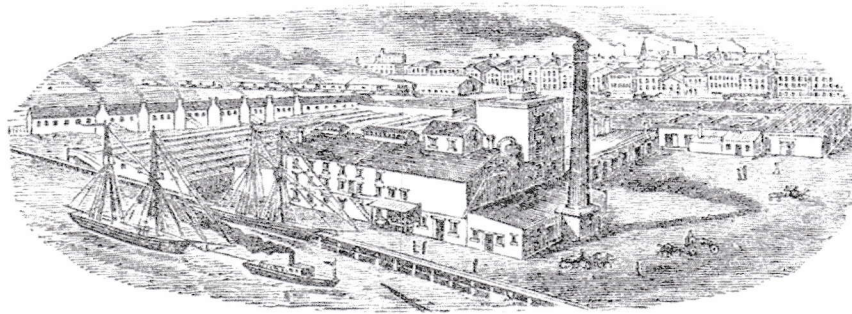
QUINCY AVE





## H. H. Shufeldt Whiskey Company Business Overview

H.H. SHUFELDT & CO.



### CONCEPT:

The H. H. Shufeldt Whiskey Company will be a small craft spirits company that will source product, blend, bottle and sell whiskey, gin, and vodka direct to consumers, retailers, and restaurants. The H. H Shufeldt Whiskey Company will use the history of the "Whiskey Trust" legacy and share the underdog story of this original long-time survivor of the "Whiskey Trust's" unwanted advances to revitalize a historic Chicago brand. Each whiskey will be named after a prominent member of the "Whiskey Trust" and will make an emotional connection to historical Chicago and Chicagoan's spirit of independence.



## HISTORY OF THE ORIGINAL H. H. SHUFELDT & CO:

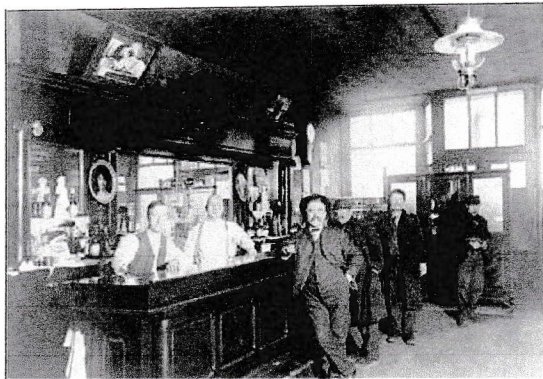
Henry H Shufeldt established his first distillery in Chicago in 1857 at the corner of Kinzie & Cass Streets. The original distillery was destroyed in the Great Chicago Fire but was rebuilt after the fire with the capacity to produce 8,000,000 proof gallons annually. In the mid 1880's, H. H. Shufeldt & Co was the second largest distillery in the world.

As whiskey demand grew around the world, Joseph B. Greenhut, from Peoria, IL started The Distillers & Cattle Feeders Trust, which was known as "The Whiskey Trust". Greenhut used the same techniques and practices as John D. Rockefeller who created the Standard Oil Trust, to create a dominating whiskey entity which could control competition and pricing throughout the USA. At one point in 1888, the "Whiskey Trust" based in Peoria, IL controlled over 75% of all whiskey produced in America. Henry H. Shufeldt was one of the handful of distillers that consistently rejected offers from the "The Whiskey Trust" to sell. As a result, the "Whiskey Trust" decided to take concerted action against Shufeldt. In 1888, a valve on a vat at the distillery was tampered with to the extent that would have caused an explosion. Only by luck was a worker able to spot the sabotage, but three months later the distillery was dynamited. The "Whiskey Trust" denied all knowledge of the incident, but eventually, in 1891, the secretary of the "Whiskey Trust", George J Gibson, was arrested and indicted by Federal authorities for attempting to sabotage the Shufeldt plant. After continual harassment, Henry H. Shufeldt capitulated and sold the distillery to the "Whiskey Trust" soon thereafter. In 1901 the distillery located at the corner of Chicago Avenue and Larrabee was closed. In 1906, Montgomery Ward purchased the closed distillery, removed all the equipment, and opened his first large-scale mail-order operation. That building and site remains today, owed by Groupon.



#### INTERIOR DESIGN:

The interior of H. H. Shufeldt Whiskey Co will attempt to create a late 1800 to early 1900 tavern feel with dark wood bar, mirrors behind the bar, period appropriate lighting and comfortable, but rustic wooden stools, chairs, and tables. A rectangular bar with a brass or metal step rail will be the focal point of the tasting room. The bar will be along the back wall of the tasting room. The tasting room will accommodate approximately 15 – 20 people, with three to four tables of 3 – 4 chairs and 4 – 5 stools at the bar.



#### HOURS OF OPERATION:

The H. H. Shufeldt Whiskey Co will open for tastings and bottle sales on Friday's between 5 pm and 10 pm, Saturday's between 5 pm and 10 pm and Sunday's between 3 pm and 9 pm.

#### EMPLOYEES:

At this time, the only employee shall be Bob Many, Founder, who will function as the bartender during normal working hours. Based on customer traffic, the owner may find it necessary to hire additional workers to bus tables, tend bar or act as an assistant manager.





#### INITIAL PRODUCT OFFERING:



The H. H. Shufeldt Whiskey Company will use **“The Whiskey Trust”** branding for all products, aligning the label name to a character that was involved in a leadership position of the Whiskey Trust. The only exception to this branding strategy is the Vodka that H. H. Shufeldt Whiskey Co will offer. It will be named after Jacob Carpenter, one of the first European settlers along the Fox River.

