



AGENDA

President and Board of Trustees
Village of Arlington Heights
Committee-of-the-Whole
Community Room
Arlington Heights Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
January 19, 2016
7:30 PM

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL OF MEMBERS

IV. NEW BUSINESS

- A. Discussion Regarding Possible Changes to the Liquor Code
(Chapter 13 of the Village Code)

V. OTHER BUSINESS

VI. ADJOURNMENT

Persons with disabilities requiring auxiliary aids or services, such as an American Sign Language interpreter or written materials in accessible formats, should contact David Robb, Disability Services Coordinator, at 33 S. Arlington Heights Road, Arlington Heights, Illinois 60005, (847)368-5793 (Voice), (847)368-5980 (Fax) or drobb@vah.com.



Item: Discussion Regarding Possible Changes to the Liquor Code

Department: Village Manager's Office

At this time, the Village Board is being asked to discuss possible changes to the Liquor Code. This discussion was originally prompted by a request for a liquor license that the Village received from Starbucks. Earlier this week, the Village received a request from someone else asking about the ability to have a cocktail bar in the Village. The cocktail bar would have a limited menu with appetizer-like food items, but not a full menu. In light of these requests, it is timely for the Board to consider if there is any interest in making any changes to the Liquor Code.

Staff received a request from Starbucks for a liquor license for their coffee shop located at 1802 N. Arlington Heights Road. They applied for a "Class E" liquor license, which permits the retail sale of beer and wine at restaurants for consumption on the premises. The request is a result of a new concept that Starbucks is rolling out at select locations throughout the country called "Starbucks Evenings". This concept provides for Starbucks offerings of a few "small plates" food items with craft beer and wine options. Attached is information from Starbucks on this concept.

Approximately 49 Starbucks locations in Illinois have received liquor licenses. In the last two weeks, the Villages of Buffalo Grove and Deerfield approved liquor licenses for Starbucks. Other nearby Starbucks with a liquor license include coffee shops in Elk Grove Village, Hoffman Estates and Schaumburg.

Unlike a traditional restaurant, Starbucks coffee shops do not have full-service kitchens. All food items sold are pre-prepared and delivered by one of Starbucks' preferred suppliers. All warmed food items are prepared using a convection oven, which usually sits on the back counter of the service line visible to customers. Their limited food equipment, other than refrigerators and freezers, is all in view on the service line.

On February 5, 1996, the Village Board approved a Special Use Ordinance for this Starbucks location. They were approved as a "sit-down/carry-out" restaurant. Under the Village's Zoning Ordinance, a restaurant is defined as:

3.2-187 Restaurant. *Any building or part thereof where food is cooked or prepared for*

compensation, for the general public and for immediate consumption on or off the premises.

The definition for restaurant is different in the Liquor Code. That definition is:

*Restaurant. Any public place kept, used, maintained, advertised and held out to the public
as a place where meals are served, and where meals actually are served and regularly served,
without sleeping accommodations, such space being provided with adequate and sanitary kitchen
and dining room equipment and capacity and having employed therein a sufficient number
and kind of employees to prepare, cook and serve suitable food for its guests.*

This is a much narrower definition than the one in the Zoning Code but it is the one that applies to establishments seeking liquor licenses. Starbucks has a very limited menu and does not have a full kitchen.

After review of the Starbucks plan and the relevant provisions of the Liquor Code, it has been determined that Starbucks does not meet the requirements of a Class E license, since they do not meet the definition of restaurant in the Liquor Code. Starbucks lacks a kitchen and is not a place held out to the public as a place where meals are regularly served. This appears to be true for the proposed "cocktail bar" as well.

In light of these requests, Staff is looking for direction from the Village Board as to whether there is interest in permitting these types of businesses, which are not full service restaurants, to serve liquor.

