

Ann Machado - Retail area description per phone conversation

From: Joel Mahaffey <joel@foundationbrew.com>
To: <amachado@portlandmaine.gov>
Date: 10/2/2013 12:02 PM
Subject: Retail area description per phone conversation
CC: John Bonney <john@foundationbrew.com>
Attachments: Foundation Brewing Floorplan tasting room detail.jpg

Hi Ann,

Per our phone conversation, this is a brief summary of the retail functions of the tasting room:

The tasting room will serve as the public facing part of the brewery. The primary purpose is to allow members of the public to come in and purchase samples of beer (2oz pours), and to purchase growlers to take home (both allowable by our brewer's permit). The tasting room would initially be open from 3pm-7pm on Friday, and Noon-5 on Saturday. These hours will be subject to change based on customer demand, but is a rough representation of how many hours we envision being open to the public.

We anticipate limited brewery tours during non-operation hours, which would allow visitors to view the brewing equipment while escorted. These tours would begin and end from the tasting room.

We also plan some limited retail out of the tasting room, including growler and sample sales, t-shirts, glassware, and other clothing items.

The attached drawing shows the layout of the tasting room. The large block in the center of the room is a cooler from which beer will be served. A counter/bartop will hide the cooler from the public, and will serve as the sales area.

Please let me know if you need any more detail.

Thanks,
Joel

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