

Project Description  
Rios & Ochoa Wines Tasting Room  
1307 A Lincoln Avenue

The proposed is a relocation of the Rios Wine Tasting Room from 1334 Lincoln to 1307 Lincoln Avenue and will be a wine tasting room for Rios Wine Company's wines and Ochoa Vineyard Management's wines. The owners of both companies are related. The tasting room will be located at 1307 Lincoln Avenue. This unit consists of approximately 1200 square feet and is currently one open room with a small office area in the back. The premises will include an outdoor patio area. The patio will also be used for tasting upon approval by the City of Calistoga and Alcoholic Beverage Commission.

We also hope to add a third wine label to the tasting in the next year. The third label also belongs to a family member and would be in keeping with the "Family Wines Tasting Room" theme.

The project includes the retail sale of the wines, wine related retail items including logo ware, glass ware, wine educational materials, and other items typically sold in winery tasting rooms.

Regular hours of operation will be 10:00 a.m. to 6:00 p.m. seven days a week with extended hours (to 10 p.m.) on days when there are special city wide events or festivals, special holiday hours, and new wine release parties. It is anticipated that catered food and music will be provided for special marketing wine release parties. The tasting room will be operated by one to three employees depending upon season and how the business develops.

No appreciable increase in car or truck traffic is expected initially. The tasting room will draw customers from those already visiting Calistoga. While wine will be shipped for customers from he tasting room, shipping will be by Federal Express and United Parcel Service which is already operating in the city.