Considerations to explore could include:

1. A modification to or deletion of the definition of restaurant in the Liquor Code;
2. A modification to the definition of Wine Café to include the sale of beer, which could also include creating a better definition of the types of food items required to meet the menu definition. A Wine Café license permits:

*the retail sale of wine for consumption off premises and the retail sale of wine for
consumption on the premises. The licensee shall, with its application, submit a
limited menu to be approved by the Local Liquor Commissioner. Said menu shall
be offered to each consumer in conjunction with the consumption of wine on the
premises;*

3 . No changes to the Liquor Code, keeping in place the existing prohibitions so that establishments like Starbucks will not be eligible for a liquor license if they don't meet all requirements; or

4. Other options as recommended by the Village Board.

It is anticipated that once direction is provided by the Village Board, if warranted, Staff will conduct additional research to present to the Village Board for discussion at a later date.

ATTACHMENTS:

Description	Type
Starbucks Evenings Program Overview	Exhibits
Starbucks Evenings - Menu	Exhibits

STARBUCKS EVENINGS

CUP/Public Hearing

- › What to expect
- › Starbucks Evenings overview
- › Sample Starbucks Evenings menu
- › Operational details

STARBUCKS EVENINGS OVERVIEW

Why Starbucks Evenings?

- › By expanding our offerings to include food and drinks that are more suitable for the evening hours, we are enhancing our role as a gathering place for the community throughout the day and into the evening

History and Future of Evenings

- › The Evenings menu is currently offered at more than 75 stores across the U.S., including Washington, Oregon, Los Angeles, Chicago, Florida, Atlanta, and most recently expanded into Denver, Miami, Orlando and Northern California.
- › We are on track to launch the Evenings menu at about 2,000 stores in the US by year end 2019

Customer Experience

- › Starbucks Evenings stores are a familiar and inviting place with an expanded food and beverage menu that is more appropriate for the late afternoon/evening occasion without a bar atmosphere
- › Evenings provides our customers:

A
**COMFORTABLE,
SAFE PLACE** to
enjoy their evening

A moment to
themselves to
RELAX & ENJOY a
glass of wine &
small bite, or coffee
& dessert

A place to
**CASUALLY
CONNECT** with
friends

STARBUCKS EVENINGS OVERVIEW

What changes about my store?

- › Evenings stores will still offer the same handcrafted coffee beverages and food as other Starbucks stores in the same casual and comfortable environment, but with more to enjoy in the evening hours
- › In addition to adding an expanded food menu appropriate for the evening and wine and beer – the store will be designed to meet community needs (community table, soft seating, etc.)



The criteria for an Evenings store

- › Not every store in the area will serve wine and beer – we are looking at select stores in the right neighborhoods that also fit our design and space requirement

Sales expectation for Evenings

- › We expect wine and beer to make up 1 – 2% (8 – 12 units sold per day) of a stores total sales

SAMPLE STARBUCKS EVENINGS MENU

- › Starbucks expertly curated the Evenings menu to include three elements – wine, craft beer and shareable small plates
- › The wine and craft beer assortment will be regional based on customer taste preferences and the small plates will be the same across all Evenings locations
- › The wine list caters to a broad range of wine consumers, with an emphasis on the more sophisticated. Every glass of wine and beer comes with complementary pepitas



Small plates

SPINACH ARTICHOKE DIP WITH PITA CHIPS
Creamy spinach and artichokes deglazed with white wine.
470 cal

TRUFFLE MAC & CHEESE
Macaroni pasta in a creamy truffle finish with herb Parmesan breadcrumb.
490 cal

CHICKEN SAUSAGE & MUSHROOM FLATBREAD
Layered with chicken sausage, oven-roasted tomatoes, dried cherry peppers and mushrooms.
330 cal

ARTICHOKE & GOAT CHEESE FLATBREAD
Layered with Jack cheese, marinated artichoke hearts, red peppers and goat cheese.
330 cal

CHEESE PLATE
Irish Cheddar, Manchego, herbed goat cheese, dried apricots, fig spread and flat seed crackers.
480 cal

SALAMI PLATE
Prosciutto, coppa and carciole salami, grissini breadsticks and sweet drop peppers.
280 cal

MEATBALLS WITH TOMATO BASIL SAUCE*
Beefy blend of beef and Italian sausage.
300 cal

BACON-WRAPPED DATES
Warm Date Stuffed dates stuffed with chorizo sausage, wrapped in crispy bacon, drizzled with balsamic glaze.
270 cal

CHICKEN SKEWERS*
Marinated chicken breast coated with Parmesan and panko breadcrumb.
340 cal

TRUFFLE POPCORN*
Seasoned with truffle salt and served warm.
150 cal

*Contains milk.

