

Ms. Alison Spindler-Ruiz  
Acting Planning Bureau Manager  
411 West Ocean Boulevard  
Long Beach, CA 90802

Dear Ms. Spindler-Ruiz,

Thank you for taking the time to review zoning requirements for a proposed Type 20-ABC License for the sale of wine, off-premise only, at Double Cream LLC, dba Oh La Vache, at 2112 East 4th Street, Long Beach, CA.

Oh La Vache is a very small gourmet market with a focus on rare, gourmet cheeses from all over Europe and artisanal dairies in America. We pride ourselves on having fancy foods yet making them totally approachable by having good, knowledgeable, and friendly customer service. We also provide pre-made charcuterie boards for our customers to make at-home gatherings easy, beautiful, and impressive. Some of the other products we carry are merely accouterments to pair with cheese such as jams, nuts, olives, cured meats, bread, and crackers for our customers to take home and create their own cheese adventures. The rest of the products that we carry are gourmet versions of pastas, rice, or flours (naturally enhanced with cheese) that customers can purchase to make special dinners at home.

Our target audience are people who enjoy the finer foods - travelers, chefs, and people who are curious about European cultures and artisanal foods.

The only product we are missing to pair with our fine cheeses, is wine. Of course, when one thinks of cheese pairings, the first thought is always wine! If we are granted a Type 20 ABC License, we would bring in an inventory of no more than 10-12 types of wines, specifically meant to pair with our cheeses. The prices would likely range from \$15 to \$50 per bottle.

Oh La Vache's retail space is less than 411 square feet. The space we propose to use to display wine is a 5-square-foot shelf totaling approximately 1 percent of our retail space. Also, the proposed display area/rack would be tucked behind the cheese grab-and-go refrigerator, so it would not be visible by outdoor pedestrian traffic from the window. As an added security measure, our business has security cameras that notify us of any persons entering the building, further assisting residents and nearby businesses stay safe.

Since the shop is so small, there is no space to serve food or drinks onsite. Additionally, and as stated above, our ABC license application is for a Type 20 License, which only allows the sale of wine for off-premise use. All the nearby businesses who do sell wine are on-premise use only (except the liquor store down the street, who has a completely different clientele), so approval of a Type 20 ABC license should not interfere with their sales.

In summation, following are the reasons why our Type 20 ABC License to sell wine off-premise will not interfere with neighboring businesses and residents:

Main focus will always be cheese (specifically targets clientele who enjoy fine foods)

Minimal wine sales, no hard spirits

No onsite consumption of products (cheese or wine)

Wine will be concealed from window and walkers-by

Security cameras in place

Thank you in advance for taking the time to review, consider, and approve zoning requirements for our eligibility of a Type 20 ABC License, which will allow us to enhance and complement the products currently offered at Oh La Vache.

Respectfully submitted,  
Erika Ponzo