

PROPOSAL FOR ONTARIO BOTTLE SHOP

Attention: Liquor Board of Ontario

Submitted by: Bob Desautels

c/o The Neighbourhood Group of Companies

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INTRODUCTION

The Plan – to open a bottle shop specializing in VQA wines from Canada.

Location – the business will be located in Guelph in the ‘Shops at Paisley’ on Paisley Road.

Proposal – to be submitted to Standing Committee on Finance and Economic Affairs/Government of Ontario.

Principal – Bob Desautels, rhdesautels@gmail.com.

Funding – source of funds – this project will be funded by The Neighbourhood Group of Companies (Bob Desautels is the Chair of this company).

Business Structure – a new corporation.

Investment – estimated budget for the business is \$600,000.

Use of Funds – there will be retail bottle displays, a teaching kitchen, refrigerated storage and marketing expenses.

Business Benefits – the investment will ensure an authentic retail experience and allow for multi-uses.

Investment Purpose – the goal is to create an independent bottle shop for a demographic that includes millennials through to the boomer generation.

Recommended Changes in Legislation –

- 1) Liquor Control Board of Ontario approval of 2 categories of wine stores;
 - i) **Tourist Shops** – 100% VQA wines (similar to B.C. regulations established in July 2020);
 - ii) **Bottle Shops** – allowing import and domestic wine sales;
- 2) The Board regulates the purchase, tax revenues and in-store conduct of each category;
- 3) The Board controls the Identification (ID) Requirements, intoxication controls regarding customers, displaying of social responsibility materials and exclusion of minors;
- 4) The Board stipulates the supply requirements of each category; and, hours of operation;
- 5) The Board regulates off-site sale endorsements;
- 6) The Board governs in-store tasting rules and the sale of non-liquor products;
- 7) The Board defines delivery procedures allowed for each category;

8) The Board controls the licencing rules and outlines procedures for selling your store.

EXECUTIVE SUMMARY

The VQA Wine Boutique will be exclusively selling Canadian VQA wines and offering courses on cooking with wine and matching wine and food. The business will also be promoting, with a local travel agency, guided tours to VQA wine regions in Canada.

BACKGROUND

Bob Desautels is a former professor at the School of Hospitality and Tourism, University of Guelph. He opened The Neighbourhood Group of Companies restaurants in 1990 and has been a champion of locally made products for 30 years. Bob has twice been named Ontario's Restaurateur of the Year.

TARGET MARKET

People of legal drinking age who believe in buying Canadian products.

MARKETING PLAN

The wine boutique will be promoted on social media as well as radio, print and online avenues and through Mr. Desautels 5 restaurants.

COMPETITION

The VQA wine boutique is a novel concept and will be similar to the wine shops in grocery stores controlled by the large Canadian wineries. A change in Ontario's liquor control laws will open up an opportunity for hundreds of entrepreneurs and revitalize street front retail in many towns across the province.

SERVICE

The business will emphasize product knowledge and consumer education. It will also concentrate on smaller VQA wineries that are under represented at the LCBO.

MANAGEMENT

The business will be run by a General Manager under the direction of The Neighbourhood Group of Companies.

FINANCIAL PROJECTIONS

Sales – it is expected that the business will gross \$2 million dollars per year and pay all related government sales taxes including taxes related to the sale of alcohol in Canada.

FINANCING REQUIREMENTS

No financing is necessary.





Lloyd Longfield

Member of Parliament for Guelph



GUELPH

July 30, 2020

To Whom It May Concern,

As the Member of Parliament for Guelph, I write to you to express my support for the business plan being developed by Bob Desautels, Chair of the Neighbourhood Group of Companies.

Bob has a long history of community involvement, sustainable business practices and business development in the hospitality and culinary sector. Key to his Neighbourhood Group of Companies has been to support local producers in the food and beverage industry. It has met with tremendous support by industry leaders and patrons alike.

Bob is now looking to open a "wine boutique" that will specialize in Canadian VQA wines from all provinces that produce them, with an emphasis on the great wines from Ontario and British Columbia. He also hopes to promote guided tours to the top wine regions in conjunction with a local travel company. Again Bob is showing his love of shopping and supporting local as we look to economic recovery and the importance of supporting Canadian business owners. This boutique will be all about promoting Canadian products.

Given Bob's background as a 2 time recipient of the Ontario Restaurateur of the Year and former Professor at the University Of Guelph's School of Hospitality and Tourism, he will also offer wine education courses including "Cooking with Wine" and "Matching Wine with Food".

I wish Bob much success and support the application he is putting forward.

Sincerely,

Lloyd Longfield
Member of Parliament-Guelph

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