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Total Wine & More
2705 Santa Rosa Ave, Santa Rosa
Project Description

8/9/21

Proposed Use: Finding of public convenience or necessity and permit to sell beer, wine, and distilled spirits for offsite consumption (ABC Type 21 License) and operate 4 separate tasting/education areas (ABC Type 42 & 86 Licenses) within one of the nation's largest specialty retailers. No new construction is proposed except interior tenant improvements under a separate permit.

Total Wine & More is unique in that it offers one of the largest assortments of wine, beer, 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 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.

Average number of employees per shift:

There are typically 10 – 15 employees working during each shift.

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.

On-Site Tastings/Wine Classes:

Total Wine and More is unique in that it offers consumer's education about products at 4 separate tasting/education areas located within the store. Classes are taught by leading industry experts as well as the extremely well-trained staff.

The Wine Education Center is a separate room that is set up as a classroom with seating for 20 – 30 people. Classes held in the room are formal sessions that have set times typically in the evenings during the weekdays and afternoons on the weekends. There are two other tasting areas located in the sales area of the store. Classes do not go past 10 pm and tastings are served in approximately 1 oz sizes.

The three tasting areas located in the sales area are sectioned off with a temporary barrier and a sign is posted stating only persons over the age of 21 may be inside the barrier when tastings occur. The areas can only accommodate 4 to 5 customers at a time.

Customers are given tasting size portions of beer or wine. Beer tasting serving sizes are less than 2 oz.

On-site tastings are conducted under Type 42 or 86 Licenses that are very specific to the location 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 typically on weekends.