

**ATTACHMENT B
LETTER OF RATIONALE****WOLF BREWING COMPANY LTD.**

#2, 940 Old Victoria Road

Nanaimo, BC

V9R 6Z8

January 27, 2020

Liquor and Cannabis Regulation Branch

400-645 Tye Road

Victoria, BC

V8W 9J8

Email: liquor.licensing@gov.bc.ca

AND

City of Nanaimo

455 Wallace Street

Nanaimo, BC

V9R 5J6

Dear Sir/Madame:

Re: Application for Change to Hours of Liquor Service

The purpose of this application is to request a change to Wolf Brewing Company Ltd's hours of liquor service. Please find the following information to support our application:

Nature of the Business

Wolf Brewing Company Ltd (Wolf) is a craft brewery located at 940 Old Victoria Road proudly operating in the City of Nanaimo under Business License #5027608 and under BC LCRB Brewing Licence #300113. Wolf manufactures a wide range of craft beers and offers those products for consumption and sale in our onsite lounge in accordance with our approved Lounge and On-Site Store endorsements. We currently employ 10 personnel.

Requested Change and Rationale for Proposed Amendment

We are requesting a change from our current hours of:

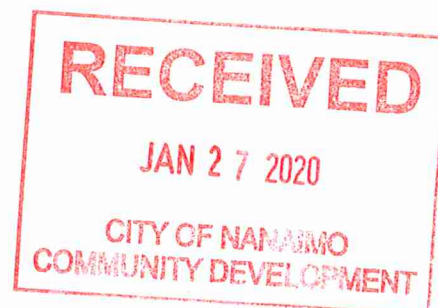
Mon-Thurs: 12pm – 6pm

Fri-Sat: 12pm – 8pm

Sun: 12pm – 5pm

To the hours of:

Mon-Sun: 9am – 11pm



As business owners, we aim to deliver quality products and service resulting in a strong customer base, gainful employment to local residents, support to local business partners and, ultimately, delivering a sustainable, profitable business. However, we are concerned that our business and the ability to deliver on these objectives is at risk with our current, limited hours of liquor service operation.

Some of our concerns (which are consistent with feedback from many of our customers) stem from:

- With a closing time of 6pm during the work week, it is difficult for many customers that finish their work day at +/- 5pm to choose Wolf;
- Closing times of 8pm on Fri/Sat and 5pm on Sun put Wolf as an inferior choice for social gatherings on weekends;
- Our ability to host evening social and/or community activity events is significantly limited with current closing times;
- Common feedback indicates that our limited hours act as a deterrent for the acquisition of new customers;
- Despite brewing and management staff being on-site by 8:30am each day, customers are not able to fill their 'growlers' or purchase packaged products from our on-site store until noon.

The combination of these factors restrict our ability to achieve and maintain a sustainable, profitable business.

While we may not consistently maintain open hours of service between 9am – 11pm seven days per week, our intention is to maintain flexibility to operate our business within the City of Nanaimo's Bylaw No. 4750 – (*A Bylaw to Regulate or Prohibit the Making or Causing of Noises or Sound in the Municipality*) with the following additional supporting rationale:

- The request for earlier hours is primarily aimed to enable increased access to our on-site store for purchasing 'growler' fills and packaged product;
- The request for later hours is aimed to provide increased access for our current patrons to enjoy Wolf's onsite lounge, to attract new customers, to become a viable venue for community/social events, and to increase sales of both our onsite lounge and store.

The combination of these factors will increase Wolf's ability to maintain a profitable business while operating within service hours that are respectful of both the City of Nanaimo's ByLaw No. 4750 and of neighbouring residents and businesses.

Community Impact Statement

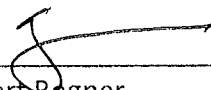
As a local business, we are respectful and sensitive to the impacts that our operation has on the local community. We believe that the change of liquor service hours will have little to no impact

on the local community. We offer the following considerations and measures to support our belief:

- The proposed hours of 9am – 11pm are aligned with the City of Nanaimo's noise-related ByLaw No. 4750 to which Wolf will strictly adhere to;
- To our knowledge as the owners of Wolf since February 1, 2019, Wolf has not had a single complaint filed against it – this includes from neighbouring business owner or residents. We care about our reputation and will continue to take measures to protect it. Should a complaint be filed, stakeholders can be assured that it will be treated seriously and swiftly;
- Located in a predominantly industrial area, the exit from Wolf is onto Old Victoria Road which is largely an industrial road out of immediate site from any residences;
- Consistent with regulatory requirements, all Wolf employees have their Serving It Right training and are committed to their obligations therein;
- With limited nearby venues of its kind, many of Wolf's customers have identified themselves as local residents and local business owners/employees expressing their excitement at the potential of Wolf's extended hours.

Thank you in advance for your consideration of this application. Wolf firmly believes that approval of this request will benefit Wolf, our customers, our employees, and the local community. We look forward to continuing to be a contributing member to the Nanaimo business community.

Kind regards,
WOLF BREWING COMPANY LTD.



Robert Regner
Owner