

To Whom It May Concern,

Please consider this correspondence as our formal request for a finding of Public Convenience or Necessity requested by the Department of Alcoholic Beverage Control. Please consider the following as justification of Public Convenience and Necessity, for Una Más Taproom to be located in downtown Merced at 420 W Main Street.

**The character of this particular premises:**

Located in the center of downtown Merced, this new establishment will be called Una Más Taproom. Given the recent improvements to Main Street and the influx of new businesses encircling 420 W Main, we think this is an excellent place to do business. There are no residents, schools, or churches within 500 feet.

**The Aesthetics and Ambiance of the Proposed Business:**

As the building's owners, we don't want to cut corners. We want to make it a warm, welcoming, and lively place. Traditionally, taprooms have been associated with dark lighting; however, we are changing that perception. This structure will be influenced by the "Spanish style" characteristics. Open spaces, simple design components, and natural lighting. These updates aim to create a distinctive and inviting atmosphere, perfectly suited for a vibrant, community-focused commercial space that honors classic aesthetics while offering contemporary functionality.

Aside from the thoughtful attention we're putting into the aesthetic and design of our taproom, our true passion lies in craft beer and spending quality time as a family. We deeply value that balance, and we're committed to creating a space that reflects it—welcoming, genuine, and built for meaningful moments together. For this reason, we decided to apply for license 40, which allows children to be present (by offering "snacks"). There will be a small, carefully considered, and personalized menu. Because everyone loves beer with pretzels or chips and guacamole, we have included a tiny prep area for simple bites in our design. Even if you're not a beer drinker, our taproom will still be a welcoming place for you and your family. We'll offer a variety of non-alcoholic options—including thoughtfully selected beverages and a rotating draft of high-quality kombucha—so everyone can find something to enjoy

**The Attractiveness and Ambiance of the Proposed Business:**

Our commercial space will undergo full exterior and interior renovations, with careful attention to every detail to ensure the final result is both beautiful and lasting. As both the owners of the building and the tenants, we're fully invested in doing things right—from the craftsmanship of the space to the atmosphere we create. Natural light, lofty ceilings, and a stunningly updated bar will all be present inside. The terrace will also be renovated. This isn't a short-term project for us; we're here to make a lasting impression on Merced. Our goal is to become a staple in the community—a place people can count on for years to come.

### **The Manner in which the Business is to be Conducted:**

As board members of the nonprofit organization that hosts events like Pizza and Pints and Burgers and Brews, which showcases regional brewers and food vendors, we will leverage all our connections to showcase some of the best craft brew available.

Our business will be conducted with a strong foundation of respect—for our guests, our team, and our community. We are committed to proactive problem solving, open communication, and creating a positive environment where everyone feels valued. Above all, we will operate in full compliance with all state, local, and health regulations, ensuring a safe, responsible, and trustworthy experience for all who walk through our doors.

### **The Type of Guests Who are Likely to be Patrons:**

At our family-friendly taproom, we welcome guests from all walks of life—parents looking to unwind while their kids enjoy a safe space, friends gathering for a casual evening out, craft beer enthusiasts exploring new flavors, and even solo visitors seeking a warm, welcoming environment. We believe great beer and good company should be for everyone, so whether you're bringing a stroller, meeting up after work, or enjoying a quiet afternoon to yourself, you'll find a place at our table. With a focus on inclusivity, comfort, and community, our doors are open to all who appreciate quality, connection, and a relaxed, family-oriented vibe.

### **The Predicted Mode of Operation:**

Our predicted mode of operation will center around a hands-on, owner-managed approach, ensuring a high level of consistency, care, and personal connection in every aspect of the business. As owners, we will be directly involved in daily operations, including serving and customer service, allowing us to build genuine relationships with our patrons and maintain the welcoming, community-focused atmosphere we envision. With extensive knowledge of craft brewing and a passion for sharing that expertise, we will provide an experience that is both educational and enjoyable. Our commitment to excellence will be reflected in our service, our product, and our presence.

### **The Ability of the Business to Serve a Niche Not Filled by Others:**

While there are a few local taprooms in the area, ours will offer something truly unique by serving a niche that has yet to be filled. Unlike traditional 21-and-over establishments, our taproom is designed to be family-friendly, creating a space where parents can relax and enjoy quality craft beer without having to leave their children at home. What truly sets us apart is our dedication to showcasing local breweries, giving small, independent brewers a platform to shine while offering our guests a rotating selection of fresh, regional flavors. By blending community, inclusivity, and a strong focus on local craft, we're creating an experience that's both welcoming and distinct—something the Merced area hasn't seen before.

### **In Conclusion:**

As downtown Merced continues to grow and revitalize, our family-friendly taproom will emerge as a vibrant, standout addition to the heart of the city—and we couldn't be more excited to be part of it. As proud local owners, we're deeply passionate about contributing to the betterment of Merced and helping shape a downtown that reflects the spirit and potential of this incredible community. Our taproom will bring something truly different: a lively yet laid-back space that highlights the best of local craft breweries, offering authentic flavors rooted in regional pride—not mass-produced beers. We're creating a calm, welcoming ambiance where families, locals, and UC Merced students alike can unwind, connect, and enjoy quality time together. This is more than a business to us—it's a labor of love, built to give our hometown something to be proud of and a place everyone can look forward to.

Best,

Abraham Santana