

**Manhattan Community Board 4**

Liquor License Stipulations Application

(All Fields Must Be Completed)

APPLICANT <b>Tapmasters Chelsea LLC</b>		DOING BUSINESS AS (DBA) <b>World of Beer</b>		
STREET ADDRESS <b>320 8th Ave New York, NY 10001</b>		CROSS STREETS <b>26th Street</b>		
OWNER	NAME: <b>Kenny Lee</b>	ATTORNEY	NAME: <b>Robert Romano</b>	
	PHONE: <b>917 674 9078</b>		PHONE: <b>914 500 3196</b>	
	FAX:		FAX:	
MANAGER	NAME: <b>Will Mingo</b>	LANDLORD	NAME: <b>Chelsea W26 LLC</b>	
	PHONE: <b>973 818 8766</b>		PHONE: <b>917-273-2901</b>	
	FAX:		FAX: <b>212-996-4009</b>	
DESCRIPTION OF BUSINESS				
Establishment Type:	<input type="radio"/> Bar/Tavern <input type="radio"/> Bed & Breakfast <input type="radio"/> Eating Place Beer <input type="radio"/> Cabaret <input type="radio"/> Night Club <input type="radio"/> Hotel <input checked="" type="radio"/> Restaurant <input type="radio"/> Catering Establishment <input type="radio"/> Club (Fraternal Organization - Members Only) <input type="radio"/> Other (Explain): Bar/Arcade			
Method of Operation:	<input checked="" type="radio"/> Restaurant <input type="radio"/> Dance Club <input type="radio"/> Sports Bar <input type="radio"/> Adult Entertainment <input type="radio"/> Wine Bar <input type="radio"/> Pizzeria <input type="radio"/> Cafe <input type="radio"/> Other (Explain): Bar/Arcade			
License Type:	<input checked="" type="radio"/> On-Premise <input type="radio"/> Wine <input type="radio"/> Beer <input type="radio"/> Wine & Beer			
APPLICATION TYPE <i>(check one)</i>	<input checked="" type="radio"/> New	Has applicant owned or managed a similar business?	<input checked="" type="radio"/> YES	<input type="radio"/> NO
		What is/was the name of establishment?	<b>Melting Pot</b>	
		What is/was the address of the establishment?	<b>100 Sinatra Dr Hoboken, NJ 07030</b>	
		What were the dates the applicant was involved with this former premise?	<b>2007 to Present</b>	
	<input type="radio"/> Transfer	What is the prior license #?		
		What is the expiration date on the prior license?		
		Are you making any alterations or operational changes?	<input type="radio"/> YES	<input type="radio"/> NO
		<i>If alterations or operational changes are being made, please attach the plans to this form.</i>		
	<input type="radio"/> Alteration	What is the current license #?		
		What is the expiration date on the current license?		
<i>Please describe the nature of the alterations and attach the plans</i>				

**OPERATIONAL ISSUES**

		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
HOURS	Operation	11:30 AM - 1 AM	11:30 AM - 1 AM	11:30 AM - 1 AM	11:30 AM - 3 AM	11:30 AM - 3 AM	11:30 AM - 3 AM	11:30 AM - 1 AM
	Music	11:30 am - 1 am	11:30 am - 1 am	11:30 am - 1 am	11:30 am - 3 am	11:30 am - 3 am	11:30 am - 3 am	11:30 am - 1 am
	Kitchen	11:30 am - 1 am	11:30 am - 1 am	11:30 am - 1 am	11:30 am - 3 am	11:30 am - 3 am	11:30 am - 3 am	11:30 am - 1 am

OCCUPANCY	INDOOR				BAR			OUTSIDE	
	Capacity (Certificate of Occupancy)	Maximum # of Persons You Anticipate Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Bars	Number of Seats	Number of Tables
	250	150	28	127	2 service stations at 1 bar	1	17	None	None

How many floors are there? What is the capacity for each floor? (please respond in space provided)	<input checked="" type="radio"/> 1-2	<input type="radio"/> 3-4	<input type="radio"/> 5+	250 capacity ; 1 floor
Will you be applying or intending to apply for a cabaret license? If yes, will there be dancing? (please respond in space provided)	YES	<input checked="" type="radio"/> NO	N/A	
Will applicant have bottle service?	<input checked="" type="radio"/> YES	NO	N/A	
Will you be hosting private parties and promotional events?	<input checked="" type="radio"/> YES	NO	N/A	
Will outside promoters be used?	YES	<input checked="" type="radio"/> NO	N/A	
Will the security plan submitted be implemented?	<input checked="" type="radio"/> YES	NO	N/A	see attached plan
Will State certified security personnel be used?	<input checked="" type="radio"/> YES	NO	N/A	
Will New York Nightlife Association recommendations and NYPD Best Practices be followed?	<input checked="" type="radio"/> YES	NO	N/A	
Will the applicant be using delivery bicycles? If yes, have you applied to DOT for bicycle rack? Delivery bicycles are to be clearly marked with the name of the restaurant and staff will wear attire clearly noting name. (please respond in space provided)	YES	<input checked="" type="radio"/> NO	N/A	
Will the applicant be applying for a Sidewalk Café now or in the future? (please respond in space provided)	YES	<input checked="" type="radio"/> NO	N/A	
If yes to the above, are plans attached and submitted to DCA? How many tables/seats? (please respond in space provided)	YES	NO	<input checked="" type="radio"/> N/A	
Will applicant provide contact information to neighbors and respond to complaints that arise?	<input checked="" type="radio"/> YES	NO	N/A	
Will you inform the Community Board office of your job openings and/or provide a hyperlink to your jobs webpage?	<input checked="" type="radio"/> YES	NO	N/A	
If you plan to have music, what type(s)?	<input checked="" type="radio"/> BACKGROUND	<input checked="" type="radio"/> LIVE MUSIC	<input type="radio"/> DJ	

**BUILDING DESIGN**

Doors and windows will be closed when any amplified music is played and in the event of no amplified sound, will be closed by 11 PM Friday and Saturday and 10 PM on all other days.	<input checked="" type="radio"/> YES	NO	N/A	
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	<input checked="" type="radio"/> YES	NO	N/A	see attached plan
Do you agree to comply with DOB rules concerning a storm enclosure? Storm enclosures can be used between November 15 and April 15, but they may NOT project more than 18 inches from the store front.)	<input checked="" type="radio"/> YES	NO	N/A	