#### DRINK MENU:

The cocktails available in the tasting room will all feature H. H. Shufeldt Whiskey Co product. There will be approximately four unique, turn of the century cocktails made with each spirit. Classic cocktails such as a Manhattan, Old Fashion, and Whiskey Sour will be offered. Additionally, some unique cocktails such as the Montgomery Mule (variation on the Moscow Mule), the Ward Eight, Orange Blossom, Martinez, and John Daly will be server. In addition to cocktails, customers will be able to enjoy a three-whiskey flight, with a sample of each of the three whiskies. It is expected that each cocktail will contain 1.5 oz of spirit and additional mixers. The cost per cocktail is expected to be between \$10 and \$12 per drink





#### TARGET CUSTOMERS:

Our main target will be 35–60-year old's who enjoy whiskey or are looking for a unique social experience. Additionally, we will target small corporate events where the participants would like to create a unique social experience. We envision H. H. Shufeldt to be a place for the whiskey drinker/collector who has money and wants to find or sample unique whiskies with a great story. There is no such whiskey experience in Will County. With our Friday through Sunday hours of operation, we expect our patrons to consider H. H. Shufeldt Whiskey Co a destination experience. Also, we will work with local bars and restaurants to create private label offerings that will be sold through their establishments.

# H. H. Shufeldt Whiskey Company

## Cocktail Menu

All Cocktails - \$10.00

### Bourbon Whiskey Cocktails

#### Mint Julep

"A dram of spirituous liquor that has mint steeped in it"

#### Whiskey Sour

"Spirit, citrus and sugar—the original big three—combine to form the classic sour, one of the oldest types of cocktails."

#### Newton's Law

"Apple butter meets its match in bourbon"

#### Brown Derby

"A refreshing blend of bourbon, grapefruit juice and honey syrup."

### Rye Whiskey Cocktails

#### Manhattan

"Timeless and tasty—the very definition of what a cocktail should be."

#### Ward Eight

"A classic whiskey sour with a hint of grenadine, which adds a touch of sweetness."

#### Algonquin

"A light cocktail that is a perfect way to enjoy whiskey during the heat of summer."

#### Brown Eyed Girl

"A drink inspired by fast horses and oh-so-slow aged Rye Whiskey"

### Wheat Whiskey Cocktails

#### Old Fashioned

"Created at the Pendennis Club, in 1881 in Louisville, Kentucky, to honor of Colonel James E. Pepper, the prominent bourbon distiller"

#### Chicago Buck

"This 'buck' cocktail is an ode to Chicago's Irish community"

#### Gold Rush

"A Whiskey Sour with honey in place of sugar. The whiskey-honey combination transforms the cocktail's flavor and mouthfeel"

#### Orange Blossom

"During prohibition the orange blossom tippie was a popular drink. A tippie was sweet and citrusy."

### Gin Cocktails

#### Martini

"The Dry Martini took its current form around 1905, when the new order of the day was dry gin, dry vermouth."

#### Greyhound

"The Greyhound's first known mention in bartender and author Harry Craddock's 'Savoy Cocktail Book,' that was published in 1930, where Craddock instructed readers to make the no-frills Greyhound with gin, grapefruit and ice."

#### Martinez

"Created first in 1884 with equal parts gin and sweet vermouth, and bitters, this old-school variation of the Manhattan."

#### Bees Knees

"The Bee's Knees is a Prohibition-era cocktail featuring gin, lemon juice and honey. The phrase 'bee's knees' was popular slang for something excellent or outstanding."

### Vodka Cocktails

#### Cape Cod

"Tasty and refreshing, whether you're hanging out with the Daley's aboard a yacht or drinking with your friends on the patio."

#### Kentucky Mule

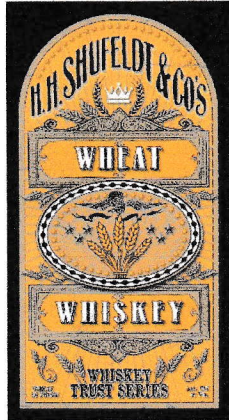
"Our version of the Moscow Mule that was born in 1941 and helped contribute to vodka's rise in America."

#### Gimlet

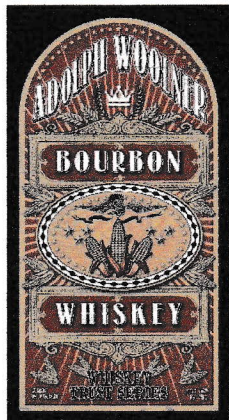
"Gimlet dates to the late 18th century when British sailors needed vitamin C to keep scurvy at bay. It should be two things and two things only: cold and strong."

#### John Daley

This boozy version of an Arnold Palmer is punily named for the golfer, John Daley, who is known to love a good drink.



**H. H. Shufeldt & Co's Wheat Whiskey**  
95% Wheat, 5% Barley  
95 Proof  
Distilled in Indiana  
Manufactured and bottled in Illinois



**Adolph Woolner Bourbon Whiskey**  
75% Corn, 21% Rye , 4% Barley  
95 Proof  
Distilled in Indiana  
Manufactured and bottled in Illinois





Rye Whiskey  
95% Rye 5% Barley  
95 Proof  
Distilled in Indiana  
Manufactured and bottled in Illinois



H. H. Shufeldt & Co's Imperial Gin  
80 Proof  
Distilled in Indiana  
Manufactured and bottled in Illinois



Joseph Carpenter Vodka

80 Proof

Distilled in Indiana

Manufactured and bottled in Illinois