



**LIQUOR COMMISSION  
DECEMBER 8, 2025 AT 7:05 PM**

VILLAGE HALL - COUNCIL CHAMBERS  
200 E. WOOD STREET  
PALATINE, IL 60067-5339 – (847) 359-9050  
<http://www.palatine.il.us>

**AGENDA**

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**REGULAR MEETING**

**7:05 PM**

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- I. CALL TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF MINUTES**
  - A. Palatine Liquor Commission - Regular Meeting - October 13, 2025
- IV. AGENDA ITEMS**
  - A. Consider an Application for a Class B (Package Liquor) Liquor License for Krushnam LLC dba Chicago Dreams Wine & Spirits Located at 1565 N. Quentin Road  
Council District: One
- V. RECOGNITION OF AUDIENCE**
- VI. ADJOURNMENT**



**LIQUOR COMMISSION  
OCTOBER 13, 2025 AT 7:05 PM**

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200 E. WOOD STREET  
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**MINUTES**

**REGULAR MEETING**

**7:05 PM**

**I. CALL TO ORDER**

Commissioner Schwantz called the meeting to order at 7:19 PM.

**II. ROLL CALL**

<b>PRESENT :</b>	Commissioner Jim Schwantz, Commissioner Greg Langer, Commissioner Scott Lamerand, Commissioner Doug Myslinski, Commissioner Joe Falkenberg, Commissioner Kollin Kozlowski, Commissioner Brad Helms
<b>ABSENT :</b>	
<b>ARRIVED :</b>	

Also Present:

Village Clerk Maureen Pasqualucci, Village Manager Reid Ottesen, Deputy Village Manager Hadley Skeffington-Vos, Village Attorney Patrick Brankin, Director of Community Development Mike Jacobs, Director of Planning & Zoning Ben Vyverberg, Director of Public Works Matt Barry, Police Chief William Nord, Fire Chief Scott Mackeben, IT Manager Rhonda Malcolm, Director of Human Resources Monika Pandya

**III. APPROVAL OF MINUTES**

- A. Palatine Liquor Commission - Regular Meeting - June 9, 2025
- B. Palatine Liquor Commission - Regular Meeting - September 15, 2025

<b>RESULT:</b>	<b>MOTION APPROVED BY VOICE VOTE</b>
<b>MOVER:</b>	Greg Langer
<b>SECONDER:</b>	Kollin Kozlowski
<b>AYES:</b>	Jim Schwantz, Greg Langer, Scott Lamerand, Doug Myslinski, Joe Falkenberg, Kollin Kozlowski, Brad Helms
<b>NAYS:</b>	None

**IV. AGENDA ITEMS**

- A. Consider an Application for a Class B (Package Liquor) Liquor License for KAP Capital LLC dba Armanetti Beer-Wine-Spirits Located at 44 W. Illinois Avenue Council District: Two

<b>RESULT:</b>	<b>MOTION APPROVED BY VOICE VOTE</b>
<b>MOVER:</b>	Scott Lamerand
<b>SECONDER:</b>	Joe Falkenberg
<b>AYES:</b>	Jim Schwantz, Greg Langer, Scott Lamerand, Doug Myslinski, Joe Falkenberg, Kollin Kozlowski, Brad Helms
<b>NAYS:</b>	None

**V. PUBLIC COMMENT**

No one came forward.

**VI. ADJOURNMENT**

MEETING ADJOURNED AT 7:20 PM.

SUBMITTED BY:

Maureen Pasqualucci  
Village Clerk

**Consider an Application for a Class B (Package Liquor) Liquor License for Krushnam LLC dba Chicago Dreams Wine & Spirits Located at 1565 N. Quentin Road**

**BACKGROUND:**

On this evening's agenda is a request for a Special Use Transfer for 1565 N. Quentin Road, formerly known as Inverness Wine & Spirits, to be renamed Chicago Dreams Wine & Spirits. The petitioner, owner of Krushnam LLC, Rhytham Dave, wishes to apply for a Class B (Package Liquor) liquor license. The Village has an available Class B license due to the 100% ownership change of this package liquor store. The petitioner will be present to answer any questions from the Commission. The permitted hours for a Class B liquor license are Sunday through Saturday, 6 AM to Midnight.

