



January Gin Joint & Eatery Ltd.
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Committee of the Whole
City of Victoria
No. 1 Centennial Square
Victoria, BC V8W 1P6

March 25, 2020

In Regards To:

Application for 1 Hour Extension of Regular Food Primary Liquor Service; and Application for Patron Participation Entertainment Endorsement; 1820 Government St, Victoria, BC V8T 4N5

Dear Mayor Helps and Members of Council,

Thank you again for the opportunity to provide more information about our small business venture and address any questions or concerns regarding my 2 Applications currently being considered by the City.

January Gin Joint & Eatery is proudly unique in several ways and we hope to become a beacon for those seeking a finer dining experience downtown and to be a long-term, contributing business member supporting the environmental sustainability and economic vibrancy of the City of Victoria.

Despite the many challenges of opening a restaurant in a heritage building, it was very important to us to be able to celebrate the history of the City of Victoria as well as its future and that of the Capital Region District with our venture. To this end we have chosen the landmark 100+ year old Lim Dat Building in the Old-Town-Chinatown-Brewery-Design Districts and are excited to be part of the revitalization and story of these neighbourhoods and the downtown core.

As it would be economically inconceivable and physically infeasible to undertake the mechanical upgrades, specifically the fire suppression and HVAC systems, necessary within the building and our individual unit in order to install a full working kitchen with heat source(s), we opted to follow

in the footsteps of trend-setting and award-winning Food Primary licensed, charcuterie-only style restaurants in Vancouver, Salt Tasting Room¹ and Bartholemew Bar², both of which are enjoying great success moving away from more traditional, North American style meals to share plates and charcuterie and thereby install only a cold kitchen.

We are very excited to be the first such local establishment and as we celebrate our heritage with our historic location within our long-famous neighbourhood, we also want to give a nod to both our past *and* our future by featuring gin cocktails specifically crafted to pair with our selection of fine cheeses and meats. Invented by the army of the British East India Company and popularized by the soldiers of the British Empire, the Gin and Tonic is globally associated with all things British and if we are successful in our collaborations with local (gin) distillers and our marketing campaigns, it will soon be globally associated with the City of Victoria, named of course, for HRH, Queen Victoria.

Gin is experiencing a revival, and has been for the last five years; with an approximately \$286.27 Million in gin sales in Canada in 2018³; and with a projected global CAGR (compound annual growth rate) of 4.2% between 2018-2023⁴. Demand has increased and supply is diverse, ranging from household name labels like Beefeater and Gordon's to boutique craft gins, and unconventional-turned-trend pink and colored gins to the innovative non-alcoholic adaptation. With 3 different types of juniper (the primary botanical used in the production of gin) indigenous to British Columbia, it's no wonder we have seen such a strong trend towards local craft gin distillers in the Greater Victoria Area. Amongst the more than 1 dozen local gin distillers and over 30 in BC, is most notably, Vancouver Island's Sheringham Distillery, located just outside of Victoria, which took the top prize at the World Gin Awards in 2019. Looking to our future, we predict there will be even more local distillers of gin within Victoria and the Capital Region District in the years to come.

We don't feel we are promoting alcohol sales ahead of food sales with our business name of January Gin Joint & Eatery, but rather promoting our Capital Region's heritage *and* our future as a world-class destination for both foodies and gin lovers, whether they travel across the seas or across our city to reach our doors. We are not offering craft beer for consumption; we are not offering a selection of BC wines. Our business is not primarily focused on the sale of alcohol. We are simply lovers of exquisite cheeses and meats and mean to specifically pair those with 6 featured, rotating, original gin craft cocktails, created by our award-winning head bartender to perfectly compliment our selection of appetizers, charcuterie and desserts (and gin and tonics, of course!).

January Gin Joint & Eatery's selected Operating Name is meant to help us stand out within an industry in BC which hit record sales in 2019 with \$15 Billion in revenue⁵. Many Food Primary licensed restaurants have chosen to advertise that they offer food and a wide selection of alcohol for sale with generalized names such as Veneto Bar Ristorante while others want customers to know they are in the right place if they wish to specifically pair wine with their meal as indicated in their LCRB approved name choices such as The Collective Wine Bar & Kitchen. We want our customers to find us because, like us, they too love to eat and when they eat, drink gin!

¹ <http://www.salttastingroom.com/>

² <https://dailyhive.com/vancouver/bartholomew-vancouver>

³ <https://www.statista.com/statistics/557745/gin-dollar-sales-canada/>

⁴ <https://www.researchnester.com/reports/gin-market-global-demand-analysis-opportunity-outlook-2023/55>

⁵ <https://www.straight.com/food/1337051/bc-food-and-beverage-industries-hit-record-year-15-billion-revenue-2018>

In a telephone conversation Monday, March 23, 2020 with our assigned Case Manager from The BC Liquor and Cannabis Regulation Branch, I was assured that a children's menu is not a requirement of a Food Primary licensed restaurant operating within BC. We have found that only a few restaurants within the downtown core of Victoria offer a dedicated children's menu for minors accompanying a parent or guardian to a licensed restaurant. We are confident that if any of our over-30 target market were to accompany a minor into our establishment, before midnight or after; we have a variety of healthy choices which can be found within the Canada Food Guide such as cheeses⁶, fresh fruits and vegetables⁷, and whole grain bread⁸, which are not only nutritious and suitable for children but which also encourage sharing and family interaction⁹.

