

Artemis

Artemis Whisky Bar
Unit 27-560 Johnson St
Victoria BC V8W3C6

Date: 21 April 2021

To,
The City of Victoria
Permits and Inspections
1 Centennial Square
V8W 1P6

Respected Council members and Committee of the Whole,

Re: Application for a New Liquor Primary Licence.

Please accept our application for the liquor licensing for Artemis located at Unit 27-560 Johnson St Victoria BC V8W3C6. We are proposing a modern-day Speak-Easy Whisky bar featuring an extensive selection of top shelf whiskies and classic cocktails.

I, Patel Vaibhav, came to City of Victoria 10 years ago to pursue my Master's in Engineering at University of Victoria. I instantly fell in love with the place, and it has been my home ever since. After working for some high-end companies like Airbus Aeroplanes and Mercedes-Benz Fuel Cell, I decided to travel the world and work as a contractor for restaurant industry. For the past few years, I have been working with Burger King, Denny's, KFC and Wings to develop BC and Alberta market. I have extensive experience of designing beautiful restaurants that brings friends, families, and communities together by providing excellent interior setting and quality service.

With Artemis we are proposing an opulent attic bar with leather sofas and amber lit cabinets brimming with Whisky. We want to ensure the committee that our sole intent is to create a unique bar and not a nightclub or a disco joint in the future. Our business model would not make sense with that route. We share a passion for Whisky and want to bring it out to our patrons. Being a local, I have first-hand experience on how hard it can be to find meaningful employment in Victoria. With Artemis we are looking to attract talent and create local jobs in a domain which is not well explored currently in this beautiful City. To highlight the speakeasy side of our business our primary entrance will be behind a quite nondescript door leading to the basement which is our main floor. Once inside patrons will be welcomed to the dark ambient lighting and oft-complicated cocktails.

I humbly request the council and the committee of the whole to approve our application as we will not be an average bar. We are here as locals to create a unique setting which has never been seen before.

Sincerely Thanks,
Patel Vaibhav.