**KEY ISSUES:**

- A copy of the application is on file in the Village Manager's Office.
- The petitioner will be present Monday evening to answer any questions of the Commission.
- Per the submitted business plan, CBD/Hemp/THC product sales are not included and are therefore prohibited from being sold at the store. If, in the future, the Petitioner wishes to offer these items for sale, an amendment to the Special Use (including formal zoning review and public hearing) would be required.

**BUDGET IMPACT:**

The annual fee for a Class B Liquor License is \$4,097.

**RECOMMENDATION:**

Action is at the discretion of the Commission.

**ACTION REQUIRED:**

Action is at the discretion of the Commission.

**ATTACHMENTS:**

1. Business Plan
2. Floor Plan\_v1

# Chicago Dreams Wine & Spirits Liquor Store Business Plan

## **1. Executive Summary**

Business Name: Krushnam

Business Structure: LLC

Business DBA: Chicago Dreams Wine & Spirits

Location: 1565 N. Quentin Road, Palatine, IL 60074

Owner: Rhytham H. Dave

### **Business Vision & Community Focus:**

Our primary objective is to serve the local community by offering high-quality products at competitive prices. We plan to stock a wide variety of liquor, wine, beer, and tobacco products. Additionally, we intend to enhance the customer experience by incorporating packaged food products like chips, candies, few groceries products including soda cans & vast varieties of mixers which will help in making the best cocktails & mocktails to our customers.

### **Business Goals**

#### **Short-Term Goals (0–12 months)**

- 1. Secure Location and Licensing:**  
Obtain all required liquor licenses, permits, and zoning approvals for retail alcohol sales.
- 2. Set Up Operations:**  
Design the store layout to create an appealing, easy-to-navigate shopping experience.
- 3. Establish Supplier Relationships:**  
Partner with reputable distributors and local breweries/distilleries to ensure a diverse product range.

4. **Brand Launch and Marketing:**  
Develop the store's branding, signage, and digital presence (website, social media).
5. **Achieve Break-Even Point:**  
Reach operational breakeven within the first 6–9 months through effective marketing and community engagement.

### **Medium-Term Goals (1–3 years)**

1. **Customer Loyalty Development:**  
Implement a loyalty or rewards program to retain customers and increase repeat purchases.
2. **Product Expansion:**  
Introduce premium, craft, and local brands based on customer preferences and seasonal demand.
3. **Community Engagement:**  
Sponsor or partner with local events to boost brand visibility and goodwill.
4. **Operational Efficiency:**  
Optimize inventory management and reduce waste to improve margins.

### **Long-Term Goals (3–5 years)**

1. **Profitability and Growth:**  
Achieve a consistent profit margin of at least 15–20%.
2. **Expansion:**  
Open an additional location or introduce online ordering and delivery services.
3. **Brand Recognition:**  
Establish the store as a leading liquor destination known for customer service and unique product selection.
4. **Sustainability and Compliance:**  
Maintain full legal compliance while promoting responsible consumption and sustainable business practices.

## **2. Business Description**

Chicago Dreams Wine & Spirits will offer a diverse range of products including:

- Spirits (vodka, whiskey, rum, gin, tequila)
- Beer (domestic, imported, craft)
- Fine Wine and champagnes
- Craft and local beverages
- Mixers, bar accessories, and gift sets

- Membership or loyalty program
- Tobacco products (Cigarettes, Cigars)
- *Ready-to-drink cocktails and mixers*
- Non-alcoholic beverages and accessories
- Sodas, juices, energy drinks, bottled water, and mixers
- Chips, nuts, candy, and snack foods
- Bread, milk, and basic grocery staples
- Ice, cups, and other party essentials
- Ready-to-eat and grab-and-go items

