

**Project Description**  
**24 Seven Foods & Fuel**

3230 Coffey Lane, Santa Rosa

November 13, 2025

**Request:** Finding of public convenience or necessity and permit to allow sales of beer, wine, and distilled spirits for off-site consumption (ABC Type 21 License) at an existing convenience store that has been selling beer and wine since 2003.

**Background:** In the past decade, the seltzer industry has exploded with brands such as Truly and White Claw. More recently, “Ready to Drink” (RTD) mixed beverages made with distilled spirits have grown in popularity such as White Claw Vodka Soda or Truly Lime Margarita. Even though the Alcohol-by-Volume (ABV) for these RTD mixed beverages is about same as beer and wine products, ABC requires a Type 21 license to sell them. While the RTD product is the main driver for the request, there will be a small inventory of distilled spirit bottles displayed in the Cashier Area in a locked cabinet.

**ALCOHOL BY VOLUME COMPARISON**

<b>Product</b>	<b>Brand</b>	<b>ABV</b>
Beer	Modelo	4.4%
Craft Beer	Stone IPA	6.9%
Malt/Seltzer	White Claw	5.0%
Malt/Seltzer	Truly	5.0%
White Wine	Barefoot Chardonnay	14.0%
Red Wine	Cupcake Cabernet	13.5%
Ready-to-Drink*	Truly Lime Margarita	5.3%
Ready-to-Drink*	White Claw Vodka Soda	4.5%
Ready-to-Drink*	Cutwater Tiki Rum Punch	7.0%

\*Made with distilled spirits

**Operations:**

Store Hours of Operation: 24 hours daily

Alcohol Sales Hours: 6am to 2am daily

# of employees: 2 – 4 per shift

**Employee Training:**

All employees engaged in the sale of alcohol will complete responsible beverage service (RBS) training class that is approved by ABC within 60 days of hire. Proof of training will be kept on file at the store. RBS Training includes looking for signs of intoxication, proper identification checking, procedures for dealing with various situations as well as general behavior observance training.

**Market Products:**

24 Seven Foods is committed to being a convenience market with a wide variety products including healthy foods such as fresh fruit, sandwiches, yogurt and hard-boiled eggs.

