

Alpine Standard – Retail Liquor License Proposal

- Triple JL Companies (DBA Alpine Standard – Chevron)
- Town of Alpine
- February 3, 2026



Who We Are

- Primary convenience store & fuel station in Alpine
- Serves local residents & seasonal tourists
- Includes a gift store with daily customer traffic
- Customers regularly ask for alcohol sales



Community Commitment

- Active member of the Top of the Rockies Club
- Support local organizations:
 - Local Food Bank
 - Animal Shelters
 - American Legion
- Sponsor & participate in community events:
 - Winter Jubilee Hot Dog Roast
 - Coney Classic
 - Casino Night (staff volunteers)



Purpose & Business Model

Integrate packaged
alcohol into
existing retail
space

Not a bar or
nightlife venue

Focus on beer,
wine, and spirits

Emphasis on
Wyoming-made &
regional products

Responsible
service with strict
compliance
policies

Sales & Industry Context

Alcohol typically represents 20–30% of total sales (fuel included)

-NACS (National Association of Convenience Stores)



Estimated alcohol sales: \$650,000 – \$820,000



Steady, predictable sales — not event-driven

Tax & Economic Impact

Alpine sales tax (5%):
\$32,800 – \$41,000 annually

Additional contributions:

– State liquor
excise taxes

– Property
taxes

– Payroll &
employment
taxes

– Licensing
fees

No new infrastructure or
public expense required

Community, Employment & Tourism Benefits

Community Impact:

- Keeps spending local
- Improves convenience for residents
- Supports year-round business stability

Employment & Tourism:

- Retains and supports local jobs
- Serves visitors staying in Alpine
- Encourages local shopping

Closing



- RESPONSIBLE,
LOCALLY INVESTED
BUSINESS



- STRENGTHENS
ALPINE'S ECONOMY



- EMPLOYS LOCAL
RESIDENTS



- ACTIVELY
REINVESTS IN THE
COMMUNITY



THANK YOU FOR
YOUR TIME AND
CONSIDERATION



QUESTIONS
WELCOME