

Sara B. and Gregory P. Hainsworth  
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April 26, 2024

Ms. May Mesa  
Planning and Zoning Coordinator  
City of Naples Planning Department  
295 Riverside Circle  
Naples, FL 34102

Dear Ms. Mesa,

I am in receipt of your email asking for more information about the business model for Barrel & Flask and will endeavor to answer your questions below.

Barrel & Flask will primarily be a package store, selling alcoholic products for consumption off premises, with the exception that we will have a bar area where customers can purchase a “taste” of any product on our sales floor to help inform their purchasing decisions.

Our store design is open concept, with the bar/tasting lounge consisting of a small bar and some lounge style seating adjacent to the sales floor. We want to encourage our customers to taste, learn and ask questions, to make sure that they purchase items that they will be satisfied with. To this end, there is no set menu – customers may choose to purchase a taste of any product on our sales floor. The “taste” sold at our store will be approximately 1/3 ounce. We will not be operating as a true bar and have no intention of serving whole drinks.

Our tasting lounge will be open whenever the store is open, and our proposed initial hours of operation are 11am-7pm Tuesday-Thursday, 11am-8 pm Friday, and 10am-7pm Saturday. These hours are consistent with other business in the shopping center. Naturally, we may decide to expand these hours in the future, by opening on Sunday and/or Monday, or extending our hours slightly. We do not intend to operate late at night, or outside the hours during which other businesses in the shopping center are open.

We envision that we may hold tasting events at some time in the future, which would be held during or immediately following our normal business hours – under no circumstances would these special events extend past 10pm. Currently, we have no plans to host any private events.

I hope this answers your questions. If you have any additional questions, please ask.

Sincerely,



Sara B. Hainsworth