

Grape Times Wine Bar and Bistro  
4469 Railroad Ave  
Pleasanton, CA 94566

**General Business Description**

The property is located in downtown Pleasanton one street South of Main. The surrounding businesses are Meadowlark Dairy, Round Table Pizza, and the Firehouse Performing Art Center. The previous business at this location was the San Francisco Cigar Company.

The business I am proposing is a Wine Bar and Bistro with the emphasis on serving local, premium wines. We will also be offering small plate appetizers, desserts, and espresso. It will be an upscale venue for small after work gatherings, business meetings, patrons of the Firehouse Art Center, Friday night concerts in the park and the many other annual events at Wayside Park on First Street. We would also be available for Chamber of Commerce mixers and Pleasanton Downtown Association events.

This business would complement the surrounding businesses and is consistent with the downtown area plan. The new wine bar will also help support downtown vitality as it relates to businesses located off of Main Street.

The space is approximately 1100 square feet. A small patio will be defined with fencing in the front and will seat 12. We estimate that the space will hold 30-40 seats including the patio. We plan to have two employees during business hours. There will be no commercial kitchen and no hot food prepared on-site. The hours of operation would be 11am-midnight seven days a week.

A draft of the menu is attached. I have also included a copy of my personal and professional bio.

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EXHIBIT B

## **DRAFT**

### **Soup of the Day**

### **Sandwich of the Day**

### **Seasonal Salad**

**Heirloom tomato, basil, goat cheese, balsamic dressing**

### **Thai Beef Salad**

**Grilled beef, romaine, radish, green onion, lime ginger dressing**

### **Grilled Chicken Salad**

**Grilled Chicken, Bibb Lettuce, Blanched Green Beans, Tomato, Grilled Mushrooms, Almonds, Red Wine Vinegar Dressing**

### **Olive Dish**

**Our special mixed marinated olives**

### **Spiced Nuts**

**Housemade sweet and hot spiced pecans**

### **Sliders**

**Kahlua Pork, Thai Beef, Chicken**

### **Meat and Cheese**

**All include fresh baguette**

### **Salami and Cheese plate**

**Hearty sliced salami with three domestic and imported cheeses**

### **Cheese Plate**

**Three hand selected domestic and imported cheeses**

### **Fruit Plate**

**Selection of fresh fruit with yogurt dip**

### **Combo Plate**

**Salami, cheese assortment and fresh fruit for a hearty appetite**

## **Desserts**

**Seasonal Fruit Crisp**

**Crème Brulee**

**Cheesecake**

**Chocolate Truffle Plate**

# Donna Flavetta

## Personal and Professional Background

### PERSONAL

I have lived in the Tri Valley since 1962 and have raised my children Mark and David here. My son Mark is the Vice President of Operations for my business, Elliston Vineyards, Inc. in Sunol, and lives at the winery with his wife and two children. David has worked for the companies I've had over the years and continues to be involved while maintaining a career outside the family businesses. In 2004 I moved to Pleasanton where I currently reside. We have enjoyed a wonderful life here in the Tri-Valley area.

### PROFESSIONAL

During my time as a business owner in the Tri-Valley, I have had the pleasure of being involved in many of our community organizations. I have served as the President of the Livermore Valley Winegrowers Association, President of the Livermore Valley Winegrowers Foundation, CEO of the Tri-Valley Convention and Visitors Bureau, Corporate Board Member for Valley Care Health System, Board Member of the Wine Institute, as well as serving on the Alameda County Board of Zoning Adjustments.

Having watched much of the growth in our valley, I enjoy being a part of its future. I have made wonderful connections through the years and have learned a great deal from the bright and talented people around me.

