

**Project Description**  
**Total Wine and More**  
**4225 Rosewood Drive, Pleasanton, CA**  
9/6/16

**Proposed Use:** Finding of public convenience or necessity and permit to sell beer, wine and spirits for offsite consumption (ABC Type 21) and operate 3 separate tasting/education areas (ABC Type 42 License) within one of the nation's largest specialty retailers. In addition, an ABC Type 86 license is requested to instructional tasting by manufacturers and distributors.

Total Wine and More is unique in that it offers one of the largest assortments of wine and specialty spirits in the world. In addition, Total Wine and More offers consumers education about products at 3 separate tasting/education areas located within the store. The first location is a separate room that is set up as a classroom with seating for 30 – 40 people. Classes held in the room are formal sessions that have set times typically in the evenings during the weekdays and afternoons on the weekends. Classes do not go past 10 p.m.

There are two other tasting areas located in the sales area of the store. These areas are typically utilized for only a few hours each week. When tastings are offered, the area is sectioned off with a temporary barrier and a sign is posted stating only persons over the age of 21 may be inside the barrier. Customers are given tasting size portions of beer or wine. Tasting serving sizes for wine and beer are limited are less than 2 ounces per taste and no more than 8 ounces will be served to any one patron during a day. Cheese and crackers are provided at all educational classes.

**Store Hours of Operation:**

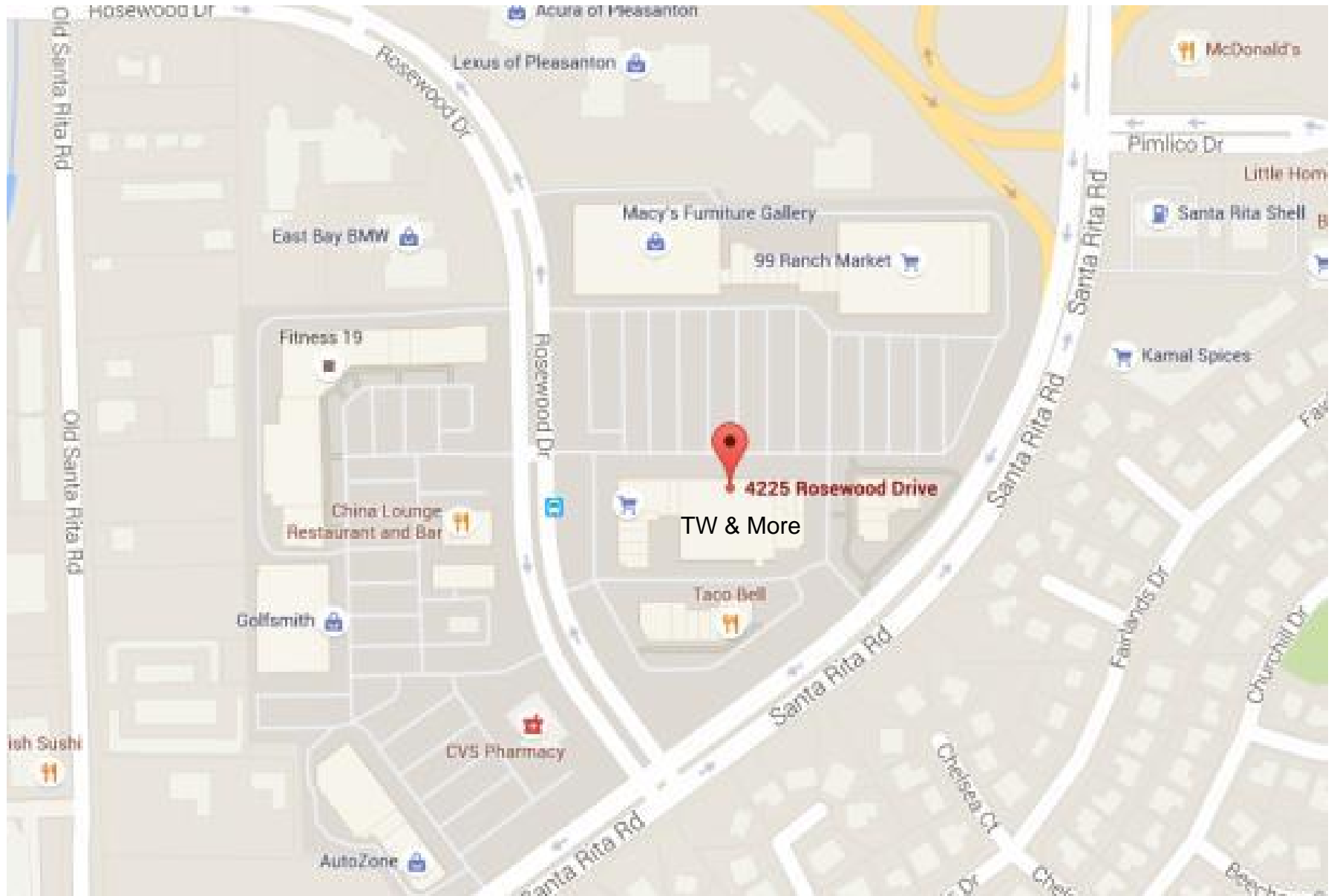
Monday – Saturday: 8:00 a.m. to 11:00 p.m.