We are confident the The BC Liquor and Cannabis Regulation Branch will find our menu selection, which includes 12 appetizers, 4 dedicated unique charcuterie boards, many optional add-ons and 14 desserts for dinner to be a more than adequate offering for our 40 seat restaurant capable of only supporting a cold kitchen without a heat source and consistent with a Food Primary Liquor License. We researched and reviewed the names of many other Food Primary licensed restaurants before incorporating as January Gin Joint & Eatery Ltd. and feel the precedent set by the The BC Liquor and Cannabis Regulation Branch by extending Food Primary Liquor Licenses to other businesses referencing alcohol in their names will also be extended to our restaurant, as like them, our primary focus is still food sales. We expect The BC Liquor and Cannabis Regulation Branch will award a Food Primary Liquor License to January Gin Joint & Eatery, allowing us to operate regular hours of liquor service between 9am and midnight daily.

January Gin Joint & Eatery brings together the trendy but traditional style of charcuterie sharing boards in lieu of more traditional-style evening restaurant meals, with gin-focused craft cocktails & desserts for the perfect pairing. We do not want to be a bar or nightclub. We do not want to negatively impact our home with unacceptable noise levels or put additional strain on City Police Services or LCRB Inspectors. By way of promoting social interaction, networking and the sharing of appetizers, charcuterie and desserts, serving 2-8 people at a time from a single sharing board, we expect to significantly reduce our environmental impact on our community over the next 20 years, specifically with reduced water consumption. We want to contribute to the late night vitality of our city by offering a unique and sophisticated destination for finer dining clientele to remain in our neighbourhood longer. We want to contribute to the economic viability of the City of Victoria by providing another reason for locals and tourists alike to visit or stay in our downtown core after 5pm. We want to celebrate and promote the success stories of other small businesses in our neighbourhood and Greater Victoria Region such as Olo Restaurant, Brasserie L'Ecole, Saveur and Sheringham Distillery. We want to support the revitalization and safety of our District by keeping our lights on later and offering a safe haven to those patrons seeking food and drink downtown after midnight. We want to help support the future success of businesses new to the area such as Sherwood and the much anticipated new restaurant by the Toptable Group at 1515 Douglas and encourage others to follow suit.

⁶<https://food-guide.canada.ca/en/healthy-eating-recommendations/make-it-a-habit-to-eat-vegetables-fruit-whole-grains-and-protein-foods/eat-protein-foods/>

⁷<https://food-guide.canada.ca/en/healthy-eating-recommendations/make-it-a-habit-to-eat-vegetables-fruit-whole-grains-and-protein-foods/eat-vegetables-and-fruits/>

⁸<https://food-guide.canada.ca/en/healthy-eating-recommendations/make-it-a-habit-to-eat-vegetables-fruit-whole-grains-and-protein-foods/eat-whole-grain-foods/>

⁹ See Appendix 1

I am proud to live in Victoria and be an ambassador of all it has to offer historically and in its future. It is my home within Canada by choice. I want my restaurant to be a destination for years to come for people seeking out quality food, local gins, and unique finer dining experiences which promote social interaction. I am excited to be a new contributor to the future success of our city. I hope the Committee of the Whole and City Council also conclude we will be a welcome addition to a vibrant new Victoria in the coming 20 years of our Lease at 1820 Government Street. With your approval of our Applications for a 1 hour extension of alcohol service Thursday - Saturday and an Entertainment Endorsement for occasional use of our (basement) private dining room for unplugged, live music; we hope to be one of the survival stories within Victoria's Hospitality, Culinary and Tourism Industries after the decimation which already happening and sure to worsen in the wake of the Coronavirus (COVID-19) pandemic. We look forward to doing our part to help keep our local economy alive, support our fellow restaurants, our neighbourhood and all local businesses, large and small; support the City of Victoria and help rebuild a socially, economically and environmentally sustainable model for the future.

Thank you for your time and consideration.

