



1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • T 925.609.6074 • F 925.798.7150 • www.bevmo.com

September 2, 2021

Town of Los Gatos  
Community Development Department  
110 E. Main St.  
Los Gatos, CA 95030  
Attention: Erin Walters

*Submitted Via Online System*

**RE: Beverages & More, Inc. 636 Blossom Hill Road, Los Gatos CA 95032  
Application for Conditional Use Permit U-21-016  
Detail of Community Outreach**

Dear Ms. Walters:

As a result of social distancing and Covid protocols, in person meetings were not held with individual neighbors. I have contacted all of the adjacent or abutting tenants/property owners and provided my contact information along with a description and outline of the business and proposed timeline for operation.

I indicated in my correspondence that I am available to meet, as requested by any person having questions or wishing further information. A sample of the letter sent to each neighbor is attached as Attachment 1.

1. (a) The parties contacted include:
  - Both abutting commercial car dealership neighbors,
  - The retail and commercial tenants located directly north across the street in the multi-tenant building,
  - The property owners of the other three commercial corners and
  - All of the residential neighbors/owners and occupants fronting onto Blossom Hill Road north to Oak Rim Way.
  - A list of the neighbors who were sent a letter is included below.
- (b) Of all the letters and outreach completed only one resident responded with questions via email. Mr. David Yu, a resident living on Blossom Hill Road, contacted me via email and we exchanged a series of emails on questions he had. The complete exchange is included as Attachment 2.
- (c) No neighbors were not contacted.  
Letter sent to each individual address via US Postal Service First Class Mail, noted above on July 20, 2021, and July 21, 2021.
- (d) In addition, as a follow-up to my July 20/21, 2021 letter noted above, I have also posted the front of the storefront with the required State of California, Department

of Alcoholic Beverage Control Notice indicating that Beverages & More, Inc, has applied for a Type 21, 42 and 86 license to be used at 636 Blossom Hill Road. The posting was placed in the storefront on August 30, 2021 and will remain up for a minimum of thirty (30) consecutive days.

Please call if additional information is needed.

Sincerely,  
Beverages & More, Inc.

/s/ Greg Endom

Greg Endom  
925-550-8082

**Beverages & More, Inc. 636 Blossom Hill Road, Los Gatos CA 95032**  
**Application for Conditional Use Permit U-21-016**  
**Detail of Community Outreach**

The specific parties contacted by letter on July 20-21, 2021 were:

- 657 Blossom Hill Road, Los Gatos, CA 95032
- 653 Blossom Hill Road, Los Gatos, CA 95032
- 637 Blossom Hill Road, Los Gatos, CA 95032
- 649 Blossom Hill Road, Los Gatos, CA 95032
- 645 Blossom Hill Road, Los Gatos, CA 95032
- 641 Blossom Hill Road, Los Gatos, CA 95032
- 633 Blossom Hill Road, Los Gatos, CA 95032
- 625 Blossom Hill Road, Los Gatos, CA 95032
- 627 Blossom Hill Road, Los Gatos, CA 95032
- 663 Blossom Hill Road, Suite 200, Los Gatos, CA 95032
- 15991 Los Gatos Blvd., Bldg. 3, Los Gatos, CA 95032
- 681 Blossom Hill Road. #1, Los Gatos, CA 95032
- 681 Blossom Hill Road, #102, Los Gatos, CA 95032
- 16151 Los Gatos Blvd., Los Gatos, CA 95032
- 620 Blossom Hill Blvd., Los Gatos, CA 95032
- 105 Stoneybrook Road, Los Gatos, CA 95032
- 100 Oak Rim Way, # 1, Los Gatos, CA 95032
- 100 Oak Rim Way, # 2, Los Gatos, CA 95032
- 100 Oak Rim Way, # 3, Los Gatos, CA 95032
- 100 Oak Rim Way, # 4, Los Gatos, CA 95032
- 100 Oak Rim Way, # 5, Los Gatos, CA 95032
- 100 Oak Rim Way, # 6, Los Gatos, CA 95032
- 100 Oak Rim Way, # 7, Los Gatos, CA 95032
- 100 Oak Rim Way, # 8, Los Gatos, CA 95032
- 100 Oak Rim Way, # 9, Los Gatos, CA 95032
- 100 Oak Rim Way, # 10, Los Gatos, CA 95032
- 100 Oak Rim Way, # 11, Los Gatos, CA 95032
- 100 Oak Rim Way, # 12, Los Gatos, CA 95032



