



**ST. CHARLES**  
SINCE 1834

## AGENDA ITEM EXECUTIVE SUMMARY

Title:	Recommendation of a New Class A5 Liquor License for The Bend General Store to be located at 320 W Main Street, St. Charles
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Presenter:	Mayor Rogina
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*Please check appropriate box:*

	Government Operations		Government Services
	Planning & Development		City Council
	Public Hearing	X	Liquor Control Commission (9/15/14)

Estimated Cost:		Budgeted:	YES		NO	
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If NO, please explain how item will be funded:

**Executive Summary:**

This is a request for a new Class A5 liquor license for The Bend General Store to be located at 320 W Main Street, St. Charles. All paperwork is in order and background check has been done by the Police Department, fingerprints have been taken and BASSET certification is complete.

An A5 license as defined in the City code states: Class A-5 licenses shall authorize the retail sale of domestic and imported wines, champagne, imported alcoholic liquor and gourmet beer in original packages only and not for consumption on the premises. The retail sale of alcoholic liquor shall be incidental to non-alcoholic liquor retail sales and shall not exceed twenty-five percent (25%) of the annual gross sales of said licensee. Class A-5 licenses shall also authorize the retail sale of wine, by the glass only, for consumption on the premises.

**Attachments:** *(please list)*

Liquor License Application (front page)  
Background Check  
Business Plan  
Menu

**Recommendation / Suggested Action** *(briefly explain):*

Recommendation of a new Class A5 Liquor License for The Bend General Store to be located at 320 W Main Street, St. Charles.

<i>For office use only:</i>	<i>Agenda Item Number:</i> 4
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Date: 8/8/14  
 New Application  
 Renewal Application

**CITY OF ST. CHARLES**  
LIQUOR CONTROL COMMISSIONER  
TWO EAST MAIN STREET  
ST CHARLES, ILLINOIS 60174-1984



**City Retail Liquor Dealer License Application (rev. 12/13) Non-Refundable**

Ordinance 5.08.050.A1      Application must be completed in full      Incomplete applications will be rejected

Business Type: Circle one    Individual    Partnership    Corporation    Other \_\_\_\_\_  
Business Name The Bend General Store      Sales Tax # 4146-9321  
Business Address 320 W. Main St STC      Business Phone # 797-5772  
Contact Person Tony Scheufler      Title Owner      Phone # [REDACTED]

If Corporation, Corporate Name \_\_\_\_\_  
Corporation Address \_\_\_\_\_  
Corporate Officers, plus Manager of Establishment, Officers must include President, Vice President, Secretary and Treasurer Or Sole Proprietor

Have you had a business within the City of St. Charles under any other corporate name:    Yes     No  
If yes, list address of business \_\_\_\_\_

Full Name, include Middle Initial Tony J Scheufler      Title Owner  
Birth Date [REDACTED]    Birthplace IDA    Driver's License # [REDACTED]    Home Phone # [REDACTED]  
Home Address [REDACTED]

Full Name, include Middle Initial Jennifer L. Cook      Title Manager  
Birth Date [REDACTED]    Birthplace IL    Driver's License # [REDACTED]    Home Phone # [REDACTED]  
Home Address [REDACTED]

Full Name, include Middle Initial \_\_\_\_\_      Title \_\_\_\_\_  
Birth Date \_\_\_\_\_    Birthplace \_\_\_\_\_    Driver's License # \_\_\_\_\_    Home Phone # \_\_\_\_\_  
Home Address \_\_\_\_\_

Type of Establishment:  Package    ( ) Restaurant    ( ) Tavern    ( ) Hotel/Banquet/ Arcada/Q-Center    ( ) Other \_\_\_\_\_

Check as Applicable to ( ) Holding Bar [5.08.010-F]    ( ) Service Bar [5.08.010-O]    ( ) Live Entertainment [5.08.010-H]  
Type of Establishment: ( ) Outside Dining [17.20.020-R]

Brief Business Plan Description based on type of establishment listed above:  
Primary business is a deli/import grocery store with a portion dedicated to select wines/beer and spirits.

