

Greetings St. Paul City Council:

I am writing to connect with you about the proposal being discussed changing the proximity rules of liquor stores in our city.

I am a family member of a multigenerational wine and liquor store, Perrier Wines & Liquors, located on the 600 block of Grand Ave. We are one of the oldest operating liquor store locations in the state.

We are extremely focused on promoting local products, cross marketing with other local businesses and hiring locally. We are also active in the community donating to fundraisers and volunteering our time and resources to events.

We are OPPOSED to changing the proximity rules for off premise liquor license in our city. The new proximity rule would obviously affect our business personally with a possible market share loss, however the consequences for our city seem far more severe.

Firstly, quick facts about liquor licenses/industry:

1. There are ONLY two types of license in our state for alcohol retail, One for full liquor sales and one for the ability to sell anything under 24% alcohol (there are simply too many overlapping product types especially with spirits made from grapes (brandy) wine made from fruit other than grapes, fortified wines, rice wines like Sake etc to have just a "wine only" license, as the term wine is open for interpretation
2. Liquor Stores make the most profit off wine sales and depend most on this product type to survive
3. Any National Grocer chain that can, will get a wine license in St. Paul causing a direct threat to our charming small mom and pops
4. An existing Liquor license can be purchased from one location and moved in the city. They do not run exclusively with the building they were utilized in
5. There are many liquor licenses being held that are not being utilized currently by a brick and mortar location and could be purchased

Below are our main concerns for our community with the suggested proposal:

1. **More liquor stores would be a strain on St. Paul's resources**, especially the police. Does St. Paul want to invest more resources patrolling, responding and protecting more liquor stores?
2. **Naturally, safety is another concern with more liquor stores.** The civil unrest is a good example that alcohol retail is a higher risk retail type than others. No one was looting the Yarn Store earlier this summer. We do everything we can from security, music, staffing and products offered to craft a family friendly neighborhood shop. Our customer demographic is diverse, but predominantly Mothers buying wine and Millennials who want to experience craft beers. Would new shops invest the time/resources we do into offering a friendly family environment? There is a reason liquor stores are not allowed in close proximity to schools. *More stores would equal more problems for the community.*
3. **Tax Revenue is unlikely to rise in our city if more outlets to purchase liquor are available. It did not rise a considerable amount after SUNDAY SALES were added.** Almost all of St. Paul residences have multiple liquor store options within close proximity to their home currently. It seems very unlikely more alcohol would be purchased, and demand would go up, simply because more stores are selling the product. it does seem likely however that customers would simply spread out their existing need among multiple outlets if more were present in the future.
4. **What does St. Paul want to be?** We are a small family business that supports and promotes other local family businesses with an extreme focus on local breweries. Does opening up our city, especially the Grand Ave Shopping District, to more liquor stores create an open invitation for big box stores? Is that what St. Paul wants to be? *We support seeing more diversity of local retail in our city in both the people who own the businesses and*

*the type of business.* Lastly, does inviting large box stores into our neighborhoods inspire more small businesses to move to our neighborhood?

In conclusion, we feel as a small family business that changing our proximity rule as a city will open up the floodgates to more alcohol retail stores. Which would be a strain to the cities resources WITHOUT generating more taxable dollars, a safety issue and would deter other small businesses from entering the area.

We thank you for your service to the community. Any suggestions you have for action we can take to support our cause would be extremely appreciated.

Sincerely,

Alison Perrier Briggs and The Perrier Family

Perrier Wines & Liquors  
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