

February 15, 2019

Dear Bob,

I would like to request a change in the liquor license for the Vineyard Liquor store. We would like to change from a package license, which we currently have, to a combination on/off premise license in order to sell single glasses of specialty craft beers to our craft customers

As Jake has explained previously, we are hoping to encourage craft beer customers to travel to the Plano area, specifically our store, to experience new craft beers.

I truly appreciate you taking the time to consider this change to our current license.

Sincerely,



Valorie Norton

*owner*  
Vineyard Liquors.

Dear Bob,

We are looking to change our liquor license to a consumption combination license. We are interested in making this change so that we can offer our customers exciting new beer options. One of our main sources of revenue and means of distinction is our craft beer selection. We have grown this segment of our business since the beginning of the craft beer boom. Craft consumption has flattened out a little, but what really sets apart good craft retailers is carrying exciting, limited release offerings. We currently do this, but are lacking a competitive edge, as many beers are only released as a draft option. By installing a draft system and offering a single serving of beer for sale, we hope to draw customers who are wary of making the drive out to our store. We attract many of our craft beer customers from surrounding areas due to our breadth and depth of selection and knowledge. While customers come from a 20-30 mile radius, we think that we could increase the frequency of visits by having more unique offerings. A draft system would enable this. We also believe it would help grow our craft beer culture and increase the amount of time spent in store thus increasing sales.

This idea isn't ours' alone. There are many package liquor stores in the suburbs who have grown their craft beer business with a combination licenses including Hammar's East Side Liquors (Geneva), The Pride Store (St Charles), and Tuscan Sun Wine and Spirits (Hampshire). Along with traditional package stores that resemble our location, many grocery retailers have incorporated draft beer offering into their experience including Whole Foods and Mariano's. These retailers have proven the effectiveness of combination licenses and have inspired us to try and incorporate unique draft offerings to our customers.

In our years of business here, we've proven to be responsible liquor retailers. I hope you can see that this change of license will help grow our business responsibly and could even increase customer traffic in the area. I thank you for sitting down with me, and for considering our proposal. If you have any questions regarding our plans, please do not hesitate to contact me via email: [info@vineyardliquors.com](mailto:info@vineyardliquors.com) or by phone: 630-552-8878.

Sincerely,

Jake Norton