



Mayor Wehrli and Members of the Liquor Commission:

Tasting Devine Cellars is a division of Lynfred Winery and has an establishment located at 21 W. Jefferson Avenue in Naperville's downtown. When the store was opened the establishment was granted an "S" liquor license and sold private label wine and had wine tastings. The establishment is less than 1500 square feet and when it opened had 20% of the premises dedicated to the sale of specialty foods. The S license has an annual fee of \$1,500.

More recently, Tasting Devine Cellars requested and was granted, a license to add tastings of small batch/craft whiskey. As a requirement of the new "S1" liquor license, the establishment increased the area dedicated to specialty foods to more than 40% of the premises and the license fee for S1 is \$3,600 annually – more than double the previous license.

Tasting Devine Cellars respectfully requests consideration for an amendment to the fee for the class S1 license. The municipal code caps the S1 licenses at one – so Tasting Devine Cellars is the only business in Naperville operating under this classification. The establishment does annual gross sales of approximately \$500,000 and has a \$3,600 license fee in comparison to Class B license holders doing business in the millions of dollars that have an annual fee of \$2,325, taverns pay \$2,625 and packaged liquor stores pay \$2,500.

As a small locally owned business operator, we are very happy to be a part of this wonderful community, but also like many small businesses, we operate at very small margins. Therefore, we respectfully request your consideration for an adjustment in the fee for the S1 liquor license that would be more in line with the limited size of our operation.

Thank you for your consideration,  
John Beckman  
Manager Tasting DeVine Cellars  
Lynfred Winery Brand Ambassador