

ET VOILA

1 GOVERNMENT OF THE DISTRICT OF COLUMBIA
 2 ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
 3 ALCOHOLIC BEVERAGE CONTROL BOARD

5 - - - - -X

6 IN THE MATTER OF: :

7 A Modo Mio, Inc.
 8 t/a Et Voila
 9 5120 MacArthur Boulevard NW

10 License Number 78332

11 Retailer CR

12 ANC 3D

13 FACT FINDING HEARING

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15 Wednesday July 27, 2016

16 Whereupon, the above referenced matter came on for
 17 hearing at the Alcoholic Beverage Control Board, Reeves
 18 Center, 2000 14th Street, N.W., Suite 400S, Washington,
 19 D.C. 20009.

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 21
 22

ET VOILA

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2 CHAIRPERSON:

3 DONOVAN W. ANDERSON, Presiding

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5 OTHER PERSONS PRESENT:

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7 RUTHANNE MILLER, BOARD MEMBER

8 JAMES SHORT, BOARD MEMBER

9 MIKE SILVERSTEIN, BOARD MEMBER

10 NICK ALBERTI, BOARD MEMBER

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1 P R O C E E D I N G S

2 CHAIRPERSON ANDERSON: So the next case on
3 our calendar is that we have a fact finding hearing for
4 Et Voila, License Number 78332. Would the parties
5 please approach and identify themselves for the record.

6 MR. KLINE: Good afternoon. Andrew Kline
7 for the applicant.

8 CHAIRPERSON ANDERSON: Good afternoon,
9 Mr. Kline.

10 MR. PERO: Good afternoon. My name is
11 Craldo Pero. I'm the owner and chef of Et Voila
12 Restaurant.

13 CHAIRPERSON ANDERSON: All right. I just --
14 and I'm -- and please do not take this the wrong way,
15 sir. I just want to make sure that you have -- do you
16 have a strong command of the English language? Do you
17 need to have a translator, or are you fully capable of
18 understanding and speaking English?

19 MR. PERO: Yes, I do.

20 CHAIRPERSON ANDERSON: You do. And -- all
21 right. I just want to make sure. I'm not -- I don't
22 want you to think that because you speak with an accent

1 that -- that I'm making assumptions. But The Board has
2 to make sure that -- I know that you have an attorney.
3 But The Board also have to make sure that you understand
4 what we're saying. Okay?

5 MR. PERO: Yes, sir.

6 CHAIRPERSON ANDERSON: All right. Thank
7 you. All right. And I'm not sure where to start. So
8 maybe you can explain -- you can explain to us what it
9 is that you are requesting and then The Board will then
10 ask some questions based on your -- your representation.
11 I mean this is your opportunity to explain, and then I
12 know that The Board members have questions. But you can
13 start it off by explaining to us, sir.

14 MR. KLINE: Sure. I'll give you an
15 overview, and I'm sure The Board will have questions
16 based upon that overview and based upon the application.
17 This restaurant has operated for eight years. Its been
18 operated by Mr. Pero at this location. He saw an
19 opportunity to expand, and he negotiated with the
20 landlord the ability to expand the premises and is
21 seeking approval of substantial change. And I think why
22 we're here today is also a request for a wine pub permit

1 which would give him the ability to make wine in the
2 premises. He can tell you that his family has a long
3 history of restaurateurs and wine making. This would
4 continue a tradition in his family, and the thought is
5 that the addition of wine making facilities in the
6 premises will serve two purposes. One is obviously the
7 production of wine that -- that could then be sold; and
8 second, as an attraction to patrons who -- I mean wine
9 making is -- is pretty novel in the district at this
10 point. And it's thought that having the facilities and
11 having -- being able to advertise that wine is made on
12 the premises will give him marketing opportunities that
13 might not otherwise exist and have other potential
14 clients visit -- visit the premises.

