

Applicant's Supporting Statement

The Cooler

Where good beer & good people go to chill

Proprietors

Jeff Botz, Eric Keyes & Arne Johnson

The Cooler will be a craft beer tavern offering some draft wine choices and a craft soda, or two, but mostly artisan, small batch craft beers. Our plan is to have 25 craft draft beer choices available to our guests. The concept should be a good fit for the downtown area providing quality, sought after craft beers to those in the area. We plan to also have a small amount of single bottles available for off-premise sales. Our thought is to be a place where someone can visit after work, or on their day off, have a glass or 2 of craft beer, and then perhaps get a bottle or 2 to take home. We also will be a place where someone can come in with food purchased at a local restaurant, or order something to be delivered, and enjoy their food with our craft beer selection.

We are applying for a type 42 liquor license. This license requires our tavern to only allow guests that are 21 years of age or older. We will not have a kitchen or serve food. Other examples of businesses similar to our concept that are currently operating in the Bay Area are:

City Beer Store
1168 Folsom St. #101
San Francisco, CA 94103
www.citybeerstore.com

Beer Revolution
464 3rd St.
Oakland, CA 94607
www.beer-revolution.com

Caps & Taps
6601 Dublin Blvd
Dublin, CA 94568
www.capsandtapsdublin.com

Beer Thirty
2504 S. Main St.
Soquel, CA 95073
www.bthirty.com

We plan to be open:

Sunday – Thursday from 11am to 11pm
Friday & Saturday from 11am to 12am

Eric and I will manage The Cooler. We each have 20+ years in restaurant management. My experience is largely with the craft beer brewpubs. We plan to employ a staff of 7 to 10 part time team members. Our plans call for an occupancy limit of 90 people. The bar top will have 17 seats and our floor plan will have 13 tables. We will have several TV's located around our floor space to allow our guests to enjoy sporting events at The Cooler. We plan to have the televisions on without sound to maintain a sports friendly environment without being thought of as a sports bar. Our vision is to be a destination for

those interested in craft beer, who might also like to follow a game. We will have background music that is controlled by the management to provide an enjoyable environment that allows for conversation. Our plan for signage is simply our name 'The Cooler' in a style similar to those businesses currently operating in our area. We will stay within parameters that apply to appropriate signage. We believe we will be a destination spot, so our signage will reflect more of a 'this is the place you are looking for' rather than a 'Hey, look at us!' Arne, Eric and I are excited about opening our spot in San Leandro. We have looked for several years for just the right space and location for our concept. It is our hope to add to the synergy that is happening in the downtown area in San Leandro.