

Cumberland

F A R M S

EG AMERICA

Agency Liquor Store License Reque

**Cumberland Farms Store #5604
801 Washington Ave.
Portland, ME**

Portland
Cumberland Farms 801 Washington Avenue
Exhibit 2-B

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- Cumberland Farms currently has 43 stores in the state of Maine. With 20 of them being Agency Liquor Stores.
 - Cumberland Farms liquor sales so far for fiscal year 2020 is showing a strong increase over previous year.
 - Cumberland Farms works very closely with Pine State Spirits to increase sales at our locations by utilizing their expertise in the liquor industry.
 - We have implemented the Priority rack in most of our current Agency Liquor Stores to help promote those items that are on sale.

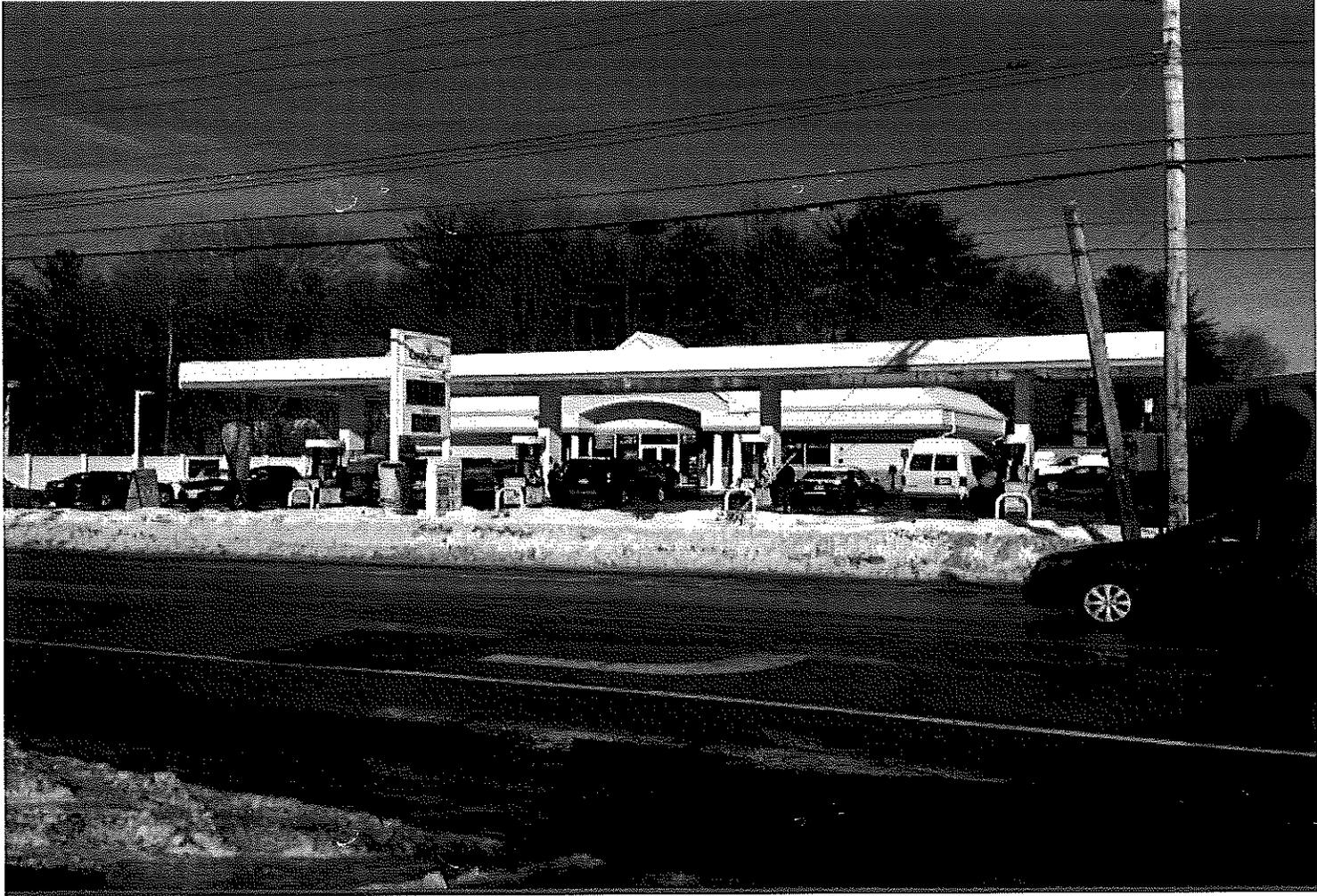
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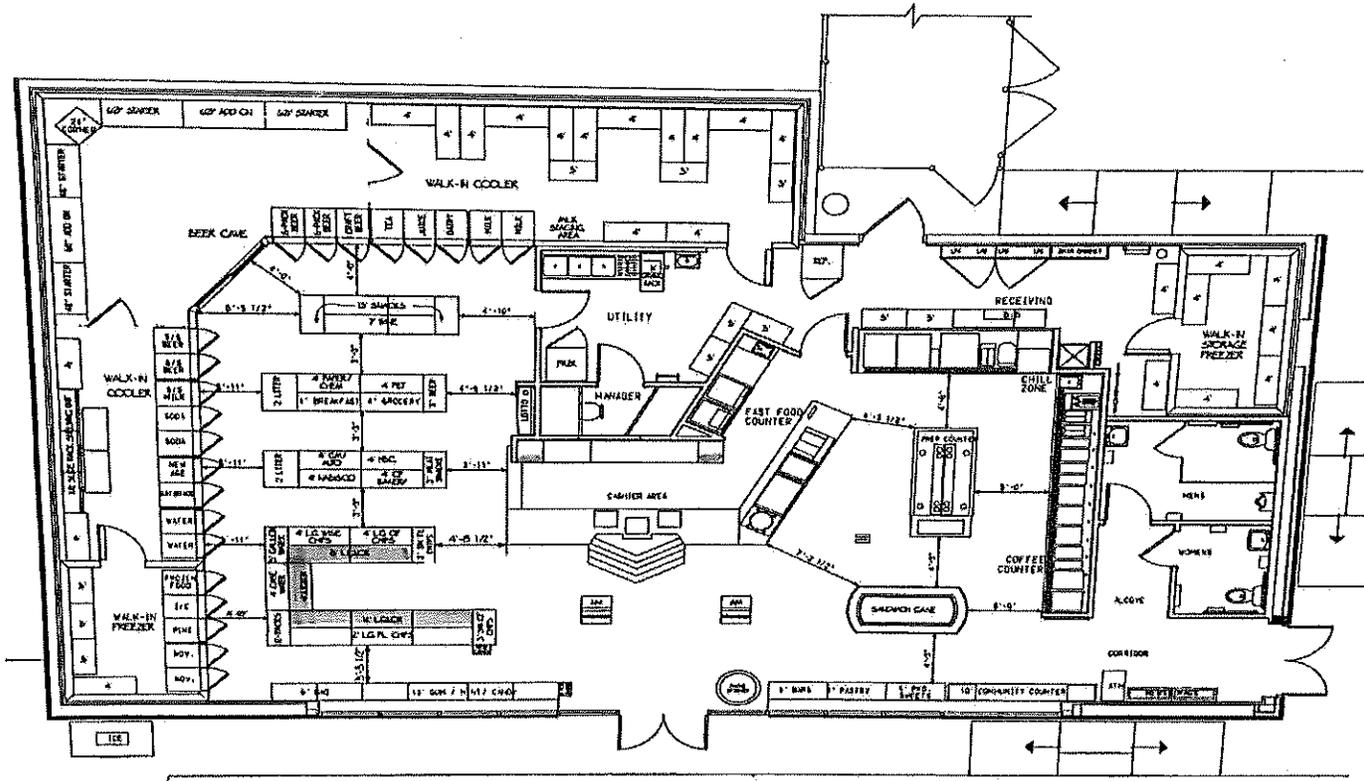
#5604 - Store Information