15 He's starting out with small capacity to see
16 what demand there will be for -- for the wine making.
17 We passed up a packet which includes the press that
18 he -- some information on the press that he intends to
19 buy and install on the premises as well as a diagram of
20 the premises which lays out the wine making area.
21 You'll see it's a reasonably significant area in the
22 middle of the basement area. So I mean he's got to

1 devote a portion of the real estate to this use as all
2 operators do who seek from you either wine pub permits
3 or -- or I meant beer -- beer pub permits or wine pub
4 permits. And obviously if you're going to be doing some
5 manufacturing related to these type of licenses, you
6 need to dedicate some space to doing so. And you'll see
7 from the diagram that's certainly contemplated.

8 The last thing on here is there -- he has a
9 consultant that he's worked with in terms of developing
10 the wine making. And we gave you the list of equipment
11 that will be needed along with a couple of the rest. We
12 have one for white and one for red in terms of processes
13 for making the -- the red wine and -- and the white
14 wine. And that's basically it.

15 And we're happy to answer any questions that
16 you have. It's pretty straightforward. He is not a
17 manufacturing plant. I mean it's just a wine pub
18 permit. So it's pretty limited capacity to start with,
19 probably ten to 15 cases a year to begin with. Then
20 he's going to see how it goes from there. If there's
21 demand, obviously he'll try to increase that, perhaps
22 devote more space to wine making.

1 CHAIRPERSON ANDERSON: So -- and maybe
2 you -- you might have asked the question. So exactly
3 where is this wine going to be manufactured again?

4 MR. KLINE: If you look at the -- there are
5 -- in the packet there is a layout drawing.

6 CHAIRPERSON ANDERSON: Which one? The
7 packet with -- that has your -- your cover letter on it?

8 MR. KLINE: No. The one that we just handed
9 out. I gave it to Ms. Walker.

10 MR. SILVERSTEIN: With a fruit press on the
11 front?

12 MR. KLINE: Yep.

13 CHAIRPERSON ANDERSON: Okay. All right.

14 MR. KLINE: The fruit press on the front.
15 And then a couple pages in are a couple of diagrams of
16 the layout of the basement area and the cafe area. And
17 then you'll see in the basement area there is --
18 actually it's the basement area. I think we gave you
19 the wrong drawing here. But in the basement area there
20 is -- is the wine making -- the wine making area.

21 CHAIRPERSON ANDERSON: So the basement of
22 the restaurant?

1 MR. KLINE: The basement of the -- of the
2 premises, yes.

3 CHAIRPERSON ANDERSON: I'm not a good --
4 good reader of maps. So that's one of the reasons why
5 I -- and I'll say that for the record, I'm not a good
6 reader of maps.

7 MR. KLINE: That's fine.

8 CHAIRPERSON ANDERSON: So that will --

9 MR. KLINE: I'm more than happy to give you
10 whatever information you need to understand what's going
11 on.

12 CHAIRPERSON ANDERSON: All right. And I'm
13 also looking at the regulations. Questions by board
14 members? Go ahead, Mr. Alberti.

15 MR. ALBERTI: So, Mr. Pero, I'm not familiar
16 with your restaurant. So what I'm gathering is you have
17 a restaurant on the first floor.

18 MR. PERO: Uh-huh.

19 MR. ALBERTI: Is that the only area of your
20 restaurant currently operating?

21 MR. PERO: Yes.

22 MR. ALBERTI: Okay. And you're expanding to

1 the basement?

2 MR. PERO: No. Actually right now we have
3 one -- the restaurant is two floor. We operate the
4 restaurant on top, and on the bottom in the basement you
5 have all the office, prep area, walk-in frig. And I
6 took over the next door building, but I mean I'm the
7 landlord of the building.

8 MR. ALBERTI: Okay.

9 MR. PERO: And on the -- on the top floor
10 we're going to have another dining room. And in the
11 basement I want to put like a small area where I can put
12 the production of the wine, very small I mean. And then
13 there's going to be another walk-in frig and -- and a
14 small office and some storage.