### EDUCATION

1976-1980

Foothill High School

1981-1983

Chabot College

*Business Management*

### EMPLOYMENT

1984-1992

*Preferred Banking Officer, Bank of America*

At Bank of America, I found wonderful opportunities for training and advancement. My training consisted of everything from customer service to financial analysis. I made my way through various positions within the company ending my eight-year career as a Preferred Banking Officer working with my own portfolio of clients. I was responsible for helping these clients with investments, loans, and overall portfolio management.

1992-present

*President - Elliston Vineyards, Inc.*

My family established Elliston Vineyards in 1982 on the property in Sunol where five generations of my family have lived. The business has been providing fine wines, weddings and other special event services for its customers for nearly 29 years. I purchased the Estate and business from my parents 19 years ago and have owned and operated it since then. As President of Elliston Vineyards I am responsible for the day-to-day operations of the company.

2000-2007

*President - The Pleasanton Spa*

The Pleasanton Spa was added to our group of businesses in July of 2000. In 2003 we moved our operation to a new location going from 2000 sq. ft to 6000 sq. ft. The Spa was sold in November of 2007 to allow me to focus on Elliston Vineyards.

2010-Present

Co-owner of the Sunol Railroad Café

~~In October of 2010, I opened a small breakfast and lunch café in Sunol. While~~ my partner continued to work his full time position with another company, it was my responsibility to manage the opening of the café. I successfully managed staff hiring and training, advertising and marketing, purchasing, as well as procedures and processes for day to day operations. We covered our opening costs within the first four months and are now showing a profit.

**Future**

My long time family business is now stabilized and rapidly moving forward. The new café has a well trained staff and the processes are in place to easily manage the day to day operations. I now look forward to continuing my family's history of entrepreneurship with the next project.

## Grape Times Wine List (Sample)

### Whites

**Half Glass    Bottle**

2006 Pinot Gris      Elliston      Range \$6-\$17

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2009 Chardonnay    Bent Creek