OUTDOOR ITEMS				
Will applicant use the rooftop, rear yard or any outdoor space?	YES	<input checked="" type="radio"/> NO	N/A	
If yes to the above, the rear yard, rooftop, and any outdoor space will be closed and vacated by 11 PM on Friday & Saturday and 10 PM on all other days.	YES	NO	<input checked="" type="radio"/> N/A	
The service and consumption of alcohol in the rear yard, on the rooftop, or in any other outdoor space will be only via sealed food service.	YES	NO	<input checked="" type="radio"/> N/A	
The rear yard, rooftop, and any other outdoor space will not allow standing space for patrons to drink or smoke.	YES	NO	<input checked="" type="radio"/> N/A	
Applicant will do everything in their power to provide an effective sound baffling or sound controlled environment through landscaping or some type of enclosure, where possible; provided they do not violate any fire or building code regulations? This includes possibly working with landlords for soundproofing tenants apartments (such as installing soundproofing windows, acoustical tiles, etc.).	<input checked="" type="radio"/> YES	NO	N/A	See attached plan
Applicant will enforce a quiet environment in the outdoor space, so as not to disturb nearby residents (e.g. there will be no amplified music, as per the law, and windows and doors to areas that play amplified music shall be closed). The applicant will make every effort possible to limit the noise emanating from diners by posting signs outside and also on menus asking for respect of the neighbor's privacy and peace. The staff will also encourage a peaceful environment amongst the outdoor diners.	YES	NO	<input checked="" type="radio"/> N/A	
Applicant will have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	<input checked="" type="radio"/> N/A	

LOCATION & ZONING				
Primary Zoning District:	M1-6	Overlay (If Applicable):		
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	<input checked="" type="radio"/> NO	N/A	
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	<input checked="" type="radio"/> YES	NO	N/A	
Is the 500 Foot Rule or 200 Foot Rule Triggered? If yes, which? Please attach a diagram of the establishments that triggers the rule.	YES	<input checked="" type="radio"/> NO	N/A	see attached exhibit
Is a Public Assembly permit required?	YES	<input checked="" type="radio"/> NO	N/A	
Are your plans filed with DOB?	YES	<input checked="" type="radio"/> NO	N/A	Pending.
Building Type	<input type="radio"/> Residential <input type="radio"/> Commercial <input checked="" type="radio"/> Mixed Use <input type="radio"/> Other, describe: _____			
Adjacent Buildings	<input type="radio"/> Residential <input type="radio"/> Commercial <input checked="" type="radio"/> Mixed Use <input type="radio"/> Other, describe: _____			
NOTIFICATION:	# 1			
What organizations / community groups have you notified regarding your application?	# 2			
	# 3			

ADDITIONAL INFORMATION: (Applicant Use)

Please see ~~attached~~ accompanying Method of operations

ADDITIONAL NOTES: (Office Use Only)

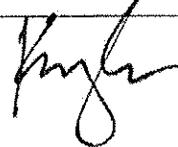
**ADDITIONAL STIPULATIONS: (Office Use Only)**

January 6, 2014

- Applicant will hire outside reputable industry recognized sound acoustician & implement reasonable recommendations
- Applicant will hire outside reputable industry recognized security firm & implement reasonable recommendations
- Both reports, including findings and actions will be submitted to CB4 within 30 days (February 5, 2014)



Manhattan Community Board 4 (MCB4) recommends:		<input checked="" type="radio"/> Denial unless all agreed to by applicant is part of the method of operation <input type="radio"/> Denial <input type="radio"/> Approval
<b>CB4 REPRESENTATIVES</b>		
Nelly Gonzalez <i>CB4 Assistant District Manager</i>	 Elin Daglian <i>CB4 BLP Committee Co-Chair</i>	 Paul Sczes <i>CB4 BLP Committee Co-Chair</i>
<b>APPLICANT AGREEMENT WITH THE COMMUNITY</b>		
Pursuant to these stipulations, this applicant agrees to have these provisions incorporated in the method of operation of their liquor license. Additionally, the applicant agrees to the community agreements as the basis for the community supporting this application.		
<b>SIGN HERE</b> →	 SIGNATURE OF APPLICANT	10/18/13 DATE



12/10/13

## Proximity Report for Location:

December 16, 2013

320 8TH AVE, New York, 10001

\* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

### Closest Liquor Stores

Name	Address	Approx. Distance
DELAUREN WINES INC	332 8TH AVE	165 ft
SUEBOB LIQUOR INC	312 W 23RD STREET	815 ft
ALGA WINES & SPIRITS LTD	221 9TH AVENUE	1105 ft
FORAGERS WINES CHELSEA LLC	231 8TH AVE	1125 ft
NRS WINE AND LIQUOR INC	414 8TH AVENUE	1210 ft
BURGUNDY WINE COMPANY LTD	143 W 26TH STREET	1410 ft
LANDMARK WINE & SPIRITS INC	167 W 23RD STREET	1430 ft

### Churches within 500 Feet

Name	Approx. Distance
Chakrasambara Buddhist Center	125 ft

### Schools within 500 Feet

Name	Address	Approx. Distance
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### On-Premise Licenses within 750 Feet

Name	Address	Approx. Distance
CHELSEA 26 LLC	249 W 26TH ST	460 ft
G G P BAR & GRILL CORP	372 8TH AVENUE	660 ft
23RD & 8TH LLC	261 8TH AVENUE	730 ft
SALUMERIA BIELLESE INC	376 378 8TH AVENUE	740 ft

### Pending Licenses within 750 Feet

Name	Address	Approx. Distance
MASSOLA MANAGEMENT 368 CORP	368 8TH AVE	605 ft

### Unmapped licenses within zipcode of report location

Name	Address
GOURMET MANAGEMENT CORP	CERTAIN SPACE ON LEVELS A & B

December 13, 2013

**World of Beer Chelsea, LLC**  
**320 8<sup>th</sup> Ave. New York, NY 10001**  
**Method of Operation**

The following (along with accompanying exhibits) is a detailed outline of our method of operations with regard to the concerns / issues raised by the Chelsea Community Board. We are happy to address any further questions or comments upon reviewing the following.