15 MR. ALBERTI: Okay. So if you were to
16 expand, the business was -- was really good, how would
17 you expand the wine making operation?

18 MR. PERO: How I will expand it?

19 MR. ALBERTI: I mean yeah. How -- how would
20 you expand it?

21 MR. PERO: If I have to expand it, I mean I
22 will have to find a solution to take over that space

1 that I have right now that is too big where we do the
2 prep -- the kitchen prep and maybe to expand there and
3 show some new drawing if I have to expand the production
4 of wine. But I think it's for the -- the goal I have is
5 to do a small production. I'm a neighborhood
6 restaurant. All my neighbors, they know me, you know.
7 It's to give them some new attraction because you have
8 so many other restaurants opening everywhere in D.C.,
9 and I'm trying to have something that is unique. I grew
10 up making wine -- not myself, but my grandfather and my
11 father in Belgian, they brew wine. We are now reputed
12 for wine in Belgian, but my background is Italian and
13 that's why, you know, I'm trying to do some things new.

14 MR. ALBERTI: So how many -- how many -- I
15 mean how -- what's the maximum quantity of wine that you
16 could make in the current space that you have that
17 you're proposing?

18 MR. PERO: Not much than -- than 15 case a
19 year.

20 MR. ALBERTI: A year. All right. That's
21 the most you could make in your current -- your current
22 space?

1 MR. PERO: I think so, yeah.

2 MR. SILVERSTEIN: How much?

3 CHAIRPERSON ANDERSON: 15 cases a year.

4 MR. ALBERTI: Okay. So how large is your
5 restaurant? You're expanding your restaurant?

6 MR. PERO: Yes.

7 MR. ALBERTI: So how large is it going to be
8 once -- once its expanded?

9 MR. PERO: You're talking about square
10 footage?

11 MR. ALBERTI: No. Seating.

12 MR. PERO: Seating, it's going to go up to
13 95 seating.

14 MR. ALBERTI: 95 seating. How many
15 customers do you think you serve a week or you --

16 MR. PERO: Right now?

17 MR. ALBERTI: Well, right now how -- how
18 many -- what's your seating right now?

19 MR. PERO: 49.

20 MR. ALBERTI: 49. And how many customers do
21 you serve a week?

22 MR. PERO: A week between lunch, dinner, and

1 brunch about 700, 800.

2 MR. ALBERTI: All right. So okay. And it's
3 your hope then to -- all right. That's at least 50
4 percent more I'm hoping, right? Is that what your goal
5 is or what -- what's your goal?

6 MR. PERO: I mean my goal is to make --

7 MR. ALBERTI: How many a customers a week,
8 what's your goal?

9 MR. PERO: I wish like to go up to 1,000 --
10 a 1,000 customer a week.

11 MR. ALBERTI: Okay.

12 MR. PERO: And I like to be conservative
13 with, you know, the place.

14 MR. ALBERTI: But how many -- how many --
15 how many bottles of wine -- how many bottles -- how many
16 cases of wine do you sell a week or a month, however you
17 want to say.

18 MR. PERO: Right now?

19 MR. ALBERTI: Yeah, right now.

20 MR. PERO: Right now we say that we do about
21 -- in wine -- because we have beer also because we are a
22 Belgian restaurant. So --

1 MR. ALBERTI: Yeah. Okay. But I'm
2 interested in wine because you're going to be a wine
3 pub.

4 MR. PERO: Yeah. Wine, we say right now we
5 sell about five to eight case a week.

6 MR. ALBERTI: Five to eight cases a week.

7 MR. PERO: And be like more when we get more
8 busy, you know.

9 MR. ALBERTI: Okay. So -- so eight cases a
10 week --

11 MR. PERO: So right now I mean --

12 MR. ALBERTI: Eight cases a week when you
13 get busy, yeah?

14 MR. PERO: Eight to ten, yes.

15 MR. ALBERTI: That's good. I mean I'm glad
16 for you. I mean obviously you have a successful
17 business there. From, you know, just -- I'm not really
18 that knowledgeable, but the reputation is that you have
19 a real good restaurant.

