



### **Business Description**

Steins Beer Garden & Restaurant is a modern American take on the classic German biergarten featuring 31 taps of high-end craft and import beers and features Modern American Gourmet comfort food from Executive Chef Colby M Reade.

We operate a true all-scratch kitchen and prepare fresh bread daily, source sustainable ingredients as best we can from local purveyors, and adhere to the *never ever* program; we never use meat treated with antibiotics, hormones, or added preservatives of any kind.

Steins features a full bar with a complete spirits and wine list but our main attraction is our beer program. Steins has quickly become an industry leader in the Bay Area for all things beer. We are heavily engaged in Silicon Valley Beer Week, SF Beer Week and host various beer events throughout the year. Beer is what we are passionate about and we ensure that all bartenders are Cicerone Level 1 certified, our beer draft system is professionally maintained and cleaned bi-weekly, and that we feature the most comprehensive and unique beer list in the Bay.

The general feel of the restaurant is electric and lively. We are a destination spot for sporting events and large party gatherings and it is typical to see our outdoor patio (Beer Garden) vibrant and filled with a buzz of activity.

In the same manner as our Mountain View location, Cupertino will feature large private event and banquet space. Our large communal tables and open spaces provide the perfect venue for everything from the casual working lunches to birthday celebrations and company parties.

It is commonplace to see various charitable events happening at Steins as well. During our time in Mountain View we have supported and raised money and awareness for the Crohn's and Colitis Foundation, Community Services Agency, Can Do MS, S.O.A.R. and Second Harvest Food Bank to name a few. We've also donated to various community organizations, schools and other non-profit groups. We plan to continue our involvement with the community in Cupertino as well.

Steins has been voted best bar and patio in Mountain View every year since opening and in its first year was awarded Best New Business and honored at the Chambers of Commerce's Celebration of Leaders in 2013. We are an avid member of the Chamber of Commerce and Downtown Business Association as well as frequent donators to local charity auctions and community fundraisers.

Steins is also the brainchild of the annually held Mountain View Oktoberfest; a massive event staged in the Downtown District held the first weekend of October and features authentic German food, beer and entertainment. The 3<sup>rd</sup> Annual Mountain View Oktoberfest which recently passed saw roughly 12,000 people in attendance and we expect continued growth for years to come. The festival has quickly become a staple in the City and has visitors flocking from all over the Bay Area.

For our second location we are excited to open at nineteen800 in Cupertino! We believe firmly in the growth potential of the area and with Apple Headquarters and the new Hills at Vallco projects underway, we believe our proven concept will do well in a new Cupertino's new, vibrant downtown.



### **Operational Data**

Our proposed hours of operation are:

Sun~Thurs: 10am – 11pm

Fri/Sat: 10am – Midnight

Maximum number of employees at any given time will be roughly 25.

Live Music will be infrequent, designed specifically for special events (ie anniversary party, large banquets per request etc.) and may be both indoors and outdoors. Music may be amplified though not always. When using amplified sound system, we will monitor the sound levels and ensure decibels levels are in compliance with the Community Noise Ordinance. Time frame for any type of music will be limited between the hours of 11am - 9pm. Music will always be pleasant and easy listening (i.e. classic rock, acoustic folk, jazz etc) and never excessively loud genres (i.e. death metal, inappropriate rap).

### **Planning Permit Applications**

We will be applying for the following Planning Permits:

Minor Use Permit (UP) – Late Night Hours

Minor Use Permit (UP) – Full Bar

Minor Use Permit (UP) – Live Music

Minor Architectural & Site Approval (ASA) – Outdoor Patio Items

### **Security Plan**

#### **1. Emergency Contact Information**

- A. For all safety and security management issues associated with this premises, Steins Beer Garden management can be reached by telephone at (408) 636-8878, 24 hours a day, 7 days a week.
- B. Steins Beer Garden team leaders will be on duty during business hours and will be responsible for monitoring and controlling the behavior of patrons.
- C. Managers of this establishment and their contact telephone numbers are listed below:

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#### **2. Responsibilities of Personnel**

- A. All bartenders and other employees shall be trained to recognize the symptoms of an obviously intoxicated patron, to refuse serving alcoholic beverages to obviously intoxicated patrons, and to report emergencies to the manager on duty and to law enforcement.
- B. Store personnel shall confirm that first aid supplies and operational fire extinguishers are located in the kitchen, and service areas.
- C. Store personnel shall confirm that the burglar and fire alarm is monitored by a security company 24 hours a day, 7 days a week.

- D. An adequate number of internal security cameras shall monitor the behavior of customers inside the building under the control of Steins Beer Garden.
- E. Store personnel shall regularly monitor the parking and service areas to ensure the areas are (1) free of people loitering or causing a disturbance and (2) are cleared of patrons and their vehicles one-half hour after closing.
- F. Store personnel shall correct any safety or security problems immediately upon written notice by law enforcement personnel.
- G. Store personnel shall keep a current copy of the security plan available for review by law enforcement personnel upon request.