The concept of World of Beer (“WoB”) may seem simple: provide guests with a great dining experience accompanied by a broad selection of the best craft and import beers on the planet. Our mission is to create the ultimate neighborhood experience, where people come together to eat great food, drink the world’s best beer and listen to great music with friends and family. The experience we provide our guests is a friendly, relaxed environment. In the end what we provide is a community establishment that our guests love to call their own.

**A. Hours of operation will be as follows:**

- Sunday – Wednesday: 11:30 a.m. to 1:00 a.m.
- Thursday – Saturday: 11:30 a.m. to 3:00 a.m.

**B. Customers**

There is a broad appeal in attracting patrons to World of Beer. Customers will be professional men and women, approximately 25 to 60 years old, seeking a great atmosphere to enjoy a great dining experience, music, and a variety of craft beers from all over the world.

***Guest Service Responsibilities***

- Provide friendly, personal service to any and all guests at establishment.
- Continually offer a wide variety of exceptional products at a reasonable cost to guests.
- Always strive to exceed guests’ expectations. They are the lifeblood of your business.
- Maintain levels of inventory sufficient for demand.
- Provide guests with a clean, fun, and safe restaurant environment.
- Be honest and fair in all dealings with guests, and treat them with respect.
- Support guests by being involved in community activities and organizations.

***Alcohol Management***

As an establishment that serves alcoholic beverages, it is critical that we train our employees in the proper procedures for serving alcohol, from checking an individual’s ID to cutting the person off. These are guidelines that we will use to train our staff to deal with certain situations. Our security will be our last line of defense if need be. Below are guidelines the Franchisor follows in the service of alcoholic beverages:

### *Alcohol Awareness*

- Check the I.D. anyone who appears to be under 30. Serve only those 21 or older.
- Do not be concerned about offending someone. Most often, only people without proper ID are offended.
- If minors are seated at a table with adults who are sharing their beverages, ask the manager to talk with them. It is our policy not to allow alcoholic beverages to be consumed under any circumstances to anyone under 21.
- The giving away of alcohol without management approval to past employees, friends, or other guests will result in termination.

### *Be Responsible:*

- Recognize if guests have been drinking before they sit down. If you question their intoxication, get a manager.
- If guests are intoxicated, do not offer an alcoholic beverage. Notify a manager.
- If guests are not intoxicated but you are concerned, notify a manager.
- We will not knowingly serve an intoxicated person
- Ask guests if they have a designated driver.
- Notify a manager in all situations concerning guest intoxication.
- Keep it private. Avoid embarrassing guests.
- Be courteous but firm. Avoid confrontation. Don't be afraid to say "No."

### *Serving Limits:*

- The decision to cut a guest off by a manager will be honored by all bar employees. Failure to do so or knowledge of a failure to do so is grounds for immediate termination. If a guest needs to be cut off, notify a manager immediately
- Be watchful for signs of intoxication and notify a manager immediately when you feel a guest is becoming intoxicated.
- No intoxicated person is to be served, whether he/she became intoxicated on your premises or not. Even if they have a designated driver – No Exceptions.
- Discourage "power drinking".
- Encourage food consumption before the guest gets to the edge.
- Communicate consumption at shift change
- Over friendliness or sullenness

### *If Guests Appear Intoxicated:*

- Never touch guests.
- Stress concern for guests' safety.
- Remind guests of possible consequences (e.g., losing their license, accidents, etc.).
- Offer food and coffee or non-alcoholic beverages. Remember that time is the only way to decrease intoxication levels.
- Insist on a cab if the alternative is an intoxicated driver. If guests refuse, explain that you will have to call the police. It is best if the manager interacts with guests at this point.

### *Handling Guest Complaints*

We hope it doesn't happen – or at least not very often. We're talking about receiving a guest complaint. When handling guest complaints, we will always be fair and respectful

to our guests. We will remain courteous. Ultimately, we want our guests to be our best promoters.

Steps for handling a complaint:

1. Listen to what the guest has to say. Always be patient and allow the guest to air their complaints. Be attentive. View this as an opportunity to have a customer for life by proving your word.
2. If the guest is unsatisfied with a beer they have chosen, find out what type or flavor of beer the guest likes to drink and give the guest a free sample of that type of beer that is on tap.
3. Express understanding of the problem and restate the guest's position. Don't pass off responsibility.
4. Investigate the problem – find the cause of the problem and resolve it if possible.
5. Apologize for any inconvenience the problem may have caused.

### **C. Product & Service (see accompanying food menu)**

World of Beer will serve a full menu of delicious food options. The menu will include flatbreads, sandwiches, hotdogs, pretzels, salsa & chips, hummus, spinach dip, and desert, among others. Average price will range from \$7-\$9.

World of Beer will feature over 500 craft / specialty beers from 40 different countries as well as wine and spirits. Beer and wine prices will range from \$6-\$15+ per pint depending on the type, quality and age. The World of Beer concept is to provide a broad variety of beer and wine to a certain extent that will cater to all types of customers, both men and women.

### **D. Music**

We are passionate about music, whether it is the music we play over the sound system, or the live acts we bring in for our guests' enjoyment. We strive to bring our patrons new and upcoming songs, as well as emerging national and local acts. Live music has become an intricate part of the WoB culture. Through the World of Beer network, we have access to local and national acts such as James Blount, Ingram Hill, Eric Lindell and Chris Nathan, just to name a few. Moreover, well known local acts with a strong following will perform at the World of Beer. Acts will consist of approximately 1-3 members with and without instruments. The type of music will cater to the interests of the New York demographic which include Top 40 and Pop. Live music will be available three nights a week and there will be no DJs

### ***Sound Proofing (see accompanying sound proofing plan)***

Our concept allows our patrons to enjoy background music *three* nights a week on Thursdays, Fridays and Saturdays from approximately 9am-12am. Sound proofing will be installed accordingly:

- We will follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings.
- As per our agreement with our landlord, Chelsea W26 LLC, and as stated in the lease, we will comply with engineer's sound attenuation requirement such that sounds

generated from within the premises will not be audible in any other area of the building or elsewhere outside the premises.

