

From: Hasan Gul
Sent: 04 December 2020 21:45
To: Legister, Linda <Linda.Legister@brent.gov.uk>
Subject: 78 Walm lane

Dear Licensing officers,

I am writing to you regarding our impending store, Walnut Wholefoods, which is set to launch imminently.

I have been advised we need to answer a couple of questions, which I am happy to provide more clarity.

1) Why are we unique?

We are different because we pride ourselves on providing premium products with health benefits but in order to do this, we scoured many locations to find the ideal demographic. We were absolutely delighted to find Willesden Green catered towards the ideal audience with minimal competition but is ready to embrace our offering.

After extensive research, we have found there are a few businesses, which would complement our store but we are here to enhance the experience and add more value to the location.

We plan to cater to the affluent demographic, which isn't available in the area but the residents are more than ready.

Our offering includes premium products, such as:

- Freshly baked range of bread, including sourdough, gluten-free etc.
- Premium Juice Bar.
- Organic fruit, vegetables, nuts, and dairy.
- Premium fruit and veg with minimal chemicals for the lower range.
- Premium wine (not supermarket brands)
- Premium beers (optional)
- Many more

This isn't just going to be stacked as a standard grocery store but our store has a premium look and feel catering towards, natural, gluten-free produce.

Please have a look at our 3D images, as well as the current pictures, as the store is approaching completion.

If we are to be compared with stores, we are a medium-size independent store, which can compare to the likes of Waitrose and we all know about the Waitrose effect.

As I'm sure you're aware, stores like Gail's has added a great benefit to the area and we are optimistic we will have a wonderful impact on the location.

Please also see the following links for some of the products we plan to offer your wonderful residents:

- 1) <https://shop.diforti.com/shop/food/diforti-pastries/diforti-sicilian-cannoli-pistachio-cream-150g/>
- 2) <https://unionroasted.com/collections/bestsellers>
- 3) <https://www.eatreal.co.uk/product/paprika-quinoa-chips/>
- 4) <https://hattonhill.com/collections/herbs-spice/products/rose-petals-edible-dried?variant=31586439692374>
- 5) <https://biotifuldairy.com/products/kefir-organic/>
- 6) <https://www.fijiwater.co.uk/>
- 7) <https://www.savianvini.it/en/prodotti/vini-rossi/merlot-doc-venezia>

2) Would our business be impacted if we didn't receive an alcohol licence?

Simply put, yes it would impact us.

Although only approximately [10-15%](#) of our store is related to alcohol, we have built a beautiful wine cellar towards the back of the store with some of the best wines and we are considering offering premium beers towards the back of the store but we are happy to adhere to any conditions you may have on this.