Respectfully,

Tanya Topolniski
Owner/Operator

cc. The BC Liquor and Cannabis Regulation Branch (LCRB)
400-645 Tyee Rd
Victoria, BC V9A 6X5

APPENDIX 1



SMALL

Trio of Olives ~ variety of small, medium & large olives to share

Sweet Pea Pesto Crostini ~ sweet pea pesto, roasted garlic, parmesan on toasted Fol Epi baguette

Marinated Mozzarella & tomato ~ fresh basil & chives, cherry tomatoes, mozzarella & Fol Epi baguette

Cheese & Zucchini Roulades ~ grilled zucchini, ricotta & parmesan, olives, fresh basil

Oven Roasted Root Vegetables - locally sourced potato, sweet potato, blue potato, taro root & parsnip oven roasted, salted & served with buttermilk ranch or vegan french onion dip

Relish Plate ~ local brined, pickled, & marinated vegetables

MEDIUM

Antipasto Selection - pickled pepperoncini, cherry tomatoes, olives, petite pepperoni & salami, mushrooms, chickpeas, provolone cheese

Artichoke & Gruyere ~ roasted artichoke hearts, rich gruyere topped with Parmigiano-reggiano, Fol Epi baguette

Classic Crab Dip ~ cream cheese, smoked paprika, tender crab meat, Lavash crackers

Buffalo Tartare ~ hand-chop buffalo, capers, chives, shallots, and seasoned egg yolk served with toasted Fol Epi baguette

Ceviche ~ local, seasonal marinated fresh fish served with toasted Fol Epi baguette

Crudit  Tray ~ garden fresh vegetables, house made goat's milk yogurt dip or vegan french onion dip

LARGE

Chef's Platter ~ Chef's selection of favorites from above

For Two \$ ____

For Four \$ ____

For More \$ *see your bartender*

CHARCUTERIE

A rotating selection of artisan cheeses or vegan artisan cheeses, house preserves, smoked, cured & cooked meats or fish, vegan proteins, pickled vegetables, fresh fruits. All served with local Fol Epi whole wheat baguette. Start by choosing your board:

Traditional

prosciutto, bresaola,
jamón Serrano,
peppered salami

West Coast

smoked salmon, cold-smoked halibut,
hot-smoked albacore tuna,
west-coast mousseline

Modern

foie gras, paté grandmere
Hazelnut rillettes de canard,
foie de volaille

Vegan

Very Good Butchers vegan pepperoni, roast beast
or deli fowl; Sweet Earth traditional seitan slices,
Harmless Ham™

For Two \$ _____

For Four \$ _____

For More \$ see your bartender

Customize with your favorite additions:

\$12 each

Neal's Yard Sparkenhoe Red Leicester	Neal's Yard Colston Bassett Stilton
Neal's Yard Brightwell Ash Gruyere	Salt Spring Island Cheese Co's St. Jo Feta
Double-creamed Brie Gouda Gorgonzola	Salt Spring Island Cheese Co's Flower Chevre
Aged Cheddar Comte	Salt Spring Island Cheese Co's Herb and Garlic Ruckles

\$7 each

Pickled red onion	Pickled cauliflower	Kalamata olives Castelvetro olives
Pickled asparagus stalks	Marinated mushrooms	any protein listed above
Arbequina olives	Picholine olives	Pickled asparagus

\$4 each

Crackers - apricot, fig & lemon raincoast crisps® Crackers - seasonal pumpkin spice raincoast crisps®
Crackers - cranberry hazelnut raincoast crisps® Crackers - Seattle favorite mini Croccantini cracker
Crackers - Gone Crackers™ olive oil & cracked pepper cracker

\$3 each

Mango chutney Blackberry jam Red Pepper jelly Blueberry Jalapeno jelly Caramelized onions

Complimentary: Extra baguette, 1 per order

***(Not Just For)* DESSERT**

Salted Caramel & Dark Chocolate Figs - as delicious as they sound

Macaroons - selection of Fol Epi's current offerings

Poached Pears - red wine poached pears, honey, ginger, cardamom syrup, honey-cinnamon vegan almond creme fraiche

Almond & Apple Tart - autumnal apple & almond tart with slightly sweet, nutty frangipane filling. Served with vegan Calvados Chantilly almond cream

Lavender-Poached Peaches Blackberry Bread Pudding - lavender-spiked blackberry-peach compote, Fol Epi sourdough bread pudding, grand marnier infused vegan heavy almond cream

Poire William Charlottes - a pair of pear and pistachios infused cakes, filled with Bavarian style vegan almond cream

Basket of Profiterole - because 1 is never enough..

Champagne & raspberry possets - vegan cashew double cream, local raspberries & champagne

Chocolate coconut banoffee tartlet - bourbon-laced biscuit, caramel, banana toffee, & creamy coconut topping

Strawberry & elderflower trifle - ripe strawberries, ginger jelly, lemon drizzle cake, double vanilla cream

Gooseberry creme brulée tart - seasonal fresh berries, sweet pastry, crisp cracked sugar topping

Cheese Platter - Chef's selection of cheese, vegan cheese or both

Chocolate Lover's Plate - a rotting selection of the world's finest

Classic English Lemon Curd - smooth, silky, tangy & tart

Pate de Fruit - a selection of classic sugared French fruit jellies