**E. Security (see accompanying security plan)**

Safety of our patrons and employees is a top priority for World of Beer. We will maintain the highest level of security and proactively diffuse any potential undesired activities that are harmful to our patrons and/or employees. Please see the accompanying security plan provided by Elite Security.

**F. Employees**

We have a commitment to our employees to ensure that they are provided with an exciting and safe work environment. These are our commitments:

- Uphold the laws as they pertain to employment.
- Be fair and impartial when dealing with employees.
- Provide fair compensation for work performed.
- Provide thorough training, as well as the resources and support employees will need to carry out their responsibilities.
- Be ready to extend a helping hand when it is needed. Promote teamwork, and set the example by never asking someone to do what you wouldn't do yourself.
- Maintain open lines of communication, and continually give feedback on performance to help employees.
- Provide motivation and opportunities for employees to further their career path. Get them to believe that their job is more than just a job.
- Always treat employees as you would like to be treated. Show them respect, and be sympathetic to their personal situations. Foster a family atmosphere.
- Provide a safe and secure environment for employees to work in.

The table below shows the number of staff under payroll working various shifts:

GENERAL MANAGER - 1
ASSISTANT MANAGER - 2
WAIT STAFF - 25
HOSTESS - 4
BARTENDER - 4
KITCHEN STAFF - 7
DISHWASHER - 3
BUSBOY - 3

To ensure we have the best possible management team and staff, we are highlighting qualities / experience we are looking for in the hiring process.

*General Manager / Assistant Manager job description:*

We are looking for individuals who have extensive food and beverage management experience and can work well in a fast-paced, demanding environment. Responsibilities will include but would not be limited to the following:

- Consistently offer professional and friendly service
- Ensure that all safety, sanitary and service standards are adhered to

- Train, Lead and Manage staff
- Control stock for uninterrupted service
- Reconcile cash and credit card transactions
- Manage sales growth and profitability
- Identify market trends
- Maintain relationships with vendors and distributors.

*Wait Staff/ Hostess job description*

- Participate in a team environment that promotes sales and service success
- Commit to maintain the culture through the evolution of the business
- Actively participate in all restaurant-related meetings and training sessions, and apply learned skills on the job
- Be receptive to feedback and coaching
- Possess knowledge of all food and beverage menus
- Possess complete knowledge and application of all Hospitality Standards – especially telephone etiquette and greeting guests
- Maintain a clean, sanitary, and safe environment for all team members and Guests
- Keep host/hostess stand supplies stocked and organized
- Monitor/stock restroom supplies and maintain restroom cleanliness
- Adhere to Company, division, and location policies and procedures
- Other duties as assigned

*Bartender job description*

- Greet guests and respond to guest inquiries and requests in a timely, friendly and efficient manner
- Mix and garnish beverages according to recipe and portion control standards
- Present and serve beverages to guests
- Check guests for proper identification and serve alcoholic beverages to guests in accordance with federal, state, local and company laws and regulations
- Accurately total, process and collect payments from guests to include, but not limited to, using the point-of-sale system, handling money, processing credit and debit cards, making change and processing gift certificates, cards and vouchers
- Stock and maintain the bar to include, but not limited to, beer, wine, spirits, paper products, straws and stirrers, condiments, glassware, ice and produce
- Cut, store and ensure product quality of all beverage-related perishables
- Respond professionally to inebriated guests, as needed

*Kitchen Staff/ Dishwasher / Busboy*

- Prepare ingredients for cooking, including portioning, chopping, and storing food
- Prepare and cook food according to recipes, quality standards, presentation standards, and food preparation checklist
- Set-up and break down work station. Serve food in proper portions onto proper receptacles
- Wash and disinfect kitchen area, tables, tools, knives, and equipment
- Follow all company and safety and security policies and procedures; report maintenance needs, accidents, injuries, and unsafe work conditions to manager

- Develop and maintain positive working relationships with others; support team to reach common goals
- Ensure adherence to quality expectations and standards



13 December 2013

Will Mingo, Franchisee  
Tapmasters, LLC

RE: Sound Attenuation for the Chelsea Project

Will,

The sound attenuation issue for this project is a twofold process as described below. But the end result is that we are looking to maintaining an average decibel reading not to exceed 80db at the adjacent residential units with the apartments windows closed.

First stage: Upon completion of the interior framing of your space a LIVE sound test is conducted with portable gear that is of the same power as the unit designed for your location. During this sound test we would take readings inside the adjacent apartments to see what levels are being transmitted without any sound attenuation installed. This will enable us to design the proper sound attenuation system to reach the desired level after the building is completed.

Second stage: Your basic interior design for sound attenuation will be an acoustical ceiling grid system with 12" of fiberglass sound deadening properties. Should additional sound attenuation be required, we would apply direct acoustical foam or loose cellulose (K13) insulation to the bottom side of the slab above your space.

We have multiple sites with the same scenario as this location, such as the Baltimore and Dallas, TX taverns and have been able to reach our desired levels without any complications.

As an added measure you can also reach a mutual agreement with your landlord to restrict the hours of live music performance.

We hope that his clarifies your inquiry. But should you need any additional information, please feel free to contact me at your convenience.

Cheers,

Manny Canasi  
Director of Construction



Date: 12/17/2013  
Invoice #: 687483  
Re: Security & Media

**Client:**

Name: Kenny Lee  
Company Name: World of Beer Chelsea, LLC  
Street Address: 320 8th Ave.  
City, State, Zip: New York, NY 10001  
Phone: 917-674-9078

**Number/Utilization of Security Personnel**

We will have 1 (one) NYS certified security guard outside checking ID's and controlling loiters or smokers if need be. There will not be queing of any lines outside. Also we will have 2 (two) NYS certified security guards inside on the nights that we have live music playing to precautionary measures. Additional security will be brought in if needed on any night.

Security staff shall regularly patrol both the women's and men's bathroom facilities. Hand-held counters shall be used by staff at the entrance at all times when open to monitor maximum occupancy.

