

## **Project Description**

Total Wine & More

16272 Beach Blvd

April 23, 2025

**Proposed Use:** Modification of existing CUP to allow instructional tastings of beer, wine, and distilled spirits (ABC Type 86 License) at an existing Total Wine & More store.

Total Wine & More offers one of the largest assortments of wine and specialty spirits in the world. With over 8,000 different wines in the corporate inventory, customers come to Total Wine to find wines that are virtually impossible to find at groceries or drug store chains.

### **Store Hours of Operation:**

9 am – 10 pm daily

### **Security Measures:**

Surveillance cameras are located throughout the sales area as well as the storage area at the store. Video is stored for at least 30 days and Total Wine will cooperate with local law enforcement to make video available to assist with a criminal investigation.

### **Employees:**

Overall Store Employees: 50 -60

Employees per Shift: 10 - 15

### **Employee Training:**

All employees go through a comprehensive corporate training program for alcohol sales. Training includes looking for signs of intoxication, proper identification checking, procedures for dealing with various situations as well as general behavior observance training.

### **Product Tastings on Sales Floor**

Each week, Total Wine will feature a limited number of tastings for certain wines, spirits, and beers, including local products from California. Total Wine will have designated areas on the sales floor that are exclusively for tasting and sampling products. These tasting areas are demarcated by a stanchioned barrier with a posted sign stating that only persons over the age of 21 may be inside the barrier whenever tastings occur. The areas can only accommodate 4 to 5 customers at a time. On-site tastings are conducted within specific locations shown on the floor plan submitted to Staff and can't be expanded or relocated without modification of the use permit and ABC license. Tastings are only available a few hours each week and on weekends. The ABC Type 42 license gives Total Wine and More employees the ability to conduct the tastings while the Type 86 allows only an employee of the manufacturer to conduct the tastings. Thus, Total Wine and More needs both a Type 42 and Type 86 license. ABC has strict rules regarding instructional tasting and Total Wine and More.

The areas for the Type 42 licenses are different than the Type 86 license tastings. Areas for each license type are clearly delineated on the floor plan.

In order to participate in a tasting, Total Wine policy requires that all customers who appear to be 30 and under provide proper identification prior to sampling any product. Team members are also trained to detect customers in our store who may be under the influence of alcohol prior to participating in any samplings. Depending on the type of tasting (whether offered by Total Wine or a supplier) customers may also be charged a small fee for the sample in accordance with California alcohol tasting laws. This ensures that no minors consume alcohol because a) the customer's identification is verified prior to sampling; b) a customer must transact with a store associate to sample any product; and c) the sampling is supervised by a trained Total Wine employee at all times.

In addition, tasting cups are miniature in size, the pour sizes are measured to be no more than the permitted amount as set forth by California alcohol tasting laws, and a customer may not have more three samples per day, or as otherwise restricted by State Law.

#### **Special Training and Incentives to Prevent Sales to Minors**

The business is deeply committed to preventing the consumption or sale of alcohol to minors and has strict age verification policies and procedures in place to prohibit such sales. See In order to ensure that its age verification policies are followed, Total Wine stores have established procedures and incentives that exceed the requirements of the law. For example, Total Wine requires all cashiers and those who serve samples at tasting tables and in the classroom to participate in its own "Minor Enforcement" training and pass a quiz on its minor policy. Team members are warned that any sale to a minor result in immediate termination. In order to enforce that policy employees are required to request identification from anyone who appears to be under the age of 30. Cash registers include signs which read, "We Arrest Minors – We ID Under 30," and employees wear buttons which alert customers to the fact that identification is requested from everyone who appears to be under the age of 30. Total Wine also utilizes a point-of-sale age-verification system. Additionally, store associates receive a financial reward every time he or she scans an ID or enters the age of a customer at the point-of-sale before scanning products: cents on the dollar if the customer is age 21 or older, and \$5.00 if the customer's age is below 21.

Total Wine stores in California and elsewhere have had impressive success with these robust policies, which are considered to be unique in the industry and proprietary.