

# Attachment A

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# Prim's

CARMEL GENERAL STORE

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September 5, 2018

Craig Smith  
Associate Planner  
County of Monterey – Resource Management Agency  
441 Schilling Place,  
Salinas, CA 93901



**Re: Prim's Carmel General Store – ABC License Application**

Dear Mr. Smith:

Prim's Carmel General Store specializes in products that represent Carmel's culture and lifestyle. As we all know, Carmel is a staple scene for high end classic automobiles, tourism, outdoor recreation, luxurious home living, spectacular food and, of course, local wine.

Our community is a hub for artisans and crafters who draw their inspiration and their ingredients from the bounty of our Central Coast. We are proud to partner with many talented local vendors like Big Sur Salts, Happy Girl Kitchen, Monterey Gold Honey and Shelby Hawthorne Glass to name but a few.

The inclusion of locally produced wines and hand-crafted beers would round out our selection of local offerings. It is impossible to showcase all that is Carmel without including some of the amazing beer and wine produced right here in our area. Allowing Prim's to sell locally crafted beer and wine from Monterey County, would be a tremendous benefit for some of the area's lesser known producers who otherwise are not represented in larger big box stores.

Prim's Carmel General Store is, itself, one of the few remaining locally owned retail stores on the Peninsula. As such, Prim's strives to sell items that can't be found online, unique products that define the very ethos that makes Carmel the great destination it is to live, visit and play. Adding wine and beer to our inventory would help us to stay relevant and set us apart from chain stores and online retailers.

Monterey County also benefits from the tax revenue local businesses generate. Making it difficult for brick and mortar businesses to survive is counterintuitive and has a negative impact on our local workforce, the community and our economy.

We appreciate your consideration and support. Please feel free to reach out to me directly should you wish to discuss. I can be reached at 760.534.3373.

Kindest regards,

Carmel Rancho General Store, Inc.  
Ini Ghidirmic, Esq.  
General Counsel

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