- Hours of Operation: 24 hours , 7 days a week,
- Full Service Convenience Store carrying: coffee, food items, bread, groceries, beer, wine, health & beauty aides, automotive, sandwiches, soda, money orders and lottery.
- Average Weekly Customer Count: 14,200 , 11,200 inside 3000 outside
- 18 Parking Spaces (lighted and paved): lined. 17 regular 1 handicap
- # of Current Team members: 19 total. 12 Full Time 7 Part time
- Our customers are from Portland, Falmouth and many other surrounding communities.

- Cumberland Farms makes a commitment to be a responsible retailer of age restricted products
- All team members trained on Internal 'TAM's' and 'W Card' programs prior to running the register. Renewed annually.
- We participate in the State of Maine 'No Buts!' program
- Our registers prompt cashier for all age restricted products
- No alcohol violations in the past year at this location.

#5604 - Floor Plan

MERCHANDISE PLAN, STORE# 5604, PORTLAND, ME 04/08/20



#5604 Portland Floor Plan

3. Liquor section will be 24' X 3 shelves for 72 linear feet in view of checkout. Additional 4 linear feet behind checkout nips and pints (76 total linear feet).

Section will hold approximately 170 SKU's

Start up inventory will be \$14K

Projected weekly sales are \$5K

Store # 5604 - Store Security

- Equipped with Raven surveillance system which includes 16 cameras inside and 3 outside.
- All doors alarmed , backroom door also has push bar alarm. Motion detectors located throughout the store.
- Panic buttons behind the register and one also at the alarm panel located in the back room.
- Alarm system direct to local Law Enforcement and monitored by AF/Protective services.
- At least 1 camera will be placed to capture all activity in liquor aisle.

In closing...



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- Cumberland Farms has been at our current location in Portland since 1984. We look forward to remaining a viable asset to the community and the customers we serve.
 - Cumberland Farms also looks forward to continuing to be a valuable partner with the State of Maine in achieving its goals.
 - Cumberland Farms would like to thank you for your consideration. We continue to have a strong commitment to be a responsible retailer of age restricted products.

If you have any questions or need additional information, please contact

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