

Hop Dogma Brewing
30 Avenida Portola, Suite 1B
El Granada, CA 94018



March 20, 2013

Midcoast Community Council
Attn: Miss Laura Stein, Chair
P.O. Box 248
Moss Beach, CA 94038-0248

Re: Hog Dogma Brewing Co., LLC (Hop Dogma)
Type 42 On-Sale Beer and Wine – Public Premises

Dear Ms. Stein,

On January 29, 2013, we applied for a Type 42 On-Sale Beer and Wine – Public Premises license at 30 Avenue Portola, Suite 1B, El Granada, CA 94018. We have been asked to address how our bar business will serve the public convenience or necessity of the surrounding neighborhood.

Hop Dogma is planning to open a small production brewery with a separate wine and beer tasting bar in the coastal town of El Granada. We plan to source and use local ingredients to make specialty craft brews that highlight the wonderful range of agricultural products found in the area. These homemade brews will be featured at our bar along with other regional and California based wine and beer products. We believe this new business will provide an enjoyable place for local residents to socialize and enjoy craft beer and wine products. We believe the business also may attract other craft beer enthusiasts and tourists who will further fuel the local economy.

We will employ individuals age 21 or older to assist us with our business, bringing jobs to this area. We will have 5 - 6 parking spaces in the back and there is ample street parking (15+) which we anticipate will be sufficient. We will serve the community in a positive and responsible manner.

For all of these reasons, we believe our operation will serve the public convenience or necessity of the area. If we can answer any questions, please do not hesitate to call.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Littlefield", written over a light-colored rectangular background.

Dan Littlefield
Member & Manager