20 MR. PERO: Thank you.

21 MR. ALBERTI: So I mean that's my
22 understanding. So -- so eight cases a week. So that's

1 really -- you're going to go through your wine that you
2 produce pretty quickly.

3 MR. PERO: The idea is not to make --
4 that's, you know, like I -- I cannot like -- because
5 it's my wine and I'm a chef so I cannot like dedicate
6 myself only to the wine. I want to make like that, you
7 know what I mean, this -- this thing just like to
8 give -- to give some things new to the customer and --
9 and let them [inaudible 3:22:48] and say like -- like
10 Saturday morning like the wine together, you know.

11 MR. ALBERTI: I mean that's --

12 MR. PERO: By the way, when you do your own
13 wine you have to let it rest for at least -- you know,
14 it can take like three months, six months or maybe you
15 go --

16 MR. ALBERTI: I mean obviously -- I mean its
17 got to probably rest for more than that before you
18 bottle it I would imagine, right?

19 MR. PERO: Yeah.

20 MR. ALBERTI: I mean if you're going to make
21 a quality product -- I mean I don't know much about
22 wine, but I drink enough of it to know that. I mean you

1 can just tell when the year is it's released. I mean,
2 you know, it's -- you know, it takes a year to get out
3 from the manufacturer. So for something decent I mean
4 at least. So -- so I mean that's 180 -- max 180 bottles
5 a year. I mean we're talking less than one bottle a
6 day.

7 MR. KLINE: Yeah. I mean we're not talking
8 about going in the manufacturing business here. I mean
9 we -- we make no bones about that.

10 MR. ALBERTI: Okay. Okay. So --

11 MR. KLINE: I mean as -- as he stated and as
12 I think I stated the at the outset, I mean it's a bit of
13 a novelty. It will attract people, but we -- we are not
14 and have not asserted that we intend to fulfill the wine
15 needs of the restaurant with this wine making operation.

16 MR. ALBERTI: Okay.

17 MR. KLINE: And I want to be perfectly clear
18 about that.

19 MR. PERO: And I don't know if the wine's
20 going to be good. So it has to be -- [inaudible
21 3:24:14].

22 MR. ALBERTI: No. You should have more

1 confidence than. I'm sure it will be. Okay. I have no
2 further questions right now. Thank you.

3 CHAIRPERSON ANDERSON: Any other -- yes,
4 Mr. Short.

5 MR. SHORT: Good afternoon.

6 MR. PERO: Good afternoon.

7 MR. SHORT: In -- in producing this -- this
8 wine what are the ingredients that you need to -- you
9 are manufacturing wine, is that what you're doing,
10 correct?

11 MR. PERO: I will need -- we need some
12 fruit, some grape, you know, some -- some -- a little
13 bit of sugar. And then I mean the -- the big -- the big
14 thing is to find -- you know, I would like to try to
15 find some grape locally, you know, and to promote or
16 sell, you know, what -- what we can get here. Instead
17 of always talking about wine from France, Italy, you
18 know, to find some --

19 MR. SHORT: Well, I'm -- I'm looking at your
20 drawing. And do you have storage area down there for --

21 MR. PERO: Yes.

22 MR. KLINE: And, Mr. Short, if I may, in

1 each of the descriptions of the red wine and the table
2 wine the red table wine and the white table wine, there
3 is a -- a list of ingredients that will be needed to --

4 MR. SHORT: Understand. Well, I -- I was
5 really concerned where do you store those things? So
6 that's the question I had asked him. I'm looking at the
7 -- the drawing and I see one storage area. And if you
8 have -- if your restaurant is still going and until
9 you -- until you get your space next door what are you
10 going to do about storage for those ingredients and
11 things you're going to need?

