



30 May 2019

To the Honorable Board of Supervisors:

We have applied for an ABC 42 (On Sale Beer and Wine) license to be located at 2923 Grand Avenue, Los Olivos. We understand that the Board needs to approve our license (via ABC-245, letter of Convenience or Necessity.)

The Taste of Santa Rita Hills concept is completely different from the other wine tasting rooms that one finds in Los Olivos. We represent approximately 20 wine producers that make wine from the Santa Rita Hills. We have an exclusive agreement with these producers that Taste of Santa Rita Hills will be the only tasting room to carry and taste wines in Santa Barbara County.

The Santa Rita Hills is an under-represented viticultural area (AVA) in the town of Los Olivos, but yet it is one of the most sought-after Pinot Noir growing areas in California. There are plenty of tasting rooms in town that offer wines from the Los Olivos AVA, Ballard Canyon AVA, and others, but there is a need for our wine tourists there to learn about Santa Rita Hills. We would be the place to which they could come for a thorough education and a broad tasting of wines from that specific viticultural area.

We also have a tiny production of wine under our own Moretti label which is part of the producers we represent.

We have already been in business for about 10 years in Lompoc, and have been hailed as one of the most "exciting", "unique", "must-visit" tasting rooms by many publications like Sunset Magazine, LA Magazine, Edible Magazine, San Francisco Chronicle and others.

We would not even consider opening a tasting room in Los Olivos if we felt that we did not bring something completely new to the wine scene there. We hope that you, too, can see that we will be offering an outlet that is needed and convenient to Los Olivos and to its visitors.

Respectfully,



Antonio Moretti



Jeni Bloom Moretti

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