

“The Library” Summary

Owners: The Zeff Group, LLC, Renee Zeff & Trevor Zeff

Business Name: The Library

Business Overview:

The Library will be a boutique bottle shop specializing in offering a curated selection of specialty wines, whiskeys, and other spirits. The store will provide a unique shopping experience for connoisseurs and enthusiasts alike, with a focus on hard-to-find bottles and exclusive offerings. The upscale environment of The Library will create an ambiance of sophistication and luxury, setting it apart from traditional bottle shops or ‘liquor stores.’ Customers can expect a personalized shopping experience, where knowledgeable staff will be on hand to provide recommendations and guidance based on individual preferences. The Library aims to become the go-to destination for those seeking exceptional and rare spirits as well as more approachable selections for the everyday shopper. We will obtain a Type 21 Off-Sale General License from ABC.

The current liquor retail landscape lacks a dedicated upscale option locally, highlighting the demand for a sophisticated retail experience. The Library will bring the value and sophistication that Calabasas residents and visitors have come to know and expect.

Lastly, we do not plan on having any on-site consumption of alcohol at the property. The “feature tables” shown on the floor plan are for feature bottles that we are showcasing. The tables are not to be used to hold an open glass of alcohol as again there will be no consumption on site. The seating on the floor plan is for customers to sit while their partner shops for different types of high end spirits, beer and/or wine. The point of sale/reception area will have a bar like appearance with stools to match the overall design of the store. It is for aesthetic purposes only and not a bar for consumption.

Location

“The Library” will be located at 23504 Calabasas Road, Unit C, in Old Town Calabasas. We feel this specific building style as well as being located in Old Town Calabasas is a perfect fit for our vision and the overall feel that we are seeking. We do not have any plans to alter the exterior of the building and plan to not only work with but embrace the overall feel of the Old Town Calabasas Landscape. The renderings for the interior will reflect this as well.

Hours Of Operation: Sunday 11:00 a.m.- 7 p.m., Monday-Friday 10:00 a.m. - 8:00 p.m. Saturday 8:00 - 6:00 p.m. Opening earlier on Saturday to increase visibility and benefit from increased foot traffic during the Farmers Market .

Number of Employees: 2-4. Trevor and myself, with potential to add additional 1-2 part-time employees.

The Library's Goals & Focus:

- Diverse product selection: Curate a wide range of specialty wines, bourbons, whiskeys, and spirits to cater to various tastes.
- Knowledgeable staff: Employ experienced and passionate staff to provide expert recommendations and enhance customer experience.
- Upscale ambiance: Create a sophisticated and inviting atmosphere to attract discerning clientele.
- Exclusive offerings: Offer limited edition or hard-to-find spirits to differentiate from competitors.
- Strong supplier relationships: Maintain good relationships with suppliers to ensure a consistent supply of high-quality products.
- Online sales: Expand reach and convenience through an online platform for sales and delivery.

Safety:

Regulatory Compliance: Ensure full compliance with local and state alcohol sales regulations, including obtaining necessary licenses and permits

Educating all staff on responsible alcohol sales, including checking IDs and ways to identify theft and fraud

Surveillance: Install security cameras throughout the store, including high risk areas such as the entrances, rear exit and cash registers

Alarm Systems: Implement a top of the line alarm system connected to local law enforcement

Cash Management: Limit cash on hand and regularly deposit cash in a secure off-site location

Who are we?

Myself, Renee Zeff, and my husband, Trevor Zeff. We are long term Calabasas residents and understand what makes this city what it is and will create a business that embraces the Calabasas lifestyle.

We are owners of a portfolio of Commercial & Residential properties that I have managed for more than 15 years. Trevor has a degree in Culinary Management from the International Culinary Center at The Art Institute of California, His culminating thesis was on opening and operating a chain of restaurants starting with the initial location and scaling up to multiple locations. He has experience in menu design, restaurant management (both front and back of house) As for the alcoholic beverage world, He is a level one sommelier, and has been collecting and researching whiskey & wines for close to 20 years. He has made numerous trips to the bourbon trail (Kentucky) and Northern California (Silverado trail) and has a wide scope of knowledge relating to distilled spirits and wine production.

What we need

Zoning for a Type 21-Off Sale General Liquor License, Issued to retail stores.
Authorizes the sale of beer, wine and distilled spirits for consumption off the premises where sold.