



Susan Stanton <susans@canton-georgia.com>

Re: Stout's Growlers - Ordinance modification request

1 message

Gene Hobgood <geneh@canton-georgia.com>

Wed, Jan 7, 2015 at 2:38 AM

To: Larry <larry@stoutsgrowlers.com>

Cc: John Rust <john.rust@canton-georgia.com>, Hooky Huffman <hooky.huffman@canton-georgia.com>, Sandy McGrew <sandy.mcgregw@canton-georgia.com>, Bill Grant <bill.grant@canton-georgia.com>, Jack Goodwin <jackg@canton-georgia.com>, Farris Yawn <farris.yawn@canton-georgia.com>, "Robert M. Dyer" <rmdd@dyruslaw.com>, Irene Stout <irene@stoutsgrowlers.com>, Maria Pujol <maria@stoutsgrowlers.com>, Jim Stout <jim@stoutsgrowlers.com>

Thanks Larry,

I will evaluate and put your request on our February Work Session for discussion by the Council.... We appreciate everyone at Stout's Growlers for being a part of our Downtown. Your business is a great addition to Downtown Canton... Thank You for being here.....

Gene Hobgood, Mayor

Sent from my iPad

On Jan 6, 2015, at 8:21 PM, Larry <larry@stoutsgrowlers.com> wrote:

Dear Councilman Rust,

Thanks for your reply. Some of the reasons we are requesting a modification to a maximum of 16oz are:

- For clarification purposes 16 oz is the equivalent to 1 Pint Glass, which is the standard size of 1 serving of draft beer and equivalent to a little more than a can of soda.
- When Beer Appreciation clubs meet, they look for a larger sample size than the 1-1.5oz "tasting" we currently serve. Thus, by allowing a maximum of 16oz (1Pint) we can serve the appreciation clubs, 4 samples of 3oz each = 12oz, or 4 samples of 4oz each = 16oz, even 2 samples of 4oz each = 8oz or any combination thereof that the particular club may request up to the maximum amount, thus making the product appreciation a complete experience rather than just a tasting.
- By allowing the above examples of sample sizes, it will increase our revenue by offering a product that the consumer perceives as something chargeable.
- Our request is in line with beer tasting flights offered by similar businesses in cities such as Sandy Spring, Smyrna or Dunwoody.
- It will give us a competitive advantage over similar businesses in Woodstock or Acworth.

- But, by limiting the maximum to 1 Pint (16oz) you can be assure that we are not confused by an in-premise establishment for consumption.

Hope this clarifies your question and that we can count on your support to enhance our business.

Cordially,
For Stout's Growlers

Larry Pujol
STOUT'S GROWLERS
Tel. 678-899-6684
188 North St.
Canton, GA 30114
www.stoutsgrowlers.com

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----- Original Message -----

Subject: Re: Stout's Growlers - Ordinance modification request

From: John Rust <john.rust@canton-georgia.com>

Date: Tue, January 06, 2015 5:27 pm

To: Larry <larry@stoutsgrowlers.com>

Cc: Gene Hobgood <geneh@canton-georgia.com>, Hooky Huffman

<hooky.huffman@canton-georgia.com>, Sandy McGrew

<sandy.mcgregw@canton-georgia.com>, Bill Grant

<bill.grant@canton-georgia.com>, Jack Goodwin

<jackg@canton-georgia.com>, Farris Yawn

<farris.yawn@canton-georgia.com>, "Robert M. Dyer" <rmd@dyruslaw.com>,

Irene Stout <irene@stoutsgrowlers.com>, Maria Pujol

<maria@stoutsgrowlers.com>, Jim Stout <jim@stoutsgrowlers.com>

Larry:

I am in support of your business and the changes you seek, however, 16 oz. seems excessive.

Why, do you think that is necessary?

Thank you,

John

On Tue, Jan 6, 2015 at 2:32 PM, Larry <larry@stoutsgrowlers.com> wrote:

Dear Major Hobgood,
Dear Councilman Huffman,
Dear Councilwoman McGrew,
Dear Councilman Grant,
Dear Councilman Goodwin,
Dear Councilman Yawn,
Dear Councilman Rust,

The staff at Stout's Growlers thanks you for your continuous support to businesses

in downtown Canton. It has been a fun and enjoyable 5 months since we open and we believe we are doing our civic duty in attracting visitors to Downtown Canton. We are happy to share with you that we have seen over 1600 visitors to the shop, and many are rediscovering the fun of visiting Downtown. During these short 5 months we have contributed more than \$3,000 in city fees plus more than \$4,000 in Sales Tax generation. We hope to continue in our mission.

Stout's Growlers is looking to enhance the customer experience by hosting various types of events to enjoy our product offerings:

- Private events such as beer and wine appreciation clubs that already gather in communities throughout Canton. These groups see Stout's Growlers as a source of high quality products and have requested to meet in our facilities to enjoy our products.
- Food Pairing events: In conjunction with other Canton and Cherokee County Businesses.
- Sample flights.
- Larger container size, as the market is coming out with new bottle options.

Thus, Stout's Growlers respectfully request a modification to the current ordinance to allow us to be flexible in sample size, discretionary on sample charges and a slight increase in the amount of product that can be evaluated in-premises. The requested changes are as follows:

- Sec. 6-388 – Tasting Limitations

(b) Eliminate the specification of tasting size but limit the daily maximum to 1 pint (16oz).

Reason for request: This modification is requested to give us flexibility to adjust the sample size in accordance with the event. However, the 1 pint limit, restrict us from being confused for an on premise consumption business.

- Sec. 6-389 (d)– Serving limitations charge

Eliminate this paragraph so we are able to charge during promotional events such as Beer Appreciation Clubs, Food Pairings, and Courses.

- Sec. 6-2 – Growler definition

Redefine Growler to: Growler means a professionally sanitized reusable container not exceeding **128** ounces in volume used to transport draft beer for off-premises consumption.

Reason for request: Include new containers available in the market.

We appreciate your attention to our request and we look forward in continuing doing our part in the revitalization of Downtown.

Cordially, The Stout's Growlers Staff

- Larry & Maria Pujol
- Jim and Irene Stout

Larry Pujol
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188 North St.
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