**Video Surveillance**

We will be installing a total of 24 digital surveillance cameras throughout the entire restaurant. Two of which will be installed outside the entrance to the restaurant. They will be IR illuminated and will have a clear shot of the entire front of the property day or night. Cameras will be accessible to owners and managers on a computer and mobile devices through a mobile app.

Tapes will be made available upon request to the local authorities. Security staff shall regularly patrol the immediate exterior of the building at least once every half-hour, doing so on a random basis.

**Unruly Patrons**

When a patron acts in a manner that is violent, abusive, indecent, profane, boisterous, or otherwise disorderly, security will resolve the issue in an appropriate manner and the manager will immediately contact the police if needed.

**Patrons who are Intoxicated**

Licensee, its agents, and employees, may not sell, dispense, or give away alcohol to any person who is under the influence of alcoholic beverages, nor shall such a person be permitted on the premises. When a customer has been "cut off," the server will notify the other employees. Management will support the server's decision to terminate service to any

### Patrons Presenting False IDs

All identification cards used to prove age must be valid (i.e., may not be expired), and must be government-issued. If the identification card is expired or appears at all questionable to the employee, the employee shall request a second form of identification. All employees are encouraged to ask purchasers questions relating to their identification in order to verify the information. If the employee checking an ID has a strong suspicion that an ID is false, altered, or belongs to someone other than the person presenting the ID, he/she shall confiscate the ID and turn it over to management, to be presented to the police.

### Control/Supervision of Patrons under 21

Security will request proof of age from any and all customers, and will refuse entry and service to any customer who cannot produce adequate ID.

### Circumstances under which the Police will be called

The police will be called, in a timely manner, any time management or staff has information to believe a crime has been or is about to be committed and/or whenever a threat of or act of violence occurs on the premises or off premises in areas that would be considered in view or earshot of the establishment.

### Handling of Physical Disturbances

Security or management will ask anyone who is fighting to leave. If necessary, security or management will call the local law enforcement agency for assistance. The restaurant will permanently refuse admittance to any chronic problem customer.

Alex Zelyakovsky  
President, Elite Security New York Inc.

# WORLD OF BEER

## Propose a Toast

- German Pretzel** Soft and fluffy on the inside, lightly salted and crispy on the outside. Choose your mustard: Dijon, honey Dijon, yellow, or spicy brown. 8 Add Beer Cheese 1.50
- Tavern Chips & Salsa** A light and refreshing salsa aside a bed of crunchy tortilla chips. 5
- Black & Tan Onion Rings** Classic deep-fried onion rings dipped in stout beer batter and finished with creamy horseradish sauce. (You've gotta try it with a Black and Tan beer shot! Just \$2.50 extra.) 6
- Tater Tots** Crispy golden brown tater tots served with Sriracha Aioli & Creamy honey mustard dipping sauce. 5
- Scotch Egg** Hardboiled egg wrapped in Spicy pork sausage, breaded, and tender fried to perfection. Served with spicy honey mustard sauce 7
- American Pint of Bacon** Thick cut bacon rubbed with brown sugar & spices. 8
- Golden Ale Battered Shrimp** Shrimp dipped in a delicious craft beer batter, tender Fried and tossed with Sriracha lime aioli. 9
- Buffalo Chicken Wings** Lightly Breaded, served mild, medium, or hot. Served with blue cheese or ranch & celery. 9

## Soup & Salads

- Soup N Salad** A Cup of the soup of the day & a choice of any of our salads. 8
- Wedge salad** Boston Bibb lettuce, candied bacon, blue cheese crumbles, tomato, red onion, blue cheese dressing & balsamic glaze. 6 Add Chicken 4 Salmon 6
- Caesar Salad** Romaine lettuce with zesty garlic croutons, Parmesan cheese and creamy Caesar dressing. 5 Add chicken 4
- Chopped Salad** A chopped salad with all your favorites: scallions, blue cheese, corn, crispy onions, bacon, tomatoes and carrots. Tossed in Gorgonzola vinaigrette. 6 Add Chicken 4 Salmon 6
- Soup of the Day** cup 4/bowl 6

## I'll Have Another

- |   |  |  |
|---|--|--|
| <p><b>BBQ Chicken Flatbread</b><br/>Tender, juicy smoked chicken with grilled onions, peppers and bacon smothered in Monterrey jack and cheddar cheeses. Finished with a drizzle of BBQ sauce. 7</p> <p><b>Margherita Flatbread</b><br/>Freshly diced tomato and mozzarella</p> | <p>atop a basil pesto and drizzled with a sweet balsamic glaze and topped with fresh arugula. 7</p> <p><b>Italian Flatbread</b><br/>Flavorful Italian sausage and Pepperoni in a tasty basil marinara sauce topped with shredded</p> | <p>Monterrey Jack and cheddar cheeses. 6</p> |
|---|--|--|

*Served with your choice of Kettle Chips, Apple & Kale Coleslaw, Vegetable of the Day, and a Pickle*

- Guinness "Brat" Sliders** Guinness-infused bratwurst on a warm pretzel roll with caramelized onions and peppers, paired with a tangy Dijon. 8
- Classic Reuben** A plentiful helping of corned beef, sauerkraut, Thousand Island dressing and Swiss cheese pressed between two slices of marble-rye bread. 10
- Crispy Chicken & Belgian Waffles** Crispy chicken tenders nestled between powdered-sugar dusted, fresh-baked Belgian waffles. Served with maple syrup. 8
- Chipotle Chicken Sandwich** Chicken breast buried in bacon, Swiss cheese and chipotle aioli, served on a warm pretzel bun. 9
- The Pressed Cubano** Tender ham, mojo roasted pork, Swiss cheese, pickle, mustard and mayo between pressed Cuban bread. 10

## WOW

*Served with your choice of Kettle Chips, Apple & Kale Coleslaw, Vegetable of the Day, and a Pickle*