Sundays: 8:00 a.m. to 9:00 p.m.

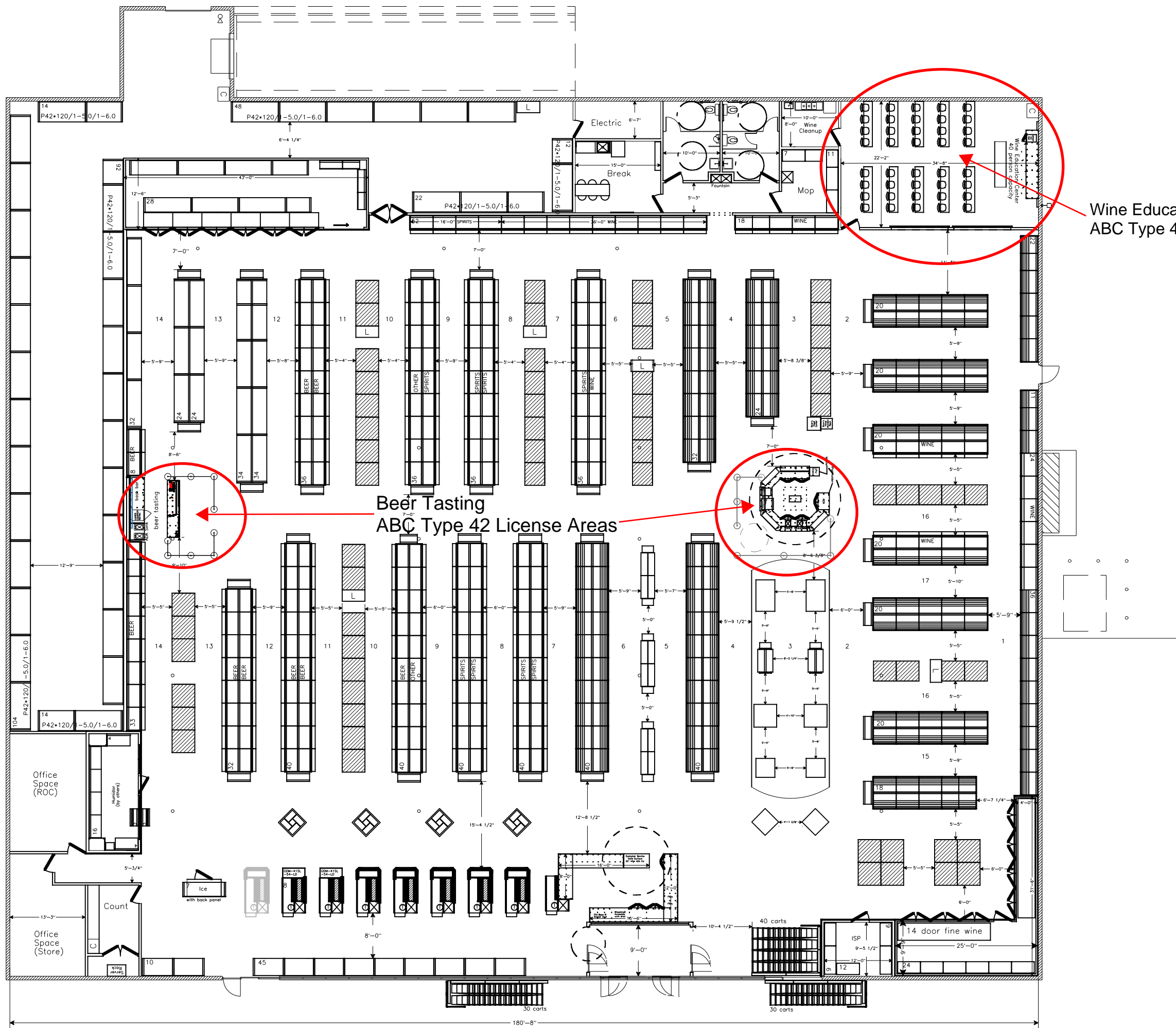
**Security Measures:** Surveillance cameras are located throughout the sales area as well as storage area. Employees go through a comprehensive corporate training program for alcohol sales.

