

Attachment B

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Joe and Renee Murillo
DBA Windmill Market
115 Monterey-Salinas Highway
Salinas, CA 93908

July 19, 2023

Monterey County Board of Supervisors
District 3-Supervisor Chris Lopez
168 West Alisal Street, 1st Floor
Salinas, CA 93901

Dear Mr. Lopez,

We are in the process of applying for a Type-20 Wine and Beer License from ABC and we wanted to share with you a bit about us, our history, and our future goals for Windmill Market.

We opened Windmill Market in July of 2021 with a plan of expanding from a simple outdoor fruit and vegetable stand to a natural foods grocery market.

Our mission is to provide our community with natural, organic, and healthy foods sourced from vendors who practice eco-positive farming methods in order to promote a well balanced and sustainable diet for our customers.

Our objective is to offer our local community quality fresh local and organic produce, fresh caught fish and seafood, organic and natural dairy foods, house made salsas and guacamole, homemade soups, freshly made juices and smoothies, freshly baked breads and pastries, gourmet specialty foods, grab and go salads, sandwiches and healthy snacks, locally grown fresh cut flowers, and of course due to popular demand a fine selection of gourmet wines and beer.

From June of 1995 until October of 2015 we owned and operated 'Pacifica Farmers Market' a 3500 sq ft natural foods grocery store in Pacifica, CA.

Within the first several years of business we added a full service fresh fish and natural fed free range meat department, four isles of metro shelving for gourmet specialty foods and natural grocery items, refrigeration for dairy, frozen foods and drinks, custom wood shelving for personal care, vitamins, and supplements, and custom wood shelving for gourmet wines and beer.

Due to many years of hard work and dedication to our local community 'Pacifica Farmers Market' received the following Awards:

- 1996 Pacifica Best Customer Service
- 1996 Pacifica Best Place To Buy Produce
- 1997 Pacifica Best Specialty Food Store
- 1998 Pacifica Best Specialty Food Store
- 1999 Pacifica Best Specialty Food Store
- 2000 Most Improved Business Award from the Pacifica Chamber of Commerce
- 2000 Honorary Awards Dinner with the Pacifica Chamber of Commerce President, Mary Brown and Pacifica Mayor Jim Vreeland
- 2007 Pacifica Responsible Alcohol Merchant Award
- 2009 California State Assembly Certificate in Recognition of our Commitment to Environmentally Sustainable Business Practices
- 2009 and 2010 Earth Day / Pacifica Beach Coalition Star of the Sea Award in Recognition of our Commitment to Protect our Natural Landscapes, Beaches, Open Spaces, and Neighborhoods
- 2014 Pacifica Best Place for Produce

We hope that you consider our expertise and success along with our dedication to our local community when making the decision to approve ABC-245 Public Convenience or Necessity.

We have always strived to honor customer requests and offering gourmet wines and beer at Windmill Market has been at the top of the customer request list!

Respectfully,



Joe and Renee Murillo



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