- Fish & Tots** Crispy beer battered Cod served with Tater Tots & house made tartar sauce. 12
- Atlantic Salmon** Served grilled or blackened, atop garlic roasted red potatoes, vegetable of the day. 13
- Gluten Free Baked Crab Cakes** Drizzled with Lemon garlic aioli & scallion 14
- Pig Wings** Pork shanks paired with spicy-chipotle citrus BBQ sauce and creamy blue-cheese dressing 11
- WOB Burger** Half pound Angus beef with Cheddar cheese, lettuce, tomato, and onions served with Tater Tots 9

## Sweet Treat

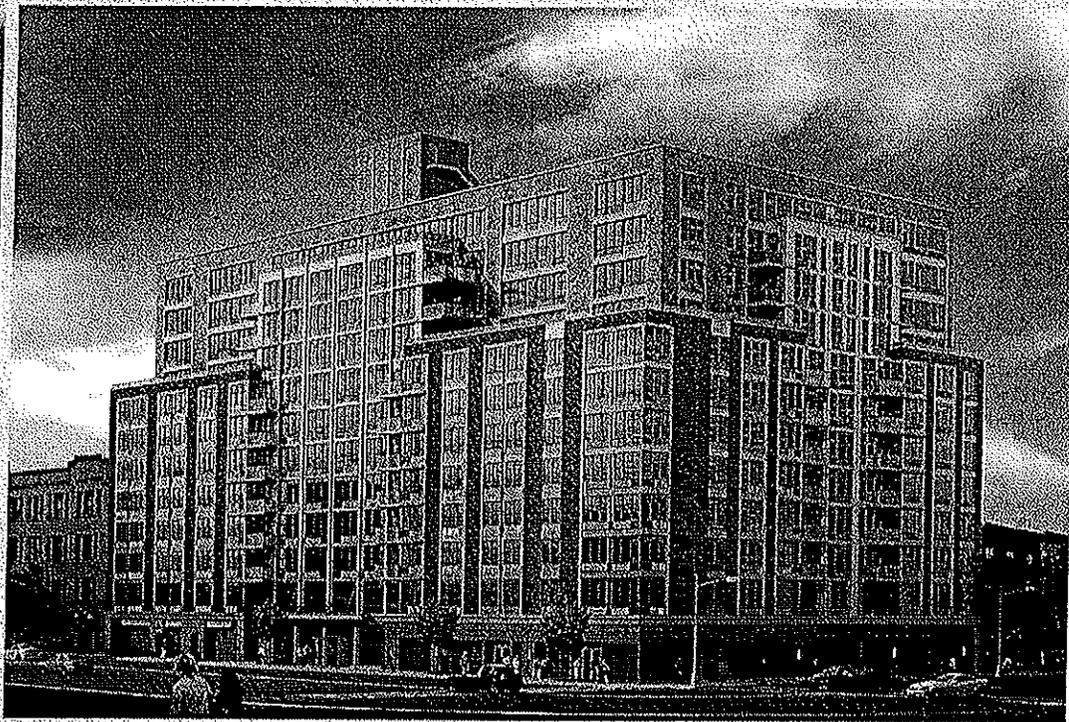
- Irish Crème Cheesecake** New York style Cheesecake Infused with Jameson & Irish Crème. 6

A WINICK REALTY GROUP, LLC EXCLUSIVE PROPERTY

CHELSEA  NEW YORK

# 320 EIGHTH AVENUE

## BIG BOX RETAILER



SEC OF 26TH STREET & EIGHTH AVENUE • NEW YORK, NY 10001



WINICK REALTY GROUP LLC  
LICENSED REAL ESTATE BROKERS

A WINICK REALTY GROUP LLC EXCLUSIVE PROPERTY

# CHELSEA NEW YORK

## 320 EIGHTH AVENUE

23,000 SQ FT OF PRIME RETAIL SPACE AVAILABLE

### Cross Street:

SEC of 26th Street & Eighth Avenue • New York, NY 10001

### Size:

18,000 SF - Ground Floor\*

5,000 SF - Selling Lower Level (13,000 SF of additional space can be made available)

\* Logical divisions considered

### Ceiling Heights:

14' - Ground Floor

12' - Selling Lower Level

### Frontage:

Over 200 Feet on 8th Avenue & 26th Street

### Possession:

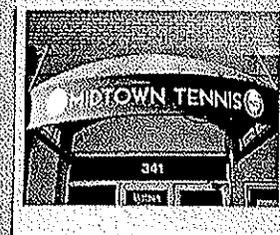
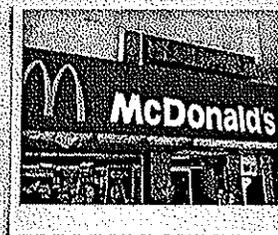
4th Quarter 2012

### Comments:

- Well suited for Big Box Retailers, Banks, Supermarkets, Daycare Centers, Gym, Restaurants
- Prominent 8th Ave Chelsea Corner across from the dense Chelsea residential apartment complexes
- Just steps from the 23rd Street Subway station
- 1 block from Fashion Institute of Technology (FIT) a college serving over 9,500 attending students

