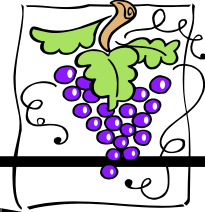




GRAPEVINE

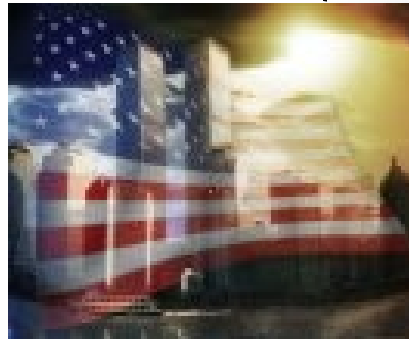


FOOD FOR THOUGHT

DUE TO RENEW

Capers on CO	11/30
il Bistro	12/01
Wrigley Field	12/04
Suehiro's	12/05
Stop N Save	12/08
West Side Deli	12/18
C & F Food Store #9	12/20
Bookcliff Country Club	12/31
BPO Elks #575	12/31
Far East	12/31
Eagles #595	12/31
VFW Post 1247	12/31

United We Stand!



Cache Caught!

About 500 bottles of liquor and wine were discovered by the Taliban religious police in

Within the space of an hour, our lives and our world were changed for all time. The images of September 11th will forever be etched into our minds: hijacked airliners smashing into the World Trade Center. The Manhattan skyline filling with smoke, flames, and victims. Another plane slamming into the pentagon; another, into a field in Pennsylvania. Two 110-story buildings collapsing in a storm of smoke and concrete dust.

On September 11th, we were assaulted with the shock, the horror, the fear, the grief and the anger that is created by terrorism. And then we were left to deal with the after math, the loss of innocence and security of the American people.

This essay was written by a 15-year old student in San Mateo, California after the attack on September 11.

A New Chapter in American History

Terrorism. I wonder if the creeping ugliness can find me. It found those who became victims in the attacks on September

11th. The violence has become real to me when before it was just an abstract concept. It has occurred in my world, and with it I have a new idea of the ugliness that can exist. September 11 will be a new day in U.S. history, the day my generation of peace realized we live in a world in which there is still so much to be done. It is now the job of the American people to try to put some of the good that was taken out of the world back into it. It is a time to mourn our loss, a time to re-prioritize our values, and maybe above all, a time to tell our families and friends that we love them.

Kabul, capital of Afghanistan, hidden behind a secret wall in the city's only major hotel. The beverages had apparently been hidden there since the fall of the old pro-Russian regime in 1992. The Taliban has banned alcohol as well as all forms of entertainment they believe to conflict with their strict interpretation of Islamic law. Once discovered, the liquor and wine was turned over to enthusiastic soldiers who were apparently tripping over each in their eagerness to take the bottles outside to be *smashed on the ground*. Hmmm, wonder how many were actually destroyed?????

Election Day is November 6

Yes, you can serve alcohol on Election day. The state law prohibiting the sale and consumption of alcohol on election days was repealed in 1990!

SECRET SHOPPERS...

Many kinds of retail establishments have long used "secret shoppers" to check the quality of service and attention to policy by their clerks. Now, Pennsylvania and more than 30 other states are using the concept of encourage on-premise servers to check for proof of age when waiting on young looking customers. BARS (Being an Alcohol Responsible Server) is a voluntary, incentive-based program that permits licensees to monitor the card-

ing practices of their employees . The program works like this: A young patron, over the age of 21, enters a participating establishment and attempts to purchase alcohol. If he or she is asked to provide proof of age, the server is handed a green card and a small reward such as a gift certificate for a free movie rental or compact disc. If the server fails to ask for identification, he/she receives a red warning card, indicating that the patron should have been carded. Since the purchasers used in the program are legally old enough to consume alcohol, there is no legal risk to the participants. The licensee receives monthly reports.

In other states, the BARS program has improved the carding rate from 65% to 95% over the course of a year. In the 10 Pennsylvania communities currently participating, BARS personnel are being carded nearly 90% of the time after just 2 months in operation. Might be worth a looking into!

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press re-

leases, market studies, and reports.

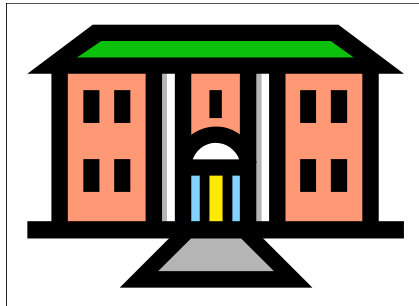
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing

the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your

customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice

column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

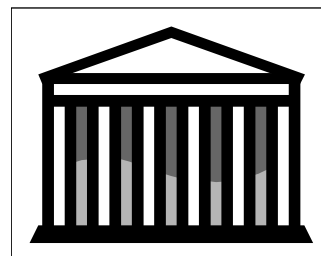
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes

thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure

to place the caption of the image near the image.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

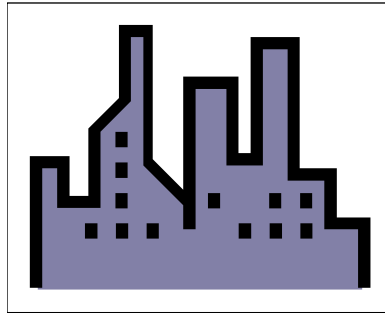
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a spe-

cial offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your

customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice

column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

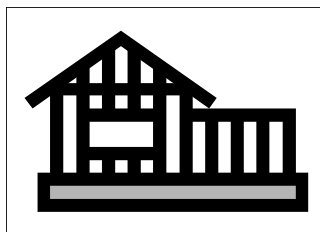
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes

thousands of clip art images from which you can choose and import into your newsletter.

