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## NORTHERN HOBBY LTD. TRADING AS BEER ZOO

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Portobello Community Council  
c/o 14 Rosefield Avenue  
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To the Portobello Community Council

I'm writing to introduce myself as a new business owner planning to open a retail premises on Portobello High Street.

My wife and I set up Northern Hobby Ltd in the autumn and are in negotiation with the owner of 219 High Street Portobello, formerly a licensed general store. We have submitted an application for a 'major variation' of the license and this will be heard by the board on 22nd February 2016. We wish to introduce ourselves in advance of this in order to make ourselves available to answer and address any queries by residents and business owners in Portobello.

Our business plan is to open a craft beer shop, 'Beer Zoo', specialising in ales from Scottish microbreweries. The shop will predominantly sell beer, with a small range of spirits, and interesting non-alcoholic beverages, all with an emphasis on locally produced, artisan products. The premises is small (29m<sup>2</sup>) and the existing license is to display alcohol in a limited area in the shop (mainly behind the counter). We have applied for the license to allow us to display alcohol for sale throughout the shop.

I currently work as assistant manager at Cornelius Beer & Wine on Easter Road, Edinburgh and my wife has a background in Charity Finance. She will continue to work part time and I will run the shop. I hold a Level 3/Advanced certificate from the Wine and Spirits Education Trust and am a registered Personal License holder.

Scotland is experiencing a renaissance in small scale brewing. Our aim with the shop is to tap into the growing interest in locally produced, high quality beer and spirits, supplied direct from the producers. We will sell responsibly and with a high level of knowledge, experience and passion for the product. We plan to improve the character and appearance of the rather neglected building and hope that our shop would compliment existing businesses.

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Here's a short list of things we won't be selling in order to anticipate and allay any fears that residents may rightly have.

- No 'cheap' strong, mass-produced lagers
- No industrial ciders
- No Alcopops
- No Buckfast
- No cigarettes or tobacco

We would be happy to answer any queries or concerns that local residents may have about our plans and if our application is successful we very much look forward to becoming a valued part of the community.

You are welcome to contact us by email or telephone and we'd be more than happy to meet in person. Please feel free to pass this on to anyone you feel this may be relevant to. We will also be posting a public notice on the 'Talk Party' forum.

Yours sincerely  
Dominic Holt  
Director

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