

Forked River Brewing Corporation

3/4/16/17 – 45 Pacific Court
London, ON
N5V 3N4
519-913-2337
www.forkedriverbrewing.com



February 17, 2015

Cathy Saunders, City Clerk
City of London
300 Dufferin Avenue
London Ontario PO BOX 5035 N6A 4L9

Dear Ms. Saunders:

Forked River Brewing Corporation would like to make a request to the Corporate Services Committee. We currently operate our brewery at 45 Pacific Court, part of our operation is an onsite retail store which through the AGCO licensing allows us to sell beer manufactured by Forked River onsite directly to customers. Through this onsite retail store we get a significant number of customers, both local and from out of town who come to buy beer from us as well as even tour the brewery. As this is becoming more of a destination for customer's one option which we have not pursued until now, mainly due to staffing and having a proper retail space, is to get what is called a "By The Glass" or Limited Liquor Sales license from the AGCO which allows Forked River to sell 12oz (less than a full pint) beers to customers onsite. This is a great way to boost the experience for the customer as potentially a significant new revenue source for Forked River Brewing.

Below what the AGCO requires from the Municipality for our application. In addition I have also copied a link to the formal application via the AGCO.

Municipal Resolution

Written notice from the Council of the Municipality within which the applicant's manufacturing site is located confirming that it has passed a resolution in support of the issuance of the licence.

http://www.agco.on.ca/en/whatwedo/licence_bytheglass.aspx

In the spirit of openness, this limited liquor sales license or "by the glass" has limited hours of operation (11am - 9pm), we cannot sell other brewery's beer or spirits of any type and we are limited by serving size. Also all servers must be Ontario SmartServe approved. We are NOT looking to create a bar atmosphere for customers to come and drink, nor is it a discount place to drink (infact it will likely be comparatively expensive as compared to other licensee locations). This is for the experience of the customer and has the side benefit for opening up options for Forked River Brewing to host small events at the brewery and sell servings of beer without the need to operate with a SOP (Special Occasion Permit).

If you have any questions about what we are proposing I am available anytime to talk by phone or email. Or if needed I can meet almost anytime as well. Thank you for taking the time to review this and I look forward to hearing back from you.

Sincerely,

David Reed P. Eng
Mobile 519-630-4756 | dave@forkedriverbrewing.com
President Forked River Brewing Corporation