There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the



Caption describing picture or graphic.

caption of the image near the image.



About the Liquor Laws Frequently Asked Questions CO. Beverage Analyst, Sept. '01

Any retailer who wants to start up a liquor business must establish that the neighborhood needs and desires the license. What is the neighborhood, and how does it affect who can appear to protest or support the license application?

What constitutes a neighborhood is a question that has troubled authorities for a long time. There is no simple answer, but it is important to understand that the local licensing authority is the agency that defines the neighborhood for each liquor license application. To avoid being arbitrary, many local authorities use a set distance from the licensed location (for example, a one mile radius) as the boundaries of the neighborhood. Some authorities expand or contract the size of the neighborhood depending upon whether the area around the licensee's proposed location is densely or sparsely populated.

The definition of the neighborhood is important as only the adult inhabitants and the owners and managers of businesses located within the neighborhood are allowed to sign petitions and testify at a hearing in favor of, or against, the liquor license. Sometimes local authorities will permit persons who are not in the designated neighborhood to "speak their piece" at a licensing hearing, but any such presentations are not supposed to be considered by the licensing authority in making their decision about granting the license.

Law Report Colorado Liquor Enforcement Division

Undue Noise

Are liquor licensees subject to administrative license sanctions for loud noise emanating from their licensed establishments?

Yes, Liquor Code Regulation 47-900A provides that liquor licensees shall not permit undue noise to occur that is offensive to the senses of the average citizen, or to the residents of the neighborhood in which the licensed establishment is located.

- **What level of noise is considered to be "undue?"**

Regulation 47-100G defines "Unreasonable or Undue Noise" to mean a level of noise that violates local noise ordinance standards, or where no local noise ordinance standard exists, a level of noise that would violate the provisions of 25-12-103 C.R.S.

- **What is the level of noise violation provided for in 25-12-103 C.R.S.?**

The level of noise violation provided for by 25-12-103 C.R.S. varies by the property's zoning and time of day. The distance of measurement is set at 25 feet from the property line of the subject location. As an example, a bar located in an area that is zoned light industrial could not exceed noise levels of 65 db(A) between the hours of 7 PM and 7 am and 70 db(A) between the hours of 7 am and 7 PM.

- **What type of license sanctions could apply?**

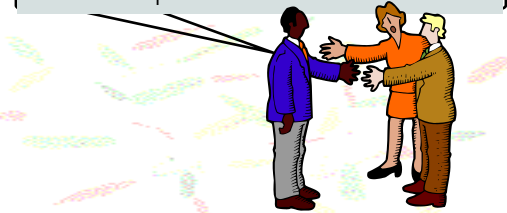
The level of license sanctions that could apply would vary based on the severity of the violations, a continued pattern of violation, licensee efforts to control the problem and neighborhood concerns about the problem. Sanctions could range from a first time written warning to license suspension, revocation or denial.

- **What should licensees do to avoid a violation?**

First and foremost, be a good neighbor. If you receive complaints about the level of noise coming from your establishment, take efforts to control the noise. Most licensing authorities only initiate action related to noise violations after they receive complaints from persons in the affected neighborhood.

CONGRATULATIONS NEW LICENSEES!

The Golf Club at Redlands Mesa, 2325 W. Ridges Blvd.
Hotel and Restaurant
Wal-Mart Supercenter, 2881 North Avenue, 3.2% Beer
Off premise



Registration of Managers— FYI

In the case of hotel and restaurant and tavern licenses, where the owner has not chosen to manage the premises personally, a registered manager must be designated. The manager must be registered with both the state and the local licensing authority. The local licensing authority may refuse to accept a person as a registered manager unless satisfied with that person's character, record, and reputation. The licensee must pay a fee, not to exceed \$75, to the state and local licensing authority.

No person can be a registered manager for more than one establishment. In addition, the licensee must notify the state and local licensing authority **within five (5) days** after losing a registered manager and designate a new registered manager within 30 days.

Quick Tour

Want to see how business is down the block? How about across the world? "Stella Cam" a feature available at www.beer.com, gives you real time, high speed, 2-way video and audio connections to about a dozen bars in places including Belgium, Hungary, Scotland, Canada and several U.S. cities. Available only if you have a high speed (cable, DSL etc.) Internet connection, the video is surprisingly smooth, even if the clubs, on a recent Friday afternoon, seemed a bit slow. If you ever wanted to be a fly on the wall of a bar, to just observe unobserved, this could be fun! It is a good example of some creative marketing. They've even figured out a way for you to buy people a drink over the system! The project is sponsored by Stella Artois Beer.

Mark Your Calendars.....

- 10/8 Columbus Day
- 10/16 National Boss Day
- 10/28 Daylight Savings ends
- 10/31 Halloween
- 11/11 Veterans Day
- 11/22 Thanksgiving
- 12/25 Christmas