

Survey of Starbucks Stores with Evenings Program (Beer & Wine Sales)¹

1. Torrance Store (location: freestanding shared building at corner of shopping center at intersection of 190th and Anza; schools, residential neighborhoods and some businesses nearby or surrounding; near 405 Freeway, Del Amo and other shopping centers; on well-travelled commuter route to Redondo Beach Harbor and South Bay beach cities):

- Hours 4pm – midnight (store close) M - Sun. (last call 11pm)
- Large store frequented by students from nearby schools (“3/4 of our clientele are students”); other clientele include residents and commuters/other business customers
- Evenings Program began in March 2015; residents had expressed concerns but concerns have not panned out (no complaints received or incidents reported about Program operations since initiated)
- On average store serves 8-12 drinks per night (individual glasses of wine or bottles of beer – no draft beer; occasionally store serves one bottle of wine to a group; a bible study group attends weekly, reserves a table and orders a bottle of wine!)
- Store is often crowded; advance table reservations are taken to guarantee seats and customers appreciate this
- Store has experienced virtually no incidents due to alcohol consumption (under-age drinking, rowdiness, drunkenness, excessive noise or the like); on one occasion since Program started last year, two 21 year olds ordered and were served two bottles of beer; staff later observed an underage customer at the same table taking a sip of the others’ beer and he was asked to leave; no other incidents of under-age drinking; customers rarely buy more than 1 drink each and “cut-offs” (drink limits) have not been necessary
- Manager (20+ years experience in bars/restaurants) emphasized that a typical “bar” (unlike Starbucks stores) averages 2-3 incidents a night; the Evenings Program is meant to enhance customers’ Starbucks experience, not to turn the store into a “bar”; customers have indicated they are pleased with the experience (*Yelp reviews of store bear this out*)

2. Calabasas Store (location: freestanding building (not shared) at corner of shopping center on Agoura Rd. near intersection of Las Virgenes/Malibu Canyon and 101/Ventura Freeway; numerous businesses, some offices, schools and residential neighborhoods nearby or surrounding):

- Hours 2pm – 9pm (store close) M – F; 12pm - 9pm Sat.-Sun. (no last call)
- Clientele include commuters, other business customers, office workers and residents
- Evenings Program began about 3 years ago; no complaints received or incidents reported about Program operations since initiated
- On average store serves NO (zero) alcoholic drinks from M – Th.; sales pick up slightly F – Sun. but even on weekends store typically serves only 1 or 2 drinks per night (glasses of wine or bottles of beer – no draft beer)
- Store has sufficient seating and has not needed to take advance table reservations

¹ Source of information: Chris Spitz interviews with store managers (1/19/16 - 1/22/16) and site visits (2/2/16 - 2/4/16). Note: Per the Starbucks website, the Evenings Program is currently in place in only a few stores in our general area, including the 3 in this survey (Torrance, Calabasas, Beverly Hills); others (less comparable for our purposes) are in LAX, Hollywood (Sunset & Vine), Pasadena and Long Beach; more stores may be in process.

- Store has experienced no incidents due to alcohol consumption (underage drinking, rowdiness, drunkenness, excessive noise or the like); in 1+ years' experience with the Program, the manager recalls only one customer buying 2 bottles of beer; the few customers who do buy drinks overwhelmingly buy only 1 drink each; "cut-offs" (drink limits) have not been necessary

3. Beverly Hills Store (location: freestanding shared building at intersection of Wilshire and Santa Monica Blvds.; former "Wilson's House of Leather" location, known as the "BH Triangle"/entrance to downtown Beverly Hills; Beverly Hilton Hotel, Beverly Hills High School, residential neighborhoods and numerous businesses and offices nearby or surrounding):

- Hours 2pm – 9pm (store close) M – Sat.; 12pm – 9pm Sun. (last call 8:30pm)
- Clientele include students from the nearby high school, residents, hotel patrons, other business customers, office workers and Beverly Hills visitors/tourists
- Evenings Program began in February 2015; no complaints received or incidents reported about Program operations since initiated²
- On average store serves 3 alcoholic drinks per night³
- Store takes advance table reservations

4. All 3 Stores:

- All drinks are brought to customers at tables (no over-the-counter beer or wine service)
- Staff members must be at least 21 years old⁴ and are required to complete TIPS alcohol training as well as Starbucks in-house training and certification (legal and public safety aspects of alcohol service and sales; process for ID'ing/"carding" customers; how to handle "cut-offs," inebriated customers, etc.)⁵
- Staff members are assigned to monitor tables/customers drinking alcohol⁶

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² Beverly Hills manager not authorized to provide specifics as to alcohol consumption or sales, except to emphasize that Beverly Hills High School students frequent the location and there have been no complaints or reported incidents involving Program operations.

³ Number provided by Torrance manager; Beverly Hills manager not authorized to confirm number.

⁴ Under-age staff members are transferred to other Starbucks stores; in Torrance they are encouraged to return once they turn 21 (in one case an individual was re-transferred back to Torrance after turning 21).

⁵ Drink customers (all ages) are carded in Torrance; in Calabasas all drink customers are carded if they appear to be under 50; no resulting long lines in either location; Beverly Hills manager not authorized to provide this information, except to emphasize that all staff receive required training/certification (as explained above).

⁶ At the Torrance store (larger than the other locations), a separate "table/customer service" staff member is assigned to monitor all inside and outside seating areas. Note: the Torrance and Calabasas stores are larger/have more seating than the Palisades Village store; the Beverly Hills store appears to be comparable in size/seating to the Palisades Village store.