



Nov. 14th, 2018.

To whom it may concern,

We are applying for a lounge endorsement for our new brewery at 506 Herald Street (Herald Street Brew Works).

My husband, Mike Spence and I (owners of The Drake Eatery), will be the owner/operators and we will be assisted by our partners, the owners of Steel & Oak Brewing from New Westminster. Steel & Oak Brewing is an award winning brewery and the owners, Jorden Foss and James Garbutt, are very well thought of in their city of New Westminster. We have secured an extremely talented young brewer, Ryan Voigt, who has made a name for himself in the Vancouver brewing scene. Ryan has relocated back home to Victoria, but while awaiting our opening, is currently interning with Cantillon in Belgium, one of the world's best breweries. We hope to open for business in May/June of 2019.

This will be a 'destination brewery' meaning all product is meant to be consumed on site in the Tasting Lounge or packaged in personal sized containers for take-home. There will be no traditional distribution to liquor stores, bars or restaurants therefore delivery vehicle traffic will be very limited. This also eliminates excessive noise associated with a commercial bottling line.

Herald Street Brew Works is meant to honour the rich history of old town Victoria. We also want to enhance the developing craft beer trail in Victoria. From Spinnakers, across the new bridge, through old town and over to the Rock Bay area. While our location is at the centre of what is mainly a commercial district we are aware of the new residential development now under construction nearby (IronWorks).

We plan on Herald Street Brew Works being a comfortable environment to socialize with family and friends, such as the atmosphere that we worked to create at The Drake Eatery. It will have no TVs but will have background music playing and will be a room to encourage conversation. Games such as darts and pinball may be included in one section. These spaces are inside and we do not expect there to be bothersome noise extending beyond our doors to the surrounding area. Live music may be included as part of very limited special events. Occasional, educational speaking engagements may occur that include video presentations. We will monitor our guests and ask that they be respectful to any neighbours when exiting the building.

We will offer a variety of hot and cold prepared foods and snacks from The Drake Eatery, including nuts, pepperoni, cheese (also vegan cheese) and meat boards, and wrapped sandwiches. We have acquired two parking spots in the back parking lot, where one spot could potentially be used for a food truck to park, for additional food offerings. We will sell our rotating brews, a couple of guest beer taps, a couple of quality wines and cider, and Phillips sodas, juices and sparkling water. The offerings, serving sizes, pricing, well trained staff and 'family friendly' atmosphere will encourage a responsible and respectful environment for our guest.

Herald Street Brew Works will be a premium craft brewery that we feel will become a welcome cultural piece of old town Victoria.

Sincerely,



Lee Spence
Owner/Operator The Drake Eatery
work 250-590-9075
cell 250-818-5465
lee.spence.112@gmail.com