### Join these Retailer Neighbors:

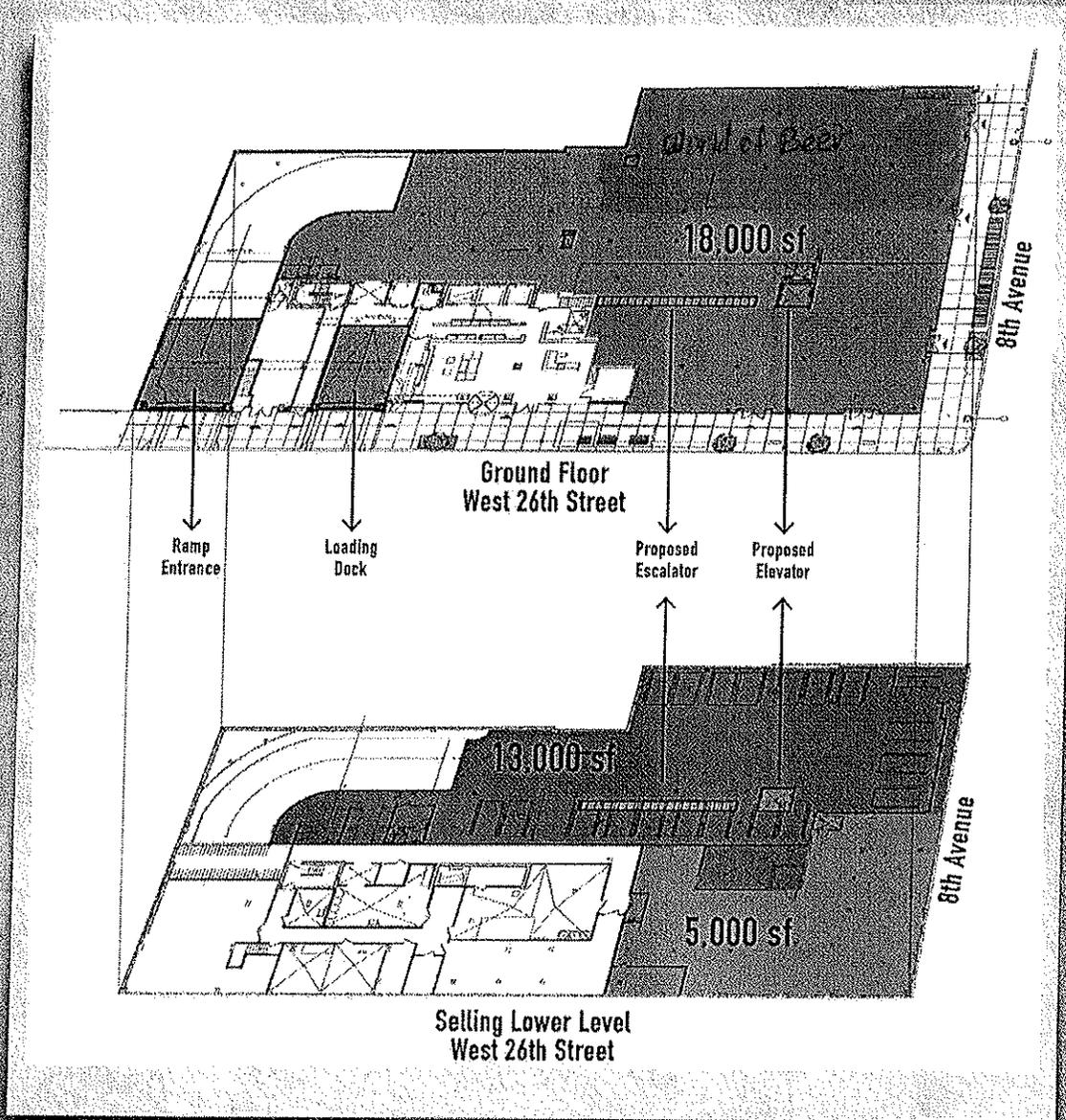
Duane Reade, McDonald's, Gap, Gristedes, Midtown Tennis Center, NY Sports Club, Dallas BBD, Rite Aid



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## 320 EIGHTH AVENUE



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## 320 EIGHTH AVENUE

### DEMOGRAPHICS

WITHIN 1/4 MILE RADIUS

(2011 EST.)

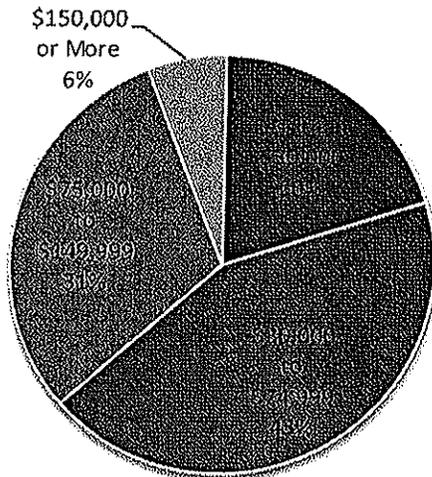
#### Quick Glance

Average Household Income	\$144,562
Population	17,527
Total Housing Units	10,526

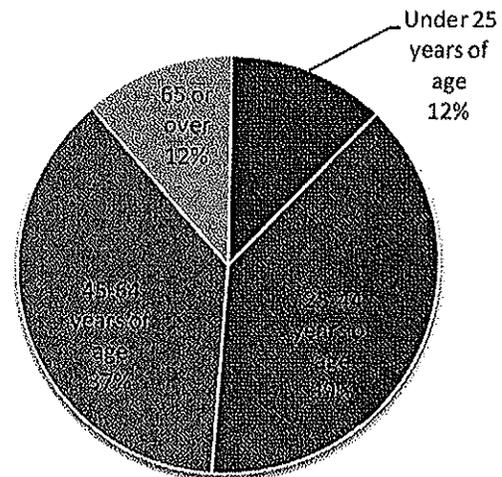
#### Consumer Expenditure

Food & Beverage	\$135.1 M
Health	\$61.9 M
Apparel	\$43.9 M
Total Expenditure	\$895 M

