Phone : (08) 6278 2788
Fax : (08) 6278 2988
Mobile : 0417 976 009
E-mail : phil@canford.com.au
Postal : PO Box 389
GUILDFORD WA 6935

Copper & Oak Liquor Warehouse

10 Canning Road, Kalamunda WA 6076

Application for the Conditional Grant of a Liquor Store Licence

Intended Manner of Trade

May 2024

1. Introduction

1.1. JMNAP Kalamunda Pty Ltd will be applying to the licensing authority for the conditional grant of a liquor store licence for premises located at 10 Canning Road, Kalamunda WA 6076.

1.2. One of Perth's premier family run liquor stores, Copper & Oak Liquor Merchants has been offering customers a great variety of liquor products for over 20 years.

1.3. The business focuses on engagement with customers and the liquor products they would like to see. This family business is seen as an innovator and a market leader in introducing new packaged liquor products.

1.4. The proposed liquor store will be the first of its kind in Kalamunda. It will take inspiration from the existing Copper & Oak liquor stores in Tuart Hill and Guildford, both of which are owned and managed by Jose Pestana, the director of the applicant company, and his brother, Nelio Pestana.

1.5. The proposal is for a specialist, upmarket liquor warehouse of approximately 500sqm, located next to the Kalamunda IGA. The liquor range will be incredibly widespread, and completely unmatched in the locality.

1.6. This liquor store will also offer the important service of one-stop shopping to local residents, giving them the convenience of a full-service supermarket and a quality packaged liquor offer adjacent to each other.

1.7. The applicant believes that the proposed liquor store will fill a significant gap in the specialist beverage market in Kalamunda and the wider Perth Hills locality.

2. Proposed Style of Operation

2.1. The main focus, and point of difference, will be an extensive range of WA locally owned wines, an unmatched range of independent, international and seasonal craft beers, an extensive list of South African Wines, a very large whiskey wall with some exclusive offerings, along with a large range of gins, mezcal and other spirits and a unique range of local West Australian wines as well as Pet-Nat and Lo-Fi wines from around Australia.

2.2. Many of these products will be exclusive to Copper & Oak Liquor Warehouse and no other outlet in the locality has an equivalent range, which is to be inclusive of;

2.2.1. Up to 800 Spirits, including a least;

2.2.1.1. 500 Whisky,

2.2.1.2. 100 Rum,

2.2.1.3. 200 Gin,

2.2.1.4. 30 Tequila / Mezcal, and

2.2.1.5. Vodka, Brandy & Armagnac.

2.2.2. At least 2,000 wines, inclusive of at least;

2.2.2.1. 720 WA locally owned wines (of which around 200 would be from the Swan Valley / Perth Hills)

2.2.2.2. 70 Lo-Fi / Pet-Nat wines,

2.2.2.3. 130 South African Wines,

2.2.2.4. 290 Australian White wines,

2.2.2.5. 90 Sparkling Wines

2.2.2.6. 100 International wines, and

2.2.2.7. 500 Australian Red wines.

2.2.3. Up to 1,400 Beer products (of which, 1,080 are independently owned internationally and locally), inclusive of at least;

2.2.3.1. At least 1,000 craft beers,

2.2.3.2. 380 International and national mainstream beers, and

2.2.3.3. 30 seasonal / small batch / collaboration beers.

2.3. Jose and Nelio recognise that the liquor industry is constantly changing, and they change with it. Recently, consumer awareness and education has become a lot more important, and Jose and Nelio have adapted their business model at both Tuart Hill and Guildford to this.

2.4. As a differentiating feature, the entire range of ”hop forward” craft beers will be refrigerated to ensure they are presented to customers in the best condition.

2.5. The applicant will continue to take full advantage of the freedoms allowed by a liquor store licence to conduct tastings. Jose and Nelio will make use of this larger liquor store space in Kalamunda to continue expanding their structured and ticketed educational classes and events, which have been so well received at Tuart Hill. These will include, but not be limited to:

2.5.1. **“*Sit down Master Classes*”**, which will be co-hosted with Distillers, Wine Makers & Brewers and,

2.5.2. **“*Tastings* events”** that will be co-hosted with leading industry professionals.

2.6. These tasting events are not simply done by a sales representative, but by the producer themselves, or the owner of the brewery, distillery, or visiting winemaker or other highly respected industry professionals, and will focus on creating a deeper connection between the brands, the consumers and Copper & Oak.

2.7. The applicant proposes that the liquor store will trade hours that mirror the neighbouring IGA, however it will apply for the standard trading hours as permitted by the Liquor Control Act, and reduce and amend according to customer demand.

2.8. **Staff training:** Copper & Oak is committed to provide high quality service to the local community through the experience and specialised knowledge of its staff.

2.9. The Kalamunda and Perth Hills community will have the opportunity to access reliable expert advice when they are purchasing at Copper & Oak by leveraging the expertise of its team.

2.10. At least one member of the Copper & Oak staff will hold;

2.10.1. ***"The Cicerone Certification"*** certification in selecting, acquiring, and serving today's wide range of beers, and

2.10.2. The ***Wine & Spirit Education Trust WSET***. WSET qualifications are globally recognised as the international standard in wine and spirit knowledge.

2.11. The applicant has also drafted a detailed Harm Minimisation Plan that will form an important part of the staff induction program and the store's operational procedures.

2.12. Copper & Oak has been nominated for liquor store of the year for the Liquor Stores Association liquor awards and has also been nominated twice 2019 and 2020 for Australian whisky retailer of the year.

2.13. Further, the City of Swan gave Copper & Oak Guildford the best new small business award in 2023. They were also a finalist in the overall 'Swan Business' awards category.

2.14. Copper & Oak have one of the strongest social media followings in Perth both on Instagram (4.4K) and Facebook (nearly 6.6k).

Drafted for JMNAP Kalamunda Pty Ltd by;

Canford Hospitality Consultants Pty Ltd

Wednesday, May 29, 2024