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

Wine

SPARKLING
PROSECCO, VILLA SANDI "IL FRESCO" DOC TREVISO, ITALY
Bubbly and floral with sweet hints of apple and honey.
150 cal

WHITE
PINOT GRIS, ERATH, OREGON
Fresh lemon, cantaloupe and pineapple with a lengthy finish.
150 cal

SAUVIGNON BLANC, VILLA MARIA, NEW ZEALAND
Aromatic and crisp with melon and passion fruit notes.
140 cal

CHARDONNAY, FERRARI-CARANO, SONOMA COUNTY
Ripe apple and pear with a buttery, toasty nut finish.
150 cal

MOSCATO, ROSATELLO, ITALY
Sweet and effervescent with flavors of peach and candied orange.
150 cal

RED
RED BLEND, APOTHIC, CALIFORNIA
Rich black cherry complemented by hints of mocha and vanilla.
150 cal

PINOT NOIR, LANGE ESTATE WINERY, WILLAMETTE VALLEY
Soft, smooth tannins with cherry, raspberry and earth aromas.
150 cal

MALBEC, ALAMOS, ARGENTINA
Dark fruit and brown spice with hints of clove and black pepper.
150 cal

RED BLEND, NORTH BY NORTHWEST, COLUMBIA VALLEY
Rich with Bing cherry, black pepper, cocoa and raspberry flavors.
150 cal

CABERNET SAUVIGNON, COLUMBIA CREST H3, HORSE HEAVEN HILLS, WASHINGTON
Bold flavors of black currant, plum and earth with a silky finish.
140 cal

Also available by the bottle.

Craft Beer

150 cal

ASK YOUR BARISTA ABOUT OUR CURRENT SELECTION OF CURATED CRAFT BEERS.



OPERATIONAL DETAILS

Training

- › Starbucks has implemented a comprehensive wine and beer training program for store partners and field management teams which covers all jurisdictional serving requirements and also serving wine and beer responsibly
- › Strict operational routines have been put in place to ensure proper identification and sale of wine and beer occur
- › Store partners will be well-trained in handling disruptive situations and emergencies

Service model

- › All orders will still be placed at the POS and given to the customer at the hand-off plane – similar to any beverage order at Starbucks
- › This allows for total control of the transfer of alcohol from partner to customer, ensuring that the order is given to the correct person
- › Wine and beer will be served in glass ware and will not be served for to go purposes

Age requirement

- › All partners who work in stores that serve wine and beer will be at least 21 years of age

Hours of operation

- › Wine & beer will be served after 2pm on weekdays, and after 12 noon on weekends. Service will continue until the store closes, typically at 10pm during the week and 11pm on weekends (or in accordance with community wishes)

Starbucks Evenings Food Menu

Truffle Popcorn



Popcorn sprinkled with seasoned truffle salt. Wrapped in parchment paper and served in a glass

Blue Brie & Apricot Preserves Plate



Shareable serving of Blue Brie and apricot preserves. Served with rich sea salt crackers and red grapes

Grilled Vegetable Plate



Grilled zucchini, artichoke hearts and miniature sweet peppers. Served warm with lemon parsley aioli sauce

Bacon Wrapped Dates with



Deglet Noor dates stuffed with chorizo sausage, wrapped in bacon. Crisped with a drizzle of balsamic glaze.

Truffle Macaroni & Cheese



Elbow macaroni with truffle fondue and black truffle all topped with herbed Parmesan breadcrumbs.

Artichoke & Goat Cheese Flatbread



Flatbread with dry Jack cheese, marinated artichoke hearts, red peppers and goat cheese.

Chicken Sausage & Mushroom



Flatbread layered with slices of chicken sausage, oven-roasted tomatoes, diced cherry peppers and a chopped mushroom spread

Parmesan Crusted Chicken Skewer



Chicken breast with a Parmesan and panko breading. Served with a honey Dijon sauce.

Double Chocolate Brownie Bites

Our classic brownie with drizzles of chocolate and caramel.



Chocolate Truffles

Espresso, Champagne and Raspberry. Available individually or as a trio