12 MR. PERO: You mean for the wine?

13 MR. SHORT: Yeah.

14 MR. PERO: But my idea is to get -- to get
15 the license and to produce the wine when I'm done with
16 the expansion. I will not produce any wine right now in
17 the facility I have right now. I'm just waiting that --
18 that whole building is done and then --

19 MR. SHORT: So this is all proposed, this
20 is --

21 MR. PERO: Sorry?

22 MR. SHORT: This is all proposed? This is

1 what you're planning on doing?

2 MR. PERO: Yes.

3 MR. SHORT: And right now the basement is
4 just being used you said for food prep?

5 MR. PERO: Yeah. The -- the one I am -- not
6 -- the one you have on the drawing, that's the new
7 expansion.

8 MR. SHORT: Okay.

9 MR. PERO: So the -- the other one that I
10 have right now, yes, we do -- we do have food
11 preparation.

12 MR. SHORT: Well, let me -- let me -- let me
13 be clear. This area isn't usable right now at all?
14 Okay. This is proposed?

15 MR. PERO: It's under construction right
16 now.

17 MR. SHORT: Under construction?

18 MR. PERO: Yes.

19 MR. KLINE: We have applied for a
20 substantial change to expand the premises to include
21 this other area.

22 MR. SHORT: Okay. Well, that's -- that --

1 that clears up a few things.

2 MR. KLINE: Right. I just want to make
3 sure.

4 MR. SHORT: I was going down that road. I
5 was trying to find out how prepared we are and where --
6 where are we at being asked to approve to that.

7 MR. KLINE: You brought us in. You tell me.
8 I mean we --

9 MR. SHORT: Okay.

10 MR. KLINE: -- we were asked for a fact
11 finding, and we're giving you the information that we
12 have. My understanding in talking to the agency, that
13 The Board was most concerned or most -- or we shouldn't
14 say concerned but wanted to satisfy itself with respect
15 to the wine making operation. So that's what we came
16 prepared to address. And we're happy to answer any
17 other questions you have as well.

18 MR. SHORT: Okay. Well, again, storage.
19 And Mr. Alberti brought out a great point. He said
20 you're going to have to wait -- maybe wait a year or
21 maybe longer to be able to bottle this product, correct?
22 Where is the -- where are those -- I guess you're going

1 to be using casks for -- some -- some kind of holding.
2 Where is that on this -- on this drawing?

3 MR. PERO: It's going to be on this storage
4 area here. I mean where you have the door, if you look
5 at the big space here that you have between the stairs
6 and the office --

7 MR. ALBERTI: So I -- I'm going to try to
8 help out here because you're only producing a max of 15
9 cases. How -- how many casks is that really?

10 MR. PERO: Maybe -- casks is the big ones,
11 right?

12 MR. ALBERTI: Yeah. But whatever you're
13 going to use, how many -- how many containers are you
14 going to use to --

15 MR. KLINE: Probably one.

16 MR. PERO: One, yeah.

17 MR. ALBERTI: One -- one, two?

18 MR. SHORT: Well, you're going to do red
19 wine and white wine. So you can't do it in the same
20 casks I don't think.

21 MR. ALBERTI: So at most -- at most two,
22 right? Okay.

1 MR. PERO: Yeah. That's --

2 MR. KLINE: We'll see what the demand is. I
3 mean the point is he doesn't want to go whole hog into
4 this until he, you know --

5 MR. SHORT: I'm not -- I'm not being
6 argumentative. I'm just trying to get some facts.

7 MR. KLINE: No. And I'm not either.

8 MR. SHORT: So that's the reason why I was
9 asking if you're going to be storing the casks in that
10 room and then your supplies are in there in that room
11 also. I'm just wondering do you have enough space to
12 adequately do that?

13 MR. ALBERTI: It's only two. It's only two
14 casks.

15 MR. SHORT: I understand. I understand.

16 MR. KLINE: Yeah, we think we do. I mean
17 he's been in the restaurant business for quite a long
18 time and certainly knows how to --

19 MR. SHORT: We know occupancies. We know
20 that a restaurant business is a lot different than
21 making wine.

22 MR. KLINE: Right. But we're not suggesting

1 that the wine making operation is -- is the major and
2 central part of this operation.

