

ATTACHMENT G
Response from BevMo! to Opposition Letters

BevMo!

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January 21, 2013

County of Monterey Board of Supervisors
C/O: Dan Lister, Planning Division
168 W. Alisal St., 1st Floor
Salinas, CA 93901

**Re: Beverages and More, Inc. (BevMo!) – Carmel Rancho Blvd.
Request for Letter of Public Convenience or Necessity-Response to Letter of
Opposition**

Dear Honorable Board of Supervisors:

As you are aware, BevMo! has submitted an application for a determination of public convenience and necessity, which is required as part of our application for Type 21 ("Off-Sale General" for retail sales of beer, wine, and spirits) and Type 42 ("On-Sale Beer and Wine for Public Premises" for on-premises beer and wine tastings) California Department of Alcoholic Beverage Control ("ABC") liquor licenses. It has come to our attention that a letter in opposition to our application was submitted to the County, this letter is intended to address some of the issues outlined in that letter.

First and foremost, one of the concerns outlined in the letter of opposition relates to potential negative impacts of alcohol sales. We understand the sensitivity regarding the sale of alcohol at retail, and we, as outlined in our request letter dated November 19, 2012, take the responsible sale of alcohol very seriously. Without repeating the information provided in our November letter, we believe that our policies, which go above and beyond what the ABC requires and what most other retailers self-impose, go a long way in reducing many of the negative impacts that can occur with the retail sale of alcohol.

Second, the letter opposing our application correctly points out that, in the census tract at issue, only five off-premises retail licenses are allowed. A BevMo! Type 21 license would bring the total to six licenses in this census tract. However, of the five existing licensees, only one other retailer, Save Mart, operates a Type 21 license. The other four licensees operate Type 20 licenses, allowing only the sale of beer and wine. Compared to the five existing retailers, BevMo! offers a much broader selection with more than 600 types of beer (with a large selection of craft beers), more than 3,000 types of wine (with over 1,000 different California wines), and more than 1,200 different types of spirits. In addition, BevMo!'s selection of over 2,000 "& More" products, including fine cigars, fresh caviar, gourmet food items, high-end glassware, specialty non-alcoholic beverages, and other accessories, far exceeds the selection currently available at existing retailers, including Safeway and CVS Pharmacy (both holding the Type 21 license) in the adjacent census tract. BevMo! also offers online ordering and delivery (with careful policies for delivery to adults only). Ultimately, the breadth of selection, value, and

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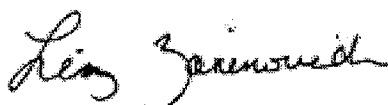
the service offered at BevMo! provides convenience to consumers that is not currently offered at other licensed retailers in the area.

BevMo! also seeks a Type 42 license which is required for the operation of our educational beer and wine tastings. On-premises consumption licenses are also over-concentrated in this census tract. However, of the eighteen existing on-premises licenses, eight are restaurants with Type 41 licenses ("On-Sale Beer and Wine for Bona Fide Eating Place), nine are restaurants with Type 47 licenses ("On-Sale General for Bona Fide Eating Place" allowing the restaurant to serve beer, wine, and spirits), and one is a private club with a Type 51 license ("Special On-Sale General"). None of the eighteen existing licensees holds a Type 42 license ("On-Sale Beer and Wine for Public Premises", allowing a premises that is not a restaurant to serve beer and wine only). More importantly, none of the existing licensees in this census tract offers the educational beer and wine tasting component, which includes employees with formal sommelier training, offered by BevMo!. While it is true that the surrounding area has a thriving wine industry with wine bars and tasting rooms for specific vineyards, no other retailer in the area offers the selection outlined above along with educational wine and beer tastings.

Permitting the sale of alcoholic beverages and offering tastings at this location will provide residents with a convenient new shopping experience with unparalleled selection and competitive pricing. Given the information provided and included in the enclosed "Who We Are/Who We Are Not" presentation, we respectfully request approval of our application for determination of public convenience or necessity.

If you have any questions, please feel free to contact me at (925)609-6153.

Sincerely,



Liz Zaninovich

BevMo!

Licensing/Permit Entitlement Specialist

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