

From: Figueiredo, Susana <Susana.Figueiredo@brent.gov.uk>
Sent: 06 January 2020 08:42
To: Muhsin Somji
Cc: Business Licence <business.licence@brent.gov.uk>
Subject: CONSULT: Variation - Eastern European Food & Wine, 297 Harrow Road, HA9 6BD - 18126

Dear Mumtaz Somji,

Further to your email below, I have reviewed the three suggested brands and have the following comments to make: -

- Guinness (e.g. Foreign Extra Stout) – you will need to give the exact name of the beer you wish to sell
- Tennents Super – this is one of the most common alcohol related to street drinking and would not be permitted
- K-Cider - this is one of the most common alcohol related to street drinking in the immediate area and would not be permitted

Please let me know if you have any other suggestions.

In terms of the condition ‘No single cans of beer, lager or cider shall be sold’, this is to avoid customers from buying one single can and drinking it on the street. It is common practice for street drinkers to buy one can at a time and then go into a premises to buy more.

I look forward to hearing from you soon.

Kind regards

Susana Figueiredo
Licensing Enforcement Officer

From: Muhsin Somji
Sent: 30 December 2019 23:38
To: Figueiredo, Susana
Cc: Business Licence
Subject: Re: CONSULT: Variation - Eastern European Food & Wine, 297 Harrow Road, HA9 6BD - 18126

Dear Ms Figueiredo.

Firstly we wish to thank you for such a speedy response. With the festive and holiday season, we were not expecting a response until early January 2020 and to receive your response more than a fortnight before that date was very much appreciated.

We have considered and deliberated on your letter very carefully and have the following comments:

1 As parents with children ourselves, we consider the image that our business portrays in the local community to be as important as profitability;

2 We have worked hard to recover the business from the neglect of the previous owners. We have been listening to our customers and building the business to be a proper local convenience store by assisting with their requests to hold various grocery products. We would not wish to have “undesirable customers” in our shop since that would dissuade our regular customers from continuing to come to our store;

3 In relation to the higher ABV items, we wish to be able to sell items requested by our regular and sensible customers and not to encourage street drinkers from entering our shop. We believe that your suggestion of only holding high volume items behind the counter is an excellent idea for the reasons you described;

4 We recognise (as you stated) that a lot of the street drinking tends to be cheaper but high volume ciders such as White Star, Black Star, Diamond White and Frosty Jack. These are not the sort of items that our customers are requesting and indeed our regular customers would probably not buy such items. As such we have a common objective to avoid such drinks being sold/promoted;

5 We value our relationship of cooperation with neighbours, the council, the police and other regulatory bodies. We would wish to continue to work within the boundaries laid out and whilst we currently have fewer conditions attached with the licence, we do not see this as reasons not to maintain the strictest regime of compliance and regulatory observance; and

6 We already comply with most of your proposed revised conditions for the varied premises licence and are generally supportive of these new conditions if they will enhance the licensing objectives being met by us and the neighbourhood more widely.

As such, we welcome your proposal to only display beers, lagers and ciders of upto 6% in the chillers and shelves open to the customers to pick themselves and only to serve three brands of beers lagers and ciders of above 6% from behind the counter when requested. We would suggest the following three brands to be stocked behind the counter to be served only once we are absolutely assured of the nature of the customer involved. These three brands are:

Guinness (e.g. Foreign Extra Stout);
Tennents Super; and
K-Cider

We would however ask for clarification of the condition numbered 12 in your letter. Please can you confirm or clarify the situation in regard to this condition: "No single cans of beer, lager or cider shall be sold."

To us, the condition seems counter intuitive - clearly selling more than single cans could cause more drunkenness, be it in people's homes. Or have we misunderstood the aim of this condition in some way? As you are in the office tomorrow, would it be possible for you to call me to clarify this please?

We look forward to your speedy reply and a timely and mutually agreeable outcome to our application.

May we also take this opportunity to wish you and the team a Happy and Prosperous 2020.

Kind regards

Mumtaz Somji
Director
Blue Cross Group Ltd t/a Eastern European Food and Wine.