3 MR. SHORT: Okay. Great.

4 MR. KLINE: It's an adjunct to -- to what
5 he's doing.

6 MR. SHORT: All right. I have no further
7 questions. Thank you very much.

8 CHAIRPERSON ANDERSON: Yes, Mr. -- yes,
9 Mr. Silverstein.

10 MR. SILVERSTEIN: It sounds like a great
11 little novelty and a service highlight, not really the
12 focus of it incidental to your operation. But I'm just
13 wondering, you're talking about a -- a red van ordinare
14 (ph) and a white van ordinare, nothing, you know, just
15 the -- the type of wine itself, the grapes from where or
16 whatever, you know, just --

17 MR. PERO: The -- the idea is to maybe to
18 get the grape like to do like kind of a chardonnay or
19 Pinot, something like that. But I have to find the --

20 MR. SILVERSTEIN: So you're going to -- you
21 may -- either import the grapes from --

22 MR. PERO: I would like to try some things

1 locally. You know, I mean --

2 MR. SILVERSTEIN: Pardon?

3 MR. PERO: I would like to try grape

4 locally. I don't want to import any grapes.

5 MR. SILVERSTEIN: You don't want to import

6 anything. You get them locally from Virginia or

7 wherever?

8 MR. PERO: We should, yeah.

9 MR. SILVERSTEIN: Great.

10 MR. PERO: I'll leave it to the -- my -- my

11 guy -- my wine consultant. He said we can -- we can get

12 the grape here that is good quality to make wine. Yeah.

13 MR. SILVERSTEIN: Get them fresh, get them

14 nearby?

15 MR. PERO: Yes.

16 MR. SILVERSTEIN: There's a lot of good

17 stuff out in Loudoun --

18 MR. PERO: Oh yeah.

19 MR. SILVERSTEIN: -- and just beyond there.

20 Thank you very much.

21 MR. PERO: I want to make it simple and good

22 if I can.

1 CHAIRPERSON ANDERSON: Well, I want to ask
2 some more -- some other questions. So will -- will
3 the -- will the wine making facility be in operation
4 year round? Will -- will the -- will your wine making
5 facility be in operation year round?

6 MR. PERO: In a year from now?

7 MR. KLINE: No. Year round.

8 CHAIRPERSON ANDERSON: Yeah, the entire
9 year. Is it going to be in operation for the entire
10 year?

11 MR. SHORT: 365 days.

12 MR. PERO: Yes.

13 CHAIRPERSON ANDERSON: And so I know you
14 said 10 to 15 -- I'm sorry. What did you say, how many?

15 MR. KLINE: Cases.

16 CHAIRPERSON ANDERSON: Cases per year. So
17 is it just -- will you be selling it to a wholesalers or
18 is it just for the consumption?

19 MR. PERO: Consumption.

20 MR. KLINE: Yeah, to sell it.

21 CHAIRPERSON ANDERSON: Consumption. And
22 so -- so will -- will you be selling wine to your

1 patrons for off -- off-premises consumption, or would
2 they have to consume it in -- on the premises?

3 MR. PERO: My idea is to sell them for off
4 the [inaudible 3:31:23]. You know, if they come and
5 they -- you know, I have the bottle on the shelf and
6 they can buy it and bring it home. Yeah.

7 CHAIRPERSON ANDERSON: So do you plan to
8 sell other wines to your patrons for off -- off campus
9 -- off-premises consumption?

10 MR. PERO: Yes.

11 CHAIRPERSON ANDERSON: Go ahead. Go ahead.

12 MR. ALBERTI: So I want to understand the
13 comment about year round. How -- okay. Of course
14 you're not going to make one bottle at a time. What
15 quantity of wine -- however you want to tell me,
16 gallons, however. What quantity will you make at any
17 one time?