Initial: Liq Comm \_\_\_\_\_  
Police Chief \_\_\_\_\_



# Memo

Date: 8/21/2014  
To: Chief Keegan  
From: Deputy Chief Huffman *SGH*  
CC:  
Re: The Bend General Store A-5 License Application

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I have reviewed the liquor license application and background investigation for an A-5 Liquor License for The Bend General Store. I have also interviewed the owner, Tony Scheufler. Mr. Schuefler's business model meets the requirements for an A-5 license, and at this time I know of nothing that would preclude this application from going forward to Commission, Committee and Council for consideration of approval.

SGH/sg

*REVIEWED & APPROVED  
BACKGROUND INVESTIGATION.  
I CONCUR WITH  
RECOMMENDATION.  
CHIEF KEEGAN  
8.22.14  
J. Keegan*

Whiskey Bend LLC  
DBA The Bend General Store  
Business Plan

# Strategy

The intent of WB is to fill several gaps currently within the market in St. Charles, building a profitable and recognizable brand. With an average household income of \$131K, St. Charles is nearly 250% above the national average. This has demonstrated nationwide the ability to support higher price points and the willingness consume higher quality goods. We will initially engage by opening The Bend General Store at 320 W Main St., and possibly one or two other related ventures in the ensuing years. The 300 block of Main St. was referred to as "Whiskey Bend" from 1890 through to prohibition, this has generated the business names, and clearly leverage the city's history. Secondly, the strongest trend in consumption is small batch whiskey and ryes produced in the United States. Distillers unanimously project being unable to meet demand over the coming 8-10 years. Unlike the previous vodka and tequila booms, whiskey has a far longer market life to peak as it must be aged. The price points are the same, though, for these higher end spirits, therefore creating greater margins.

## The Bend General Store:

The concept behind the store front is to create a hybrid boutique deli/importer/liquor store, catering to the more discerning palate. Approx 70% of the space will be dedicated to the deli and imported goods, the remaining 30% focused on mid to higher end spirits and wines. Liquor store margins range from the low 20 percentile up to the low 50 percentile. Cheaper beers and spirits hold the bottom, while higher/boutique brands occupy the top end of the scale, where the store will focus. The majority of the revenues will come from the imported products, primarily meats, cheeses, oils, olives, salads etc. that we will be acquiring from a specialty purveyor. Aside from "over the counter" sales, we will be constructing a very aggressive commercial side of the business that will encompass a box lunch program as well as online home delivery sales. General formulae puts the OTC sales potential at \$300-\$400K for the square footage to be occupied, the commercial side will insure that is met, and quite probably substantially surpassed. The projected aggregate margin is 40%.

# The Bend General Store

## Menu

SANDWICHES	Half	Full
1. Signature Italian (spicy/reg) (sopresatta/capicola/prosciutto/provolone)	6.00	9.00
2. Artisan (prosciutto/feta or Buff Moz/tomato/basil)	6.00	9.00
3. Salami & Licini (spicy/reg) (salami/licini sausage/provolone)	6.00	9.00
4. Northern Tour (Mixed cuts and cheese from N. Italy)	6.00	9.00
5. Southern Tour (Mixed cuts and cheese from S. Italy)	6.00	9.00
6. Roast Beef (Manny's RB/aged white cheddar/horseradish mayo)	6.00	9.00
7. Ham and cheese (Italian Ham/Lorraine Swiss)	6.00	9.00
8. Turkey and Swiss	6.00	9.00
9. Garden Cut on artisan wholegrain (Sliced feta/tomato/sprouts/dressing)	6.00	9.00
<b>Hot Sandwiches (Meats from Manny's)</b>	<b>5oz</b>	<b>9oz</b>
1. Pastrami on Rye	7.00	10.00
2. Corned Beef on Rye	7.00	10.00

Salad Sandwiches (On Croissants)	Half	Full
1. Chicken Salad (Grilled Chicken/grapes/Dill/Sunflower seeds)	6.00	9.00
2. Tuna Salad (Solid White Albacore/celery/Vidalia onion)	6.00	9.00
3. Seafood Salad	6.00	9.00

### Chopped Salad

1. Mixed Greens/Romaine/cheeses/salami/turkey (without salami and turkey)	8.00	6.00
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### SIDES

1. Olives	3.00
2. Pasta Salad	3.00
3. Chips	1.50