### **Legal Requirements:**

Chicago Dreams Wine & Spirits will obtain and maintain all necessary federal, state, and local licenses, permits, and registrations required to legally operate a liquor store. This includes business registration, retail and liquor licenses, Tobacco license, sales tax permits, health and safety inspections, and all other applicable authorizations. The business is committed to full compliance with all laws and regulations governing the *sale of alcoholic and non-alcoholic beverages, food items, and general retail operations.*

### **3. Market Analysis**

#### Industry Overview:

The U.S. liquor retail market is valued at over \$80 billion and continues to grow steadily, driven by demand for premium spirits and craft beverages.

#### Target Market:

- Adults 21 Above – 70 years old who typically purchase alcohol for personal use, social events, and celebrations.
- **Local Residents:** Adults aged 21–65 who purchase alcohol and household essentials regularly.
- **Event Shoppers:** Customers buying beverages and snacks for parties, holidays, and celebrations.
- **Professionals & Commuters:** Shoppers seeking convenience during or after work hours.
- **Visitors & Tourists (if applicable):** Travelers looking for accessible, quick-stop options.

## Market Trends:

- Growth in premium and craft spirits
- Increase in online orders and delivery services
- Consumer preference for local and boutique brands

## Competitive Analysis:

- Nearby competitors: Mr A's Liquor World, Vintage Wine & Spirits, Binny's Beverage Depot
- **One-Stop Convenience**
  - Unlike traditional liquor stores in the area, *Chicago Dreams Wine & Spirits* will offer both alcoholic and non-alcoholic beverages, snacks, chips, sodas, mixers, and basic grocery items — giving customers a complete shopping experience in one stop.
- **Prime Location**
  - The store's location on **N. Quentin Road & RT-68 Intersection** provides high visibility, strong traffic flow, and accessibility to nearby neighborhoods and main roads. It's ideally positioned to attract both local residents and commuters passing through the area.
- **Customer Experience**
  - The store will maintain a clean, bright, and welcoming atmosphere, with a well-organized layout that makes shopping fast and easy.
  - Friendly and knowledgeable staff will offer recommendations, upselling opportunities, and personalized service that larger chains often overlook.
- **Product Variety and Selection**
  - A curated mix of popular, premium, and craft beer, wine, and spirits — along with affordable everyday options.
  - Strong focus on trending categories such as **ready-to-drink cocktails**, **craft beers**, and **non-alcoholic alternatives**, appealing to modern consumer preferences.
- **Community Connection**
  - Commitment to becoming a trusted neighborhood store through sponsorships, community events, and local partnerships.
  - Plans to feature locally made wines, beers, and snacks that support Illinois producers and attract customers seeking local brands.
- **Extended Hours and Customer Convenience**

- Longer operating hours than many local competitors (potentially Monday to Thursday: 11AM to 9 PM ,Friday & Saturday: 11AM to 10 PM , Sunday: 12 PM to 8 PM).
- **Loyalty and Promotions**
  - Implementation of a rewards or membership program offering discounts, points, or special promotions to build repeat business.
  - Seasonal promotions, bundle deals, and holiday gift sets to attract event-based purchases.
- **Competitive Pricing and Value**
  - Balanced pricing strategy — competitive with large stores like Binny's but paired with personalized service and convenience that small stores offer.

#### 4. Marketing & Sales Strategy

- *Chicago Dreams Wine & Spirits* will position itself as a **modern, trustworthy, and community-oriented** liquor and convenience store, offering a one-stop shopping experience for alcoholic beverages, snacks, soft drinks, bottled water, and groceries.
- Our marketing strategy will combine **grand opening events with tastings and discounts**, a **loyalty rewards program**, **social media marketing** (Instagram, Facebook, Google My Business), **local sponsorships and partnerships** with restaurants and event venues, and **seasonal promotions** for holidays and sports events.
- Sales will occur through **in-store retail, online pre-orders for pickup, and delivery services using Doordash & Uber eats as platforms**, where