Attachment 1- Sample of Letter  
mailed to Neighbors 7-21-20

1401 Willow Pass Rd, Suite 900 • Concord, California 94520 • Direct 925.609.6031 F 925.798.7150 • [www.bevmo.com](http://www.bevmo.com)

July 21, 2021

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Los Gatos, CA 95032

Dear

I want to introduce myself. My name is Greg Endom. I am overseeing the work to establish a new BevMo! in the former Pier 1 space located in the Blossom Hill Pavilion Shopping Center.

I wanted to reach out to you as one of my future neighbors to introduce myself and the future business and provide my name and contact info should you have any questions about our project.

The future BevMo! will offer a convenient and unique store for local residents to browse an extensive inventory of wine, spirits, beer, gourmet food, everyday convenience items and related items such as glassware and other wine accessories, not easily found elsewhere. In fact, with the recent addition of an enhanced delivery systems that will deliver a customers' online order within 30 minutes of it being placed, BevMo has expanded its "&more" department to include a wide assortment of food items, non-alcoholic drinks, dairy items, snacks, everyday food staples, non-prescription medicines and other everyday household essentials. In addition, BevMo! offers over 3,000 wines (1,000 from California), 1,200 specialty spirits, 600 beers including many "craft" and imported beers.

The store will be open for in-store shopping similar hours to the other surrounding retail supermarket business, opening around 7:00 AM and closing around 11:00 PM. These hours will flex during the time of year with possible less hours during January to October and the fuller hours during the holiday times. In addition, the store will offer a 30-minute delivery of online orders year-round, in the immediate area on a 24-hour basis for a \$2.00 per order fee. Similar to other BevMo stores, this store will offer an education tasting program from time to time highlighting new products or holiday releases. BevMo! operates the tasting program in a manner consistent with educating the customer—it is not intended to be a bar or lounge atmosphere. No seating in the tasting areas will be provided. Sample sizes (1oz samples of beer and wine, and a maximum of three ¼ oz samples of spirits samples per customer) and hours for tastings are limited (typically tastings are conducted on Friday evening and Saturday afternoon, with occasional tastings during the week). In addition, we will offer private scheduled tastings for future wedding and corporate event planning.

BevMo! is committed to the responsible marketing of alcoholic beverage products, which is demonstrated by:

- 1) Our company policy prohibiting the sale of cigarettes and products of abuse (such as 40 oz. of malt liquor, low-priced, and screw-top fortified wines.
- 2) Our company policy prohibits the use of video or pinball games, sales of pornographic literature, pay telephones, lottery tickets, newspaper stands and other items that would encourage loitering or minors patronizing the store.
- 3) Our company posts and maintains a professional quality sign stating, "No Loitering", "No public drinking of alcoholic beverages", and "Stop you must be 21 to enter unless accompanied by an adult".
- 4) It is store policy to request identification for anyone who appears to be under the age of 50.
- 5) We operate our own decoy sale-to-minor program and implement extensive ID check training of our employees.

Our policies have led to an excellent track record with the California Department of Alcoholic Beverage Control.

In establishing the store, no changes are planned to the exterior of the existing Pier 1 space. We will remodel the interior of the existing building. The planned opening is late in 2021 or early 2022.

I look forward to meeting you on a one on one basis and am available to answer any questions you may have about our future business.

All the best.

Beverages & More, Inc.



Greg Endom  
[endomg@bevmo.com](mailto:endomg@bevmo.com)  
925-550-8082



Greg Endom

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**From:** David Y <david.yu@gmail.com>  
**Sent:** Saturday, August 07, 2021 7:53 AM  
**To:** Greg Endom  
**Subject:** Re: BevMo in Los Gatos: Question regarding delivery hours and hours of operation

Hi Greg,

Thanks for answering my questions and taking those concerns seriously. I appreciate it. Your response has been helpful to understand what type of business BevMo is and how it's and will be run. There may always be some start up problems when moving into a new location. Are you the best point of contact if there are noise issues that need to be addressed?

