

We enjoy wine how it tastes how it is developed, grapes selected and how it is ultimately made. I'm bring 12 plus years of experience in the distribution as well as in the marketing and brand management. I have formatted an organically enriched business plan to revive and rejuvenate this historical community of diversity and possibilities.

Everyone should be able to enjoy fine wine regardless of their budget. This Wine Bar will be enriched in the history of the area in inhabits. I will be bringing a history of the wine and grapes as well as education on varieties providing a better understanding of what exactly wine is. This can begin an exciting journey as well as establishing identity in the community. Inclusive with the atmosphere of a diverse cultural changes within the community of Richmond Ca.

Experienced in the operations of the Wine Spirits and Craft beer Industry as well as Wine Cellar operations. I have enclosed my resume as well as business card for review. I am very excited to pioneer an old way of enjoying wine with the new age modifications of the new social era that evolves around us. I will be creating a nest of varieties, regions, appellations and blends to introduce to the eager patrons looking for the reprieve of the COVID19 fatigue we all find ourselves in. I expect and look forward to the small business boom ahead and relish the chance to be a part of it.

Over the past 12 years I have worked in the distribution and marketing. I have cultivated relationships with restaurants and wine buyers within this fast-paced industry. Together we are reaching a new point and have to pivot our focus to smaller community-based relationships.

Embracing the new restrictions and mandates without interrupting our fascination with wine or the consumer. I plan to bring the wine tasting experience to Richmond while being the catalyst to exceptional new brand development in the beverage industry.

Project Scope:

Simplicity. My business plan is an organically developed consumer-based business plan. A simple but selective wine flight menu and pairing. A Wine bar atmosphere with outside seating if possible that meets all food, health safety and COVID requirements.

I will work closely with my former distributor and winery connections to bring a high-end wine bar to Point Richmond at an affordable price point. I also want to incorporate the history of the community into my plan while injecting the elegant and modern sophistication of Napa wine tasting to the developing area.

I will be conducting a professional wine business. Following all ABC rules and regulations according to California liquor laws. Wine being considered food I have reviewed and will implement all safety health requirements. I will be storing wine on the property will be using cold fridge. I have attached information about

the portable dishwasher I will need to install. Interior and exterior décor will be updated and embellished upon approval.

I want to thank you in advance for the opportunity to make change and look forward to it.

