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From: Jason Kallsen <jason@twincitieswine.com>

Sent: Wednesday, December 09, 2020 2:11 PM

To: #CI-StPaul\_Ward3 <Ward3@ci.stpaul.mn.us>

Cc: Harr, Stephanie (CI-StPaul) <Stephanie.Harr@ci.stpaul.mn.us>

Subject: Liquor/wine shop ordinance change

Think Before You Click: This email originated outside our organization.

Hi Chris -

Jason Kallsen here from Twin Cities Wine Education and The Wine Workshop.

As a professional wine educator in the Twin Cities for 25 years, as a resident of St. Paul for 25 years, and as someone who has worked in every single aspect of the wine industry from retail, to restaurant, to sales, to education, and as someone who for over ten years sold wine to many of the finest liquor stores in the area (including Thomas Liquors, First Grand Ave, Solo Vino, and many more) I want to be very clear IN SUPPORT OF THE PROPOSED CHANGE that would enable a handful of wine-only retail licenses to open up in St. Paul.

The proposed change would bring more of the curious wine consumers of the Twin Cities into St. Paul. It would enable innovation in an industry that resists change of any sort. It would help, not hurt, the existing liquor stores by making St. Paul into a wine retail destination. And it would set us apart from Minneapolis in a very cool way.

Fear of competition and ingrained protectionism is rampant in the liquor retail world. This proposed change, as written, shouldn't be seen by existing license holders as unfair. The real enemy are the big box stores owned outside of Minnesota (i.e. Total Wine), and collectively we can play David vs. Goliath by innovating and expanding wine store licenses in Saint Paul.

Reach out with any questions.

Thank you,

Jason Kallsen

Certified Sommelier (Court of Master Sommeliers) Founder and owner, Twin Cities Wine Education and The Wine Workshop