David



On Wed, Aug 4, 2021 at 11:20 AM Greg Endom <[endomg@bevm.com](mailto:endomg@bevm.com)> wrote:

David:

Sorry it took a while to respond. I wanted to do some research on your questions.

With regards to BevMo's Delivery partners, while we have in the past used Door Dash, Instacart and others for delivery, going forward we will be focused on using drivers via our parent company Go Brands. While they are still contract divers, they commit to shifts for delivery and prefer to deliver for us as the delivery distances are short and reliable compared to an Uber trips which could take someone far out of their neighborhood. With the Go Brands drivers, we train and verify them on procedures and processes for general delivery activities as well as the delivery of alcoholic products. Any violation by a driver in the delivery of alcohol goes against the licensee BevMo! so it is important that we have reliable, trained drivers partnering with us on the delivery side. Overall delivery volumes seem to lessen after alcohol can no longer be sold at 2:00 AM but even then we have fewer orders later in the evening. In urban settings like Los Angeles, or San Francisco, the order pattern is very different.

We have opened a number of similar facilities. The sales amounts are low but we see the greatest share of orders from 8:00 to 11:00 PM, and then it tails off. You are correct that we will have people in the store longer hours than the actual "open to the public" hours to organize stock and fill orders. While the goal of each location is to have the right to operate 24 hours for deliveries, demand for most suburban locations is not at the 24 hour range and operating hours are adjusted to what customers are seeking, now something less than a full 24 hour schedule. While employees are in the store after closing hours to the public, they are

also doing usual inventory task (stocking, arranging product) which frees them up during open to the public hours to assist customers. We have also found that with employees in the store longer hours, this dissuades individuals from "hanging out" in the parking lot after hours, reducing loitering, graffiti and vandalism.

Deliveries occur during limited daytime hours, usually early morning (7:00 AM-9:00 AM) and during the weekdays only. There will be no evening or nighttime deliveries. You are correct that there will be specific conditions on hours for delivery and while many retailers stretch these requirements, BevMo!, like many of its other operating principles, strictly adheres to the requirements of the local government.

It is in our nature given our responsibility to be a professional, responsible beverage retailer.

We have done everything we can to distance ourselves from the traditional "liquor store" image.

We do that by

- Not offering problem products for sale (pornography, newspapers, cigarettes, cheap fortified wines),
- Increased our staff training (we have our own internal secret shopper program) as well as our
- Hiring practices (we only hire those over 21 years of age (as opposed to hiring folks 18-21). This reduces peer pressure and the possibility of sales to minors.
- We also have an electronic age verification system that is strictly followed to take the guesswork and discretion out of guessing someone's age.

David, I have tried to answer your questions but welcome an opportunity to meet if needed for further dialog. We do not have a mountain of data on delivery patterns, having only started this program in February March, and the numbers are pretty small. I hate to quote these as they may or may not be representative of a mature store or a specific location.

Stay safe.

Greg

Greg Endom



YOUR NEIGHBORHOOD BEVERAGE STORE

**Senior Vice President**

1401 Willow Pass Rd.

9<sup>th</sup> Floor

Concord, CA 94520

T: 925-609-6031

[www.bevmo.com](http://www.bevmo.com)

[endomg@bevmo.com](mailto:endomg@bevmo.com)

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**From:** David Y

**Sent:** Saturday, July 31, 2021 2:35 PM

**To:** Greg Endom <[endomg@bevmo.com](mailto:endomg@bevmo.com)>

**Subject:** Re: BevMo in Los Gatos: Question regarding delivery hours and hours of operation

Hi Greg,

Thanks for getting back to me so quickly.

There is no need to speak with the property owner in regards to trash pickup or power washing the parking lot. I brought those up as past examples of late night/early morning noise concerns. With the drought in CA, no one is power washing their parking lots anytime soon.

The main concern is noise between 11pm to 6am. Some additional questions in regards to the hours for your delivery service. I'm assuming BevMo is partnering up with services such as Instacart, DoorDash, GrubHub for the delivery service? Or does BevMo employ their own delivery drivers? It sounds like BevMo will run a 24 hour convenience store. While your store is not open to the general public, it is still operational in some capacity. Is it possible to share some delivery data from other



stores similar in size? I don't want to assume there is a lot of demand for deliveries of alcoholic (up to 2am) or non-alcoholic items (24/7), but this is the unknown factor. If there is a lot of demand, there will be consistent traffic coming and leaving the square at all hours.