2009 White Blend    Ruby Hill

2010 Riesling      Fenestra

### Reds

2008 Pinot Noir      Cooked Vine

2008 Merlot          Stony Ridge

2008 Cab Sauv Res   Nottingham Cellars

2001 Cab Franc      Elliston

2007 Petit Sirah Res Concannon

2009 Red Blend      Ruby Hill

### Ports (3oz)

White Chocolate Port      Westover

California Reserve Port      Westover

### Champagne (by the bottle)

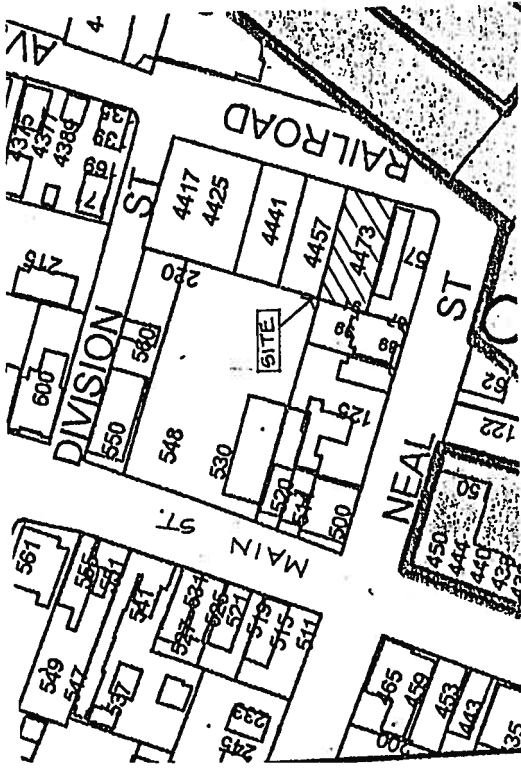
NV Champagne          Elliston

### Flights

Doug's Whites – Elliston, Bent Creek, Ruby Hill

Doug's Reds – Crooked Vine, Stony Ridge, Nottingham Cellars

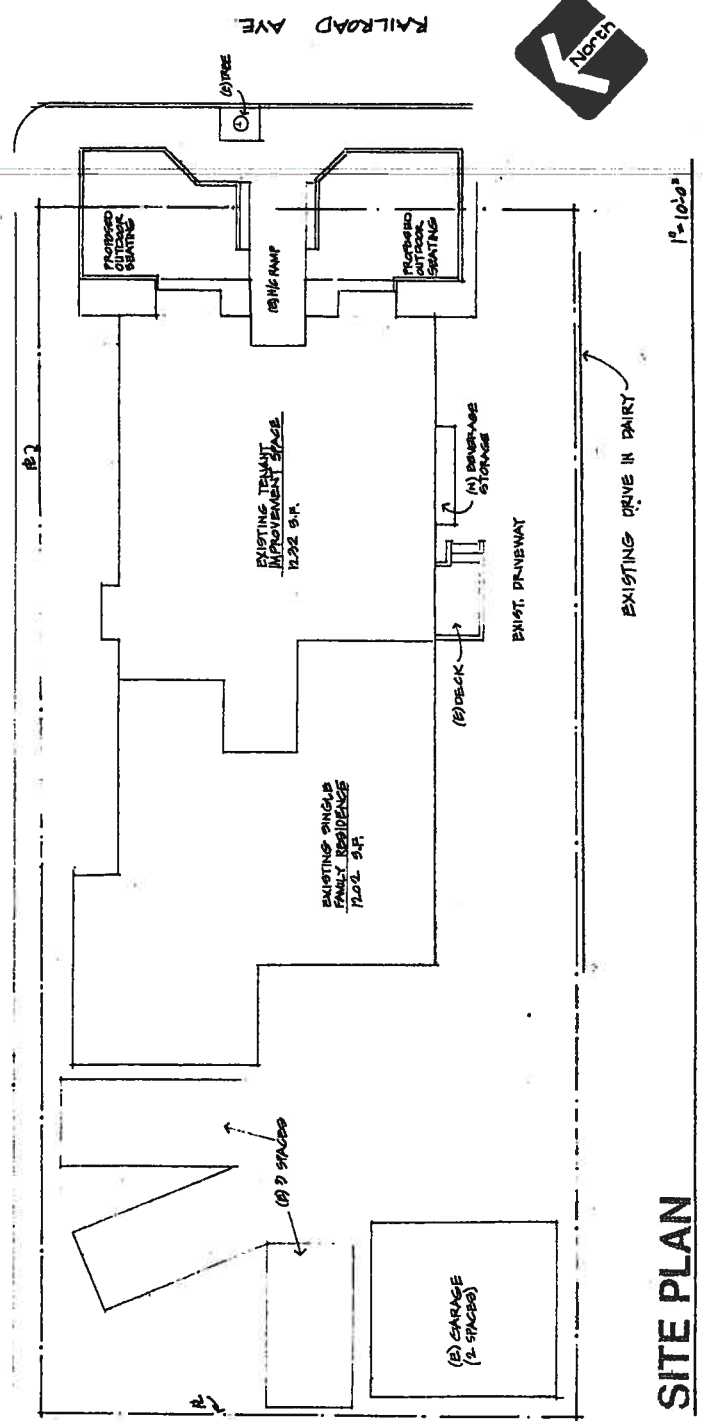
California Flight – Sonoma Wine, Central Coast, Sierra Foothills      TBD  
(These wines will be from outside the Livermore region and hand selected)



VICINITY PLAN 1" = 100'

