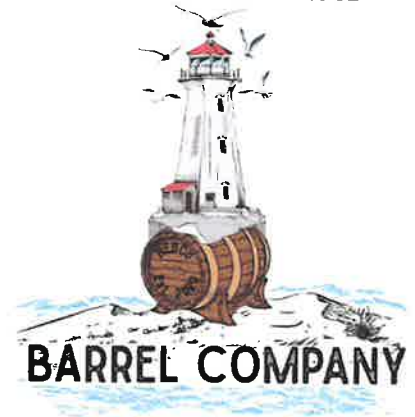


New England Barrel Company

2 Hoyt Pond Road
Madbury, NH 03823
(617) 291-5177
James@newenglandbarrelcompany.com



August 09, 2024

Planning Division
Town of Reading
16 Lowell Street
Reading, MA 01867

Members of the Planning Board,

New England Barrel Company, LLC is excited about the prospect of becoming a commercial member of the Town of Reading, MA.

As shared with members of the Planning Division, we would like to move our operations to the Town of Reading and plan to be located at 1 General Way, Suite 40, Reading, MA 0186.

Founded by James Saunders in October 2020, **New England Barrel Company (NEBCo.)** has established itself as one of the most respected spirits brands in New England having won numerous awards for its Small Batch and Single Barrel Bourbon and Rye Whiskey.

While still a small company, NEBCo. has need to establish its own production facility in order to:

- Continue to produce high quality products
- Meet the needs of consumers across its existing eight (8) markets, including Massachusetts
- Grow and train our team in line with our strategic goals and operations

At the General Way location we plan to age, blend, marry, and/or finish in secondary cask/barrels bottle spirits (alcohol) from producers around the country. Once these steps are complete we will then bottle these spirits for distribution across our markets via our wholesaler distributors or retail accounts.

In order to operate we will be licensed by the US Department of Treasury Alcohol, Tobacco, and Trade Bureau and the Commonwealth of Massachusetts as a distillery.

With that being said, NEBCo. does not intend to actually distill any spirits.

Instead we will be operating in the capacity of a rectifier, an entity that takes already distilled alcohol and uses that alcohol to craft its own, unique products.

Our initial plan is to house no more than the equivalent of two hundred (200), 53-Gallon Barrels and twelve (12) 270-Gallon IBC Totes on site at any given time.

Additionally, we plan to leverage stainless steel tanks and IBC totes to blend our products and leverage a bottling line to filter and then bottle our spirits for finished products to be enjoyed responsibly by consumers around the country.

We also intend to incorporate a small retail component to the operation that will allow consumers to purchase our spirits (core & limited offerings), apparel, glassware, etc.

In terms of operating hours, we are planning a phased approach to allow us to put our best foot forward. Initially, we do not plan to be open to the public until November 1, 2024 with the following days & hours of operation:

- Thursdays: 3:00p-8:00p
- Fridays: 12:00p-8:00p
- Saturdays:12:00-6:00p

From an employment standpoint, our plan is to employ four (4) full time employees, two (2) part-time employees, and maintain the independent contractors we work with in Massachusetts and New Hampshire.

We thank you for your consideration and look forward to joining this great community.

With that being said, please do not hesitate to reach out if any member of the planning division/board has any questions or concerns regarding the planned operations and use of the space at 1 General Way, Suite 40.

Best,

A handwritten signature in black ink, appearing to read "James M. Saunders", written over a horizontal line.

James M. Saunders

President & Founder

New England Barrel Company, LLC.