

Planning Submission for Liquor License Application

Applicant: [Name : ██████████ / Business Name: longing towering holding pty ltd]

Property Address: [52-54 Vincent crescent, werribee 3030]

Date: [6.2.2025]

1. Relationship Between Proposed Liquor License and Existing Shop Operations

This application pertains to the proposed liquor license for the existing retail store. The store is divided into two distinct sections: one half sells general grocery items, while the other half is designated for the sale of liquor. The addition of a liquor license will allow for the legal sale of alcoholic beverages alongside the existing grocery items, enhancing the retail offering and providing a more diverse shopping experience for our customers.

The liquor section of the store will be clearly separated from the grocery section, with dedicated storage and sales areas for alcoholic products.

2. Hours of Operation for Selling Liquor

The proposed operating hours for the sale of liquor are as follows:

- **Sunday:** 10:00 AM to 11:00 PM
- **ANZAC Day:** 12:00 PM to 11:00 PM
- **Other Days (Monday to Saturday):** 9:00 AM to 11:00 PM

These hours align with our existing store operating hours and are intended to ensure the smooth integration of alcohol sales with our current grocery sales, while also adhering to local regulations for alcohol retailing.

3. Conclusion

This liquor license application aims to ensure compliance with all relevant regulations while expanding our product offering. The store will continue to operate with the same commitment to customer service and compliance as it always has, with the added benefit of offering customers the convenience of purchasing both groceries and alcohol in one location.

We respectfully request the approval of this liquor license to enhance our business operations and provide a wider selection of products to our customers.

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Date Plans Provided: 7/03/2025

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