



Liquor Junction Winchester

August 2020

Application for Alteration of current
location

Ketul Patel (Business Development Manager)



Who we are

- Family Operated Business
 - Winchester Location in operation since July, 2017
 - **No Liquor Violations** in 3 years of operations with over 275,000 transactions
 - All cashiers are TIPS certified during the training period
 - Use ID scanning machine



Expansion Details

- **Upscale Destination Shop**
 - **New Wine Cellar for High end wines(current staging area)**
 - **Automatic doors for exit and entrance**
 - **Event area for Wine, Spirit and beer education**
 - **Largest selection of products including very hard to find wines such as Turley and premium whiskeys such as Weller and Blanton barrel programs in Winchester area**
 - **New Retail space 1000sqft , new event room 500 sqft, new storage space 1000sqft**



Expansion Details

- Focus on customer service
 - Craft beer manager
 - Wine/Liquor experts
 - **8+ full time/part-time employees**



Business Model

- **Support of local charities/non-profit organization**
 - Hosted Complimentary Craft Beer Tasting at The Jenks Center (Winchester)
 - WHS Football team program book advertisement(Winchester)
 - Key sponsor for WUSTOCK Outdoor Rock Music Festival to Support Breast Cancer Awareness(Woburn)
 - Provide cash donation to David K Johnson Foundation supporting cure for Alzheimer's (Reading)
 - Provide auction gift baskets for Waldorf School Spring Gala and Auction (Lexington)
 - David Ortiz even to support New England Children's Charity(Reading Location)



Business Model

- **Complimentary** Every Thursday educational events hosted by industry **experts(after covid 19 restrictions lifted)**
 - Cocktail recipes
 - Wine and Craft beers
- Every Friday and Saturday tastings
- Seasonal Grand Tastings
 - 70+ Fine Wines
 - 50+ Craft Beers



Event Flyers

LIQUOR Junction
READING STORE

SPRING TASTING!

Saturday, April 16th 3 – 6pm

OVER 75 WINES TO TASTE

LIQUOR Junction

JOIN US SATURDAY, OCTOBER 15TH 3-6PM
FOR OUR

Fall In Store Grand Tasting

OVER 75 FINE WINES TO TASTE



Customer Reviews



Andre Frosch

Local Guide · 16 reviews · 3 photos

★★★★★ a year ago

Awesome craft beer selection. Good prices and knowledgeable staff



Katie Stuempfle

Local Guide · 189 reviews · 6 photos

★★★★★ a year ago

good selection, friendly staff. I found Buffalo Trace Bourbon Cream here, which I had not found outside of Kentucky until I came here.



Jesse X. Yang

2 reviews

★★★★★ a year ago

Excellent selection and great prices. Best beer selection in the area



Shane La Haye

14 reviews · 3 photos

★★★★★ a year ago

Great selection at great prices. Staff are very knowledgeable, personable and friendly. It's my local go to place