18 MR. PERO: In one time when you do the
19 production? I mean the --

20 MR. ALBERTI: Yeah.

21 MR. PERO: Of course the first time we will
22 not do a lot because it is going to be like a test, you

1 know.

2 MR. ALBERTI: Yeah. I -- I know. But when
3 you're up and running how much -- what -- what do you
4 expect the quantity -- one production round, how much
5 will that be?

6 MR. PERO: Maybe 30, 40 gallons --

7 MR. ALBERTI: How many?

8 MR. PERO: -- 50 gallons. 30, 40 gallons,
9 50 gallons max.

10 MR. ALBERTI: Okay. 40 gallons?

11 MR. PERO: Yes.

12 MR. ALBERTI: How many cases is that?

13 MR. PERO: That I don't know.

14 MR. ALBERTI: I can't do the math real
15 quick.

16 MR. PERO: I mean it is --

17 MR. ALBERTI: That's about three cases,
18 maybe around there. Let's -- let's say ballpark three
19 cases, that's only five productions. So you're really
20 not going to be operating year round. I mean this is
21 going to be dormant -- so most of the time you're going
22 to be dormant on your production, right?

1 MR. PERO: That -- that's the production of
2 wine. You produce it, and then you let it rest, and
3 then --

4 MR. ALBERTI: Then you sit. Okay. All
5 right.

6 MR. PERO: That's -- that's I mean --

7 MR. ALBERTI: I just wanted to -- I just
8 wanted to be clear what we mean by -- by year round.
9 You're not -- yeah. You're not -- you're not
10 producing --

11 MR. PERO: The production if I produce all
12 year long --

13 MR. ALBERTI: You're not even producing a
14 batch of wine every month. You're probably producing
15 it --

16 MR. KLINE: Right. But it will be aging
17 year round.

18 MR. ALBERTI: I got you.

19 MR. KLINE: They're not pressing the grapes
20 every minute.

21 CHAIRPERSON ANDERSON: I just wanted to -- I
22 just wanted to make sure we understand what --

1 MR. KLINE: Yeah.

2 MR. ALBERTI: -- what we're talking about.

3 Okay?

4 MR. KLINE: Sure.

5 MR. ALBERTI: All right. Because the
6 question was asked, and that year round could mean a lot
7 of different things to a lot of different people. So I
8 just wanted to clarify it when I meant. All right.
9 That was all I wanted.

10 MR. KLINE: Right. I mean just to, you
11 know, to clarify and come around this is not a winery.
12 I mean it's -- you know, it's a restaurant where wine
13 making will be incidental. You know, he anticipates 10
14 to 15 cases a year. If there's great demand, it's a
15 business. We would suspect that the wine making
16 capacity will be increased to meet the demand. I mean
17 that's what we -- we contemplate what we want to do.

18 MR. ALBERTI: So -- so all right. So let me
19 bring up another question then since we're continuing.
20 This is going to allow you to sell wine off-site,
21 correct, your wine and --

22 MR. KLINE: Sure.

1 MR. ALBERTI: -- anyone else's wine
2 off-site. Will you -- do you plan on -- on having a
3 retail section that kind of allows your customers to
4 come in, buy something they may have had with dinner,
5 and take it home?

6 MR. KLINE: Sure. I mean the whole idea is
7 to -- to increase visibility, to market wine for both on
8 premises and off premises consumption. I mean this
9 is --

10 MR. ALBERTI: So what is it --

11 MR. KLINE: -- similar to what we talked
12 about before.

13 MR. ALBERTI: Mr. Kline, don't -- I want to
14 move this on because -- so I understand that perfectly.

15 MR. KLINE: I'll be quiet.

16 MR. ALBERTI: You're talking to me. I got
17 it, and that's why I'm asking these questions.

18 MR. KLINE: I'll be quiet.

19 MR. ALBERTI: So how big of an operation do
20 you envision that to be, this off-site retail arm of --
21 of your business?