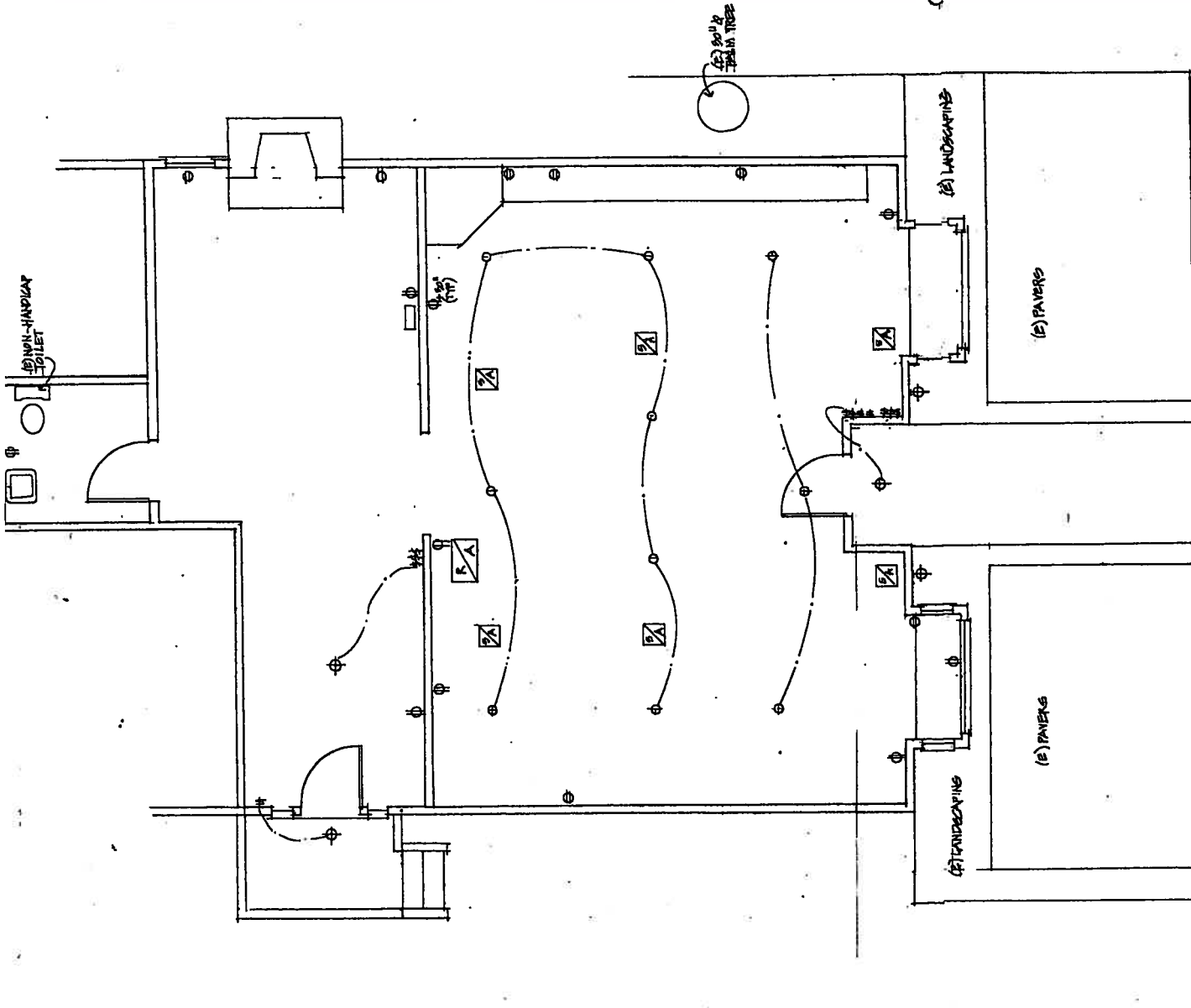
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EXIST. ACCESS ROAD



SITE PLAN 1" = 10'-0"

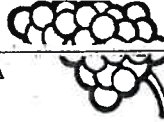
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Revisions	



