



T E R R O I R

T E A M E R C H A N T

Terroir Tea Merchant Ltd
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Liquor Control and Licensing Branch
Courier: 4th Floor, 3350 Douglas St., Victoria BC V8Z 3L1
Mail: PO Box 9292 Stn Prov Govt Victoria, BC V8W 9J8

January 25, 2017

Dear LCLB: RE: New Liquor Primary – Terroir Tea Salon, 832 Fort Street

Our business, Terroir Tea Salon's primary focus are the following:

- retail of pure, artisanal loose leaf teas
- serving brewed tea for customers in the Salon
- serving brewed tea for customers to go
- conducting tea education workshops and tea pairing events
- retail of select teaware

The reason for our Liquor Primary License is to bring together the concept of tea infused cocktails and specialty drinks. Our intent is not to change our primary focus of tea to that of becoming a liquor service; rather we wish to use it to bring tea consumption to a wider audience during the evening as well as to have the ability to offer workshops which have liquor as a component. We do not intend on serving any liquor in the Salon such as wine, beer, and other spirits which are not either infused with tea or blended with tea.

Our current operating hours are Mon-Fri 10:00am to 5:30pm, Sat 10:00am – 5:00pm, Sun-Mon Closed. Although we cannot know the demand for our concept, our application shows an increase by being open on Mondays and increasing closing time to 11:00pm, although our closing times may very likely be earlier and are dependent on other businesses in the area remaining open. After 5pm the focus of sales would likely change to be more tea infused alcohol focused based on customer demand.

Terroir Tea Salon does not provide any types of entertainment for customers or to attract additional customers and at this time does not have plans to change this, including television sets of any kind. The Salon would have food service containing a variety of cold and hot snacks, such as dried fruit and nuts, small appetizers such as stuffed dates and cheese plates, vegetable dishes, a variety of dessert items, non-alcoholic tea based drinks, and other food which will be decided upon based on license approval.

The Salon's location is in a commercial district (CA-42 Harris Green Commercial), right along "Fabulous Fort" which has rapidly become a food lover's destination of choice and has several store fronts with late closing times. Based on our customer demographic, which is much more mature in age, as well as the nature of the liquor we wish to serve we do not envision a potential for any noise or disturbance problems from any neighboring properties. In addition, our closing hours would be close to matching those of evening events at the Royal Theatre, which is the demographic we wish to attract.

Measures we would employ to ensure nearby residents are not disturbed are:


- closing at a reasonable hour based on commercial district zoning
- ensuring doors and windows are closed by 9:00pm to stop noise leakage
- not having any amplified music acts
- posting signs to inform customers to respect our neighbors when leaving
- being very conscious of Serving It Right regulations when serving customers

The one option which we would be seeking with our application is the allowance of minors in the service area, as the serving of liquor is not our primary business focus. Indeed, we have many families who visit the Salon to sample and purchase tea, as well as families who take part in some of our tea based workshops we conduct or are on food tours we participate with.

It is worth noting that signage for our Tea Salon already exists. Our logo and name are placed discreetly in the window using professional graphics. We also have a backlit sign attached to the upper front of our location with our logo and name. We also have a specially designed chalkboard which details our tea concept and allows us to add a small amount of text featuring upcoming events or daily specials. We do not intend on changing any of our signage in a way that would lead a customer to assume serving of liquor was a focus, as it is not.

Please do not hesitate to contact me using the details below if you require any further information or clarification for our application. Thank you for your time and we look forward to hearing from you soon.

Sincerely,



Jason Spencer - Co-Owner

Terroir Tea Merchant Ltd.

(250) 514-4563