

FAO Merton Licensing Sub-Committee

Re: Hopfresh Premises License Application

Dear Sir/Madam,

The premises license application above contains thorough details of the steps I intend to take to promote the four licensing objectives.

I am acutely aware of the need to protect children from harm. The committee will be aware that there are a number of online businesses operating under a similar model in the UK. They all have licensed warehouse facilities and identical safeguards in place.

I met with Russ Stevens of the Metropolitan Police who had no objections and I consulted with the licensing department at Kingston Council (details attached).

I have nothing further to add to my application. I fully respect the committee's judgement in this matter.

The following is a direct response to Mr Terrafranca's objections:

- I share concerns about alcohol consumption levels in Wimbledon. The product I sell is premium craft beer which my customers consume at home. The link with 'alcohol fuelled evening visitors' and 'warzones' is misplaced.
- The application clearly states no sale or supply of alcohol shall be made direct from the premises. To clarify further no deliveries will be made to customers the same day. They will be next day deliveries at the very earliest.
- I would love to open a shop in Wimbledon town and certainly have plans to do so in the future. Unfortunately rent and rates are such that only established businesses and chain stores can afford to operate. New businesses have zero chance of success under such conditions.
- The unit is 50 square foot and my understanding is any move to a larger unit would need to be accompanied by a change in premises license. As such all references to traffic issues are far fetched.
- The advert was placed as per the guidelines. There was no option for it to be set out any other way. I agree it was very small and I'd be happy for it to be re-run at Mr Terrafranca's expense.

Yours sincerely,

Robert Stoker

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