The other major concern is how often the store itself receives delivery and the hours the delivery takes place. Delivery trucks are loud (opening or doors, banging of the lifts, blaring music). I'm guessing this part will be mandated in the CUP, but not all stores adhere to those mandated delivery hours in the CUP.

Regards,

David

On Thu, Jul 29, 2021 at 12:42 PM Greg Endom <[endomg@bevmo.com](mailto:endomg@bevmo.com)> wrote:

David:

Let me try and address your questions...

Yes, in the application (and the letter I sent to you) I noted the hours were 7:00 AM to 11:00 PM. When I seek approval from a local municipality, I have found it to be simpler to show the possible maximum holiday hours rather than break it up by season.

Our general plan is to operate from 9:00 AM to 9 or 10:00 PM during the majority of the year much like the Cambrian store does). Then in November we start to extend our hours based upon the holiday shopping patterns, finishing up on January 1, when we revert back to the regular 9 to 9 hours. Since Starbucks was in the center and opens early, I did not think 7:00 AM would be a problem. I believe they open at 6:00 AM. David, there was no intent to be open materially different hours than the nearby retailers, only to simplify the application and provide for the holiday period.

My notes indicate that Lunardi's opens at 7:00 AM, along with Nob Hill, Rite Aid and CVS. Whole Foods opens at 8:00 AM. With our 9:00 to 9:00 hours for the bulk of the year, this will actually be less than these retailers. I was not able to see what hours they operate during the holidays but my guess is they extend a little bit as we do.

Deliveries of alcohol can occur up to 2:00 AM as allowed by State law. While not the bulk of the business by any means, the busiest time is up to 10:00 pm, (maybe 35 deliveries between 5:00 PM and 10:00 PM). It is our plan to offer deliveries of non-alcohol products (snacks, ice cream, over the counter medicine 24 hours per day as I indicated in my letter. The reality is that business tails off around 3-3:30AM. Our delivery area around each store is limited to a 10-13 minute drive from the store so not a wide range and really only serving the local residents.

With regards to deliveries, we have the flexibility to schedule them at hours that work for our neighbors. Typically they come in the morning, after 7:00 AM, and generally occur during the week (except for deliveries of ice during the summer months, occasionally on the weekends. We do not do any power washing nor set up trash pickup. I can relay that to the property owner to see if they have some flexibility in their scheduling.

I hope I have addressed your questions. If you would like to meet face to face, I can come down to the center, at your convenience.

Greg

Greg Endom



**Senior Vice President**

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**From:** David Y

**Sent:** Wednesday, July 28, 2021 11:16 PM

**To:** Greg Endom <[endomg@bevmo.com](mailto:endomg@bevmo.com)>

**Subject:** BevMo in Los Gatos: Question regarding delivery hours and hours of operation

Hi Greg,

I received a letter from you in regards to BevMo taking over space that used to belong to Pier 1. Your letter states that the hours of operation will be from 7:00 AM to 11:00 PM. If this is the store hours, when are the delivery hours? I live directly across the street from Blossom Hill Pavilion. Homeowners have had issues in the past in regards to being woken up to loud sounds for early morning delivery, garbage trucks and power washing.

The local grocery stores (Safeway, Whole Foods, Lanardi's) open at 8am and close at 10pm, despite your letter stating otherwise. The BevMo in Cambrian Park opens at 9am and closes at 9pm Mo-Thu and 9am to 10pm Fri, Sat and 9am to 8pm Sun. What was the decision behind the LG location to open at 7am and close at 11pm? Are these hours store hours or general public hours? All your local competitors in the area that sells alcohol have hours shorter than your proposed hours. (i.e. Enoteca Direct off of N Santa Cruz hours are mostly 10am to 7pm). Of course I understand that your competitors are small businesses versus BevMo a large chain company, but the letter I received seems to indicate everyone has similar hours yet this is not the case.

The CUP application submitted in April states that delivery through your app or online runs from 6am to 2am? Does this mean there is traffic constantly coming and leaving from your store in regards to delivery?

Regards,

David