**Average number of employees per shift:** 10 - 15

# Site Plan - Total Wine & More 4225 Rosewood Drive, Pleasanton, CA



# Total Wine & More Floor Plan 4225 Rosewood Drive Pleasanton, CA



Wine Education Center  
ABC Type 42 Licensed Area

Beer Tasting  
ABC Type 42 License Areas

27-Apr-16

**MODERN STORE**

Project Information/Legend

Store No	11xx
Center	
City	Pleasanton
State	CA

Fixtures	Target	Actual	+/-	% of target
Wine Rack LF	554	577	23	104%
Shelving LF	829	847	18	102%
wine shelving	155	154	-1	99%
spirits shelving	316	320	4	101%
beer shelving	274	297	23	108%
other shelving	84	76	-8	90%
Pallet Rack LF	138	156	18	113%
Gift LF	56	48	-8	86%
Floor Stacking LF	175-250	248		
Floor Stacking SF	700-1000	930		
Case Capacity		4,593		
Retail Storage (above 7') SF		4,225		
Case Capacity (4-High)		20,866		
Warehouse Rack SF		1,071		
Case Capacity (15-High)		19,833		
<b>Total Stock Capacity</b>		<b>45,292</b>		

Equipment	Target	Actual	+/-
Registers	8	8	0
Fine Wine Cooler Doors	14	14	0
Beer Cooler Doors	12	12	0
Carts (11m - 15m = 80; 15m+ = 100):			
Indoors	40	40	0
Outdoors	60	60	0
Total	100	100	0
Ladders	6	6	0
Computer Stations	6	6	0
Seats in Wine Ed. Center	40	40	0

Area Square Footage	Target	Actual	+/-
Building		28,426	
Retail		21,717	
Receiving		3,703	
Count Room (6' x 10')	60	122	62
Server Room (3' x 8')	24	39	15
In Store Pickup	150	129	-21
Beer Cooler (33'9" x 12'6")	422	542	120
Fine Wine Cooler (24'6" x 9'9")	239	335	96
Humidor (21'1" x 9'3")	195	208	13
Wine Ed Center w/ prep	760	876	116
Office Space - Store	80	257	177
Office Space - ROC	120	288	168
Service Rooms		849	
Front Width - LF		180'8"	

Aisle Standards:	Actual Verified
Aisle Type	10/7/10
Spirit to Spirit	77"
Wine to Wine	69"
Floor Stacking to Rack	65"
Cooler to Endcap	84"
Cooler to Shelving	72"

27 April 2016