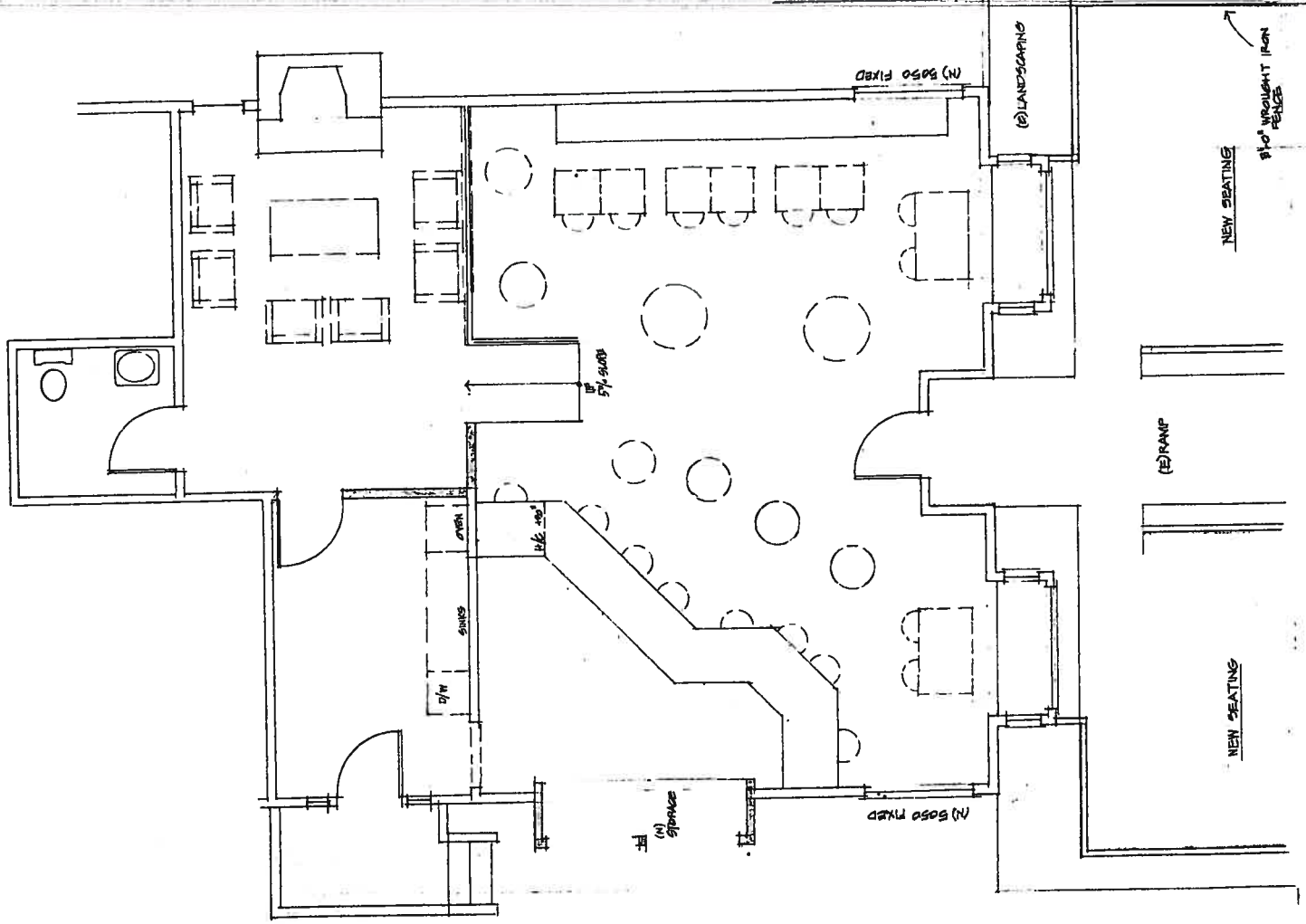
**EXISTING FLOOR PLAN**

1/4" = 1'-0"





Date	By	Job No.	Drawn	Revisions



1/4" = 1'-0"

1232 S.F.

FLOOR PLAN