

From: [Mike Nilles](#)
To: [*CI-StPaul Contact-Council](#)
Subject: In favor of a new wine shop on St Paul's east side
Date: Wednesday, November 4, 2020 2:02:20 PM

Esteemed Council Member(s),

I am writing to encourage your support for a potential new wine shop on St Paul's east side, on the corner of Maria and 6th St. East. It is the site of the previous steak house "The Strip Club". My friend, Thomas Keim, has been operating his brewpub, Yoerg's, in that location for a couple years now. What he has done for that area and that building has been outstanding, and gives a classy touch to a sometimes neglected neighborhood. He and his partner, Carole Minogue, have an additional room and entrance where they would like to open a quaint little wine shop. I'm a friend of Tom's and have known him for over 45 years. He may be the most knowledgeable wine expert in the Twin Cities, as this has been his passion and profession for over 40 years. I visited him while he was living in Long Beach, CA in the early 2000s, where he operated a very successful wine shop that specialized in great wines for under \$15 a bottle. He is always looking for ways to find great values for customers, not just to sell wines that everyone else has. His friendly, helpful and people-friendly approach is the exact opposite of the stereotype of a "wine-snob". His wine shop's business model there (great wine, low prices and customer-friendly environment) was very successful and resulted in a few of his customers becoming franchise owners in other towns. I have been in several wine stores in the Twin Cities where I've been put off by the haughty attitude of the sellers. I guarantee that customers will never feel that way with Tom, and will find the experience of shopping there very enjoyable - and educational! He LOVES to talk - in a very engaging but accessible way - about his products.

In summary, I really believe that the lower east side can always use a little more charm, and Tom and Carole's wine shop will bring just that. Please consider his application as an opportunity for our community.

Kind regards,
Michael Nilles, resident of St. Paul for 63 years.