#### Household Income Levels



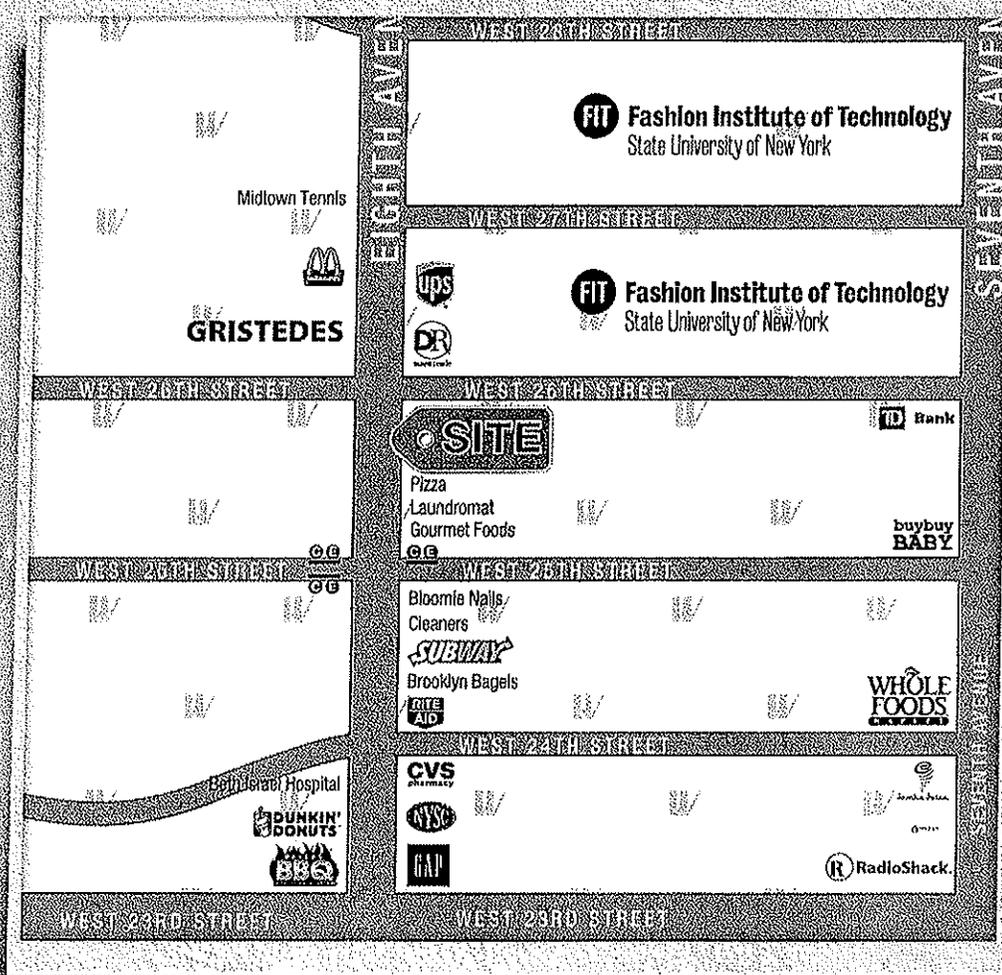
#### Age



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# CHELSEA NY NEW YORK

## 320 EIGHTH AVENUE



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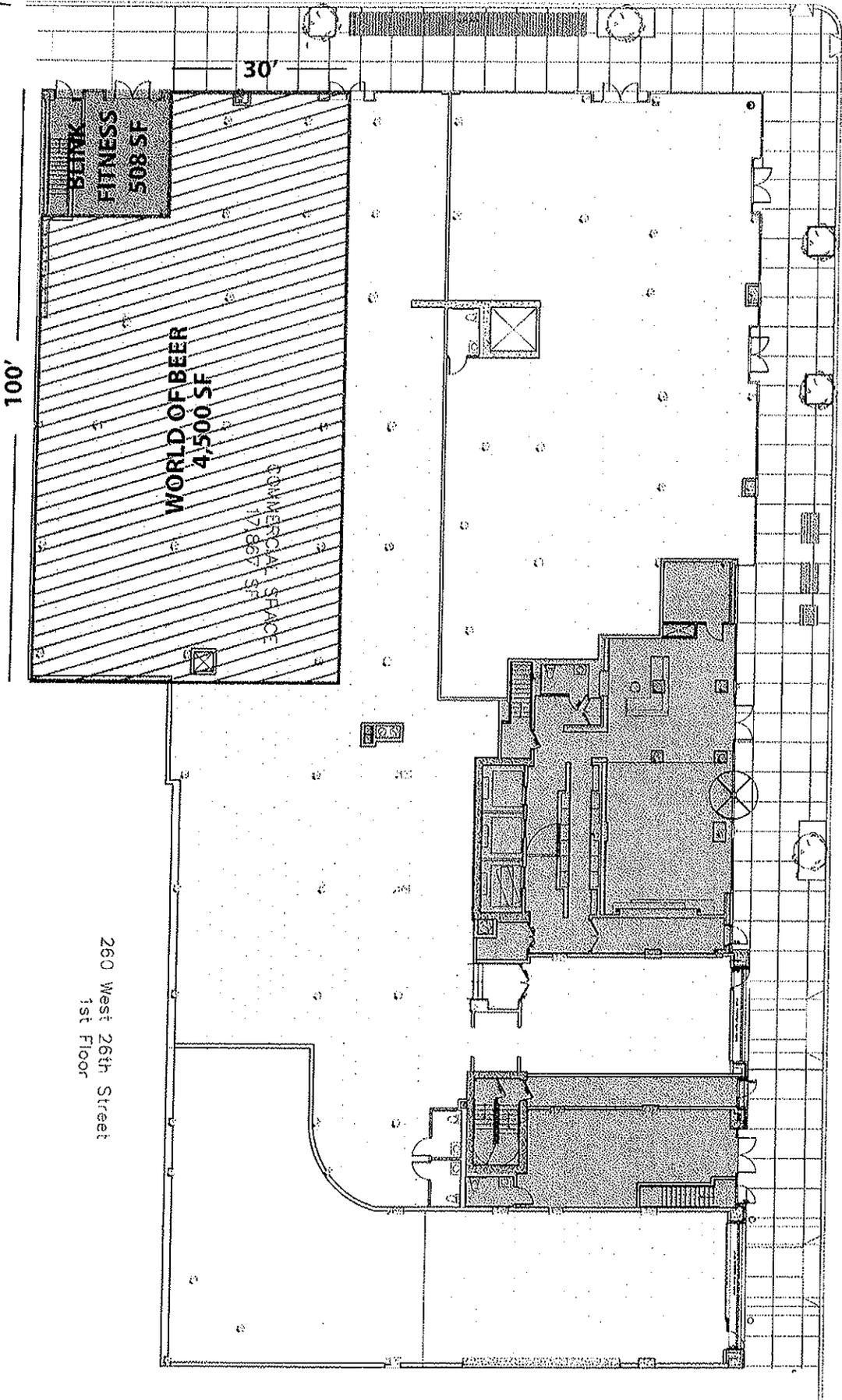
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The restaurant is on 8th Ave and does not have any presence on W25th or W26th streets.

8TH AVENUE

W. 25th Street (World of Beer does not have presence on 25th Street)



260 West 26th Street  
1st Floor

WEST 26TH STREET