22 MR. PERO: You mean the -- there will be a

1 retail -- retailing --

2 MR. ALBERTI: You're going to know wines,
3 you're going to bring in wines for your customers to
4 taste and you're going to want to sell them so they can
5 go home. You're going to want to get known as someplace
6 where I can go and I've got someone who has like wine
7 experience and -- and can sell me wines, you know, who
8 can advise me on what wines to sell. So how much of
9 your business -- how large of a business do you expect
10 that to be?

11 MR. PERO: You mean as far as income?

12 MR. ALBERTI: Income, volume, you tell me in
13 terms of however you want -- you want to talk about it
14 in terms of the sale of retail wines.

15 MR. PERO: I mean because we're going to
16 have a side of retail that you can buy [inaudible
17 3:36:05] and cheese and some -- you know, some items or
18 some imported items like pasta and olive oil.

19 MR. ALBERTI: It sounds delicious.

20 MR. PERO: So -- so I don't know if each
21 customer, they're going to buy like a bottle of wine.
22 But the -- the idea is also, you know, when you do like

1 a wine -- a wine tasting dinner, sometimes people they
2 ask you where I can buy this wine. So you say I have
3 this on the shelf.

4 MR. ALBERTI: Right here on your shelf. So
5 that's my -- exactly. I get it.

6 MR. PERO: As far as number I -- I don't
7 know. I don't -- you know, I -- I'm not --

8 MR. ALBERTI: Okay. All right.

9 MR. PERO: Well, I hope I'm going to make --
10 yet but --

11 MR. ALBERTI: My understanding of what your
12 vision is is correct then. I think you --

13 MR. PERO: Yeah. Then I don't know if I'm
14 going to make like 100,000 more a year or 50 or nothing.
15 I don't know.

16 MR. ALBERTI: Okay.

17 MR. PERO: I mean it's a -- it's a -- it's a
18 nice quiet neighborhood. You know, people are like --
19 you know, but it's not in the middle of 14th Street that
20 you're going to make for the next six months.

21 MR. ALBERTI: There's enough people there.
22 I'm familiar with the neighborhood. It's --

1 MR. PERO: That's why I'm trying to be --

2 MR. ALBERTI: It's quiet compared to 14th
3 Street.

4 MR. PERO: Yeah.

5 MR. ALBERTI: But it's -- it's --

6 MR. PERO: But then, you know, on MacArthur
7 Boulevard you have also a very nice liquor store that
8 sell very good wine. So I don't -- I don't want to
9 compete with them, you know.

10 MR. ALBERTI: Sure.

11 MR. PERO: If I can sell one bottle to make
12 my customer happy and they go with cheese and a baguette
13 at home, do that.

14 MR. ALBERTI: Okay. Okay.

15 MR. PERO: If -- if we can do it.

16 MR. ALBERTI: Thank you.

17 CHAIRPERSON ANDERSON: Do you have any
18 other -- any other questions for any other board
19 members?

20 MS. MILLER: I just want to thank you for
21 coming out and explaining it to us.

22 CHAIRPERSON ANDERSON: Ms. Miller.

1 MS. MILLER: I'm sorry.

2 CHAIRPERSON ANDERSON: Yeah, Ms. Miller.

3 MS. MILLER: That's all I wanted to say,
4 thank you for coming down and explaining.

5 CHAIRPERSON ANDERSON: All right. Thank you
6 very much. And we'll take this under advisement.

7 MR. KLINE: Thank you.

8 CHAIRPERSON ANDERSON: Thank you. All
9 right. We're going to take a break for ten minutes --
10 for 11 minutes, and that will put us back on schedule.

11 MR. ALBERTI: Thank you.

12 CHAIRPERSON ANDERSON: We have basically
13 been -- we have basically been running -- we have
14 basically been running. So I just want to -- so we'll
15 be in recess for -- until 1:30. We're off the record.

16 (Whereupon the above-entitled matter was
17 concluded.)

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