

Tasting deVine Cellars is asking for a modification to our current Naperville "S" Class Liquor License (Specialty Wine Shop), or the creation of a subset within the "S" class or new license category.

Under the parameters of our current license, Tasting deVine Cellars is able to sell both Wine and Craft Beer for off-premise sales. We are also able to serve Wine only for on-premise consumption, and specifically Lynfred Wine Only.

As of May 2021, Tasting deVine Cellars has been a responsible partner in the Naperville business community for the past 16 years. Our team at Tasting deVine Cellars are all BASSET trained and certified. Our record over the past 16 years demonstrates we have been a responsible server of alcohol with no incidences or violations in regards to under age serving, purchases or over served patrons.

We are a small independently owned business trying to compete with the larger liquor establishments. Tasting deVine Cellars has a specialized product selection, we exclusively sell Lynfred wines and will continue this same philosophy and practice with additional product categories.

In an effort to rebrand and develop additional revenue streams we are requesting, proposing the following changes to our current City of Naperville "S" Class Liquor License:

1. The addition of Distilled Spirits (specifically Bourbon) to our retail sales of packaged goods for off-premise consumption.
2. The addition of Craft Beer and Distilled Spirits (specifically Bourbon) to our tasting on-premise consumption policy. With the following daily consumption per person limits:
  - a. Craft Beer: No more than 2 cans of Craft Beer
  - b. Distilled Spirits (specifically Bourbon): No more than 3 ounces
  - c. Guests will be allowed to consume **only one** category of alcohol (Wine, Craft Beer or Distilled Spirit) per day

To better understand our business under our current license; let me give you some perspective of our off-premise vs. on-premise sales. Off-premise sales are made up of our monthly Wine Clubs, and wine purchases (bottles & cases) by both club members and non-club members. It is our wine flights/glasses that we serve our guests that comprise our On-premise sales.

While 2020 is an anomaly due to the Covid pandemic, prior to the March 16<sup>th</sup> mandated shut down we were on target to realize double digit growth for the third year in a row. In 2019, Tasting deVine Cellars experienced it's best year in our 15 year history. The combination of our Wine Club and off-premise alcohol sales contributed to 72% of our annual sales, and 25% of those annual sales were from our on-premise sales.

If these proposed changes are granted to our City Liquor License, our intention is to work with local craft beer breweries while rotating our selection seasonally and maintaining a list of up to 10 to 12 different craft beers.

About 18 months ago our sister location, Tasting deVine in Wheaton established in 1999, with a similar business model & concept in that they sell and serve Lynfred Wine exclusively, was successful in adding Craft Beer to their liquor license for both tastings and package sales. Currently Tasting deVine - Wheaton is serving craft beer from Pollyanna, and this addition of Craft Beer has greatly supplemented their revenue and has enhanced their sales of both tastings and off-premise purchases of both wine and beer by attracting a new market of customers. The following is a group of breweries that we have identified that we plan to reach out and partner with:

1. Microphone Brewery, Elk Grove Village, IL
2. More Brewing Company, Villa Park, IL
3. Liquid Love. Brewery, Buffalo Grove, IL
4. We're Force Brewing Company, Plainfield, IL
5. Oswego Brewing Company, Oswego, IL

We are also purposing and asking for the addition of Bourbon to both our tasting and off-premise purchase offerings. Tastings we would like to create a list of both some fan favorites and unique rarer smaller batch bourbons that would also be available for off-premise purchase as well. I am currently working with two bourbon consultants in developing a Bourbon list.

In our proposal, we are asking for the ability to serve bourbon in either a flight or glass format. Flights would consist of 3 – 1 ounce pours and a glass would be 3 ounces. As mentioned earlier in this proposal, flight or glass guests would be limited to a combined total of 3 ounces per guest, per day. In working with two bourbon consultants we are looking to offer guests a list of 4 different preselected flights producing an overall list of 12 different Bourbons. Just like the beer selection we would be rotating the bourbon list seasonally.

In addition to our proposed changes to our City of Naperville Liquor License, our re-brand concept includes other exciting changes that we are looking implement:

1. The development of both a monthly Craft Beer Club and Bourbon Clubs subscription program to compliment our already existing wine club.
2. Additional food options for our guests to enjoy. Currently we offer our Cheese & Charcuterie board, Sweet & Savory (a Vegan Option), Marinated Olives, and our Chocolate Sampler. We are looking to introduce an assortment of baked Empanadas from Savory Crust, out of Carol Stream, IL – and personal/individual size pizza's from Professor Pizza out of Chicago, IL
3. The creation of a small Cheese Shop for off-premise consumption, similar to the business model used by Marche's in Glen Ellyn.

I would like to thank you for taking the time to consider these enhancements to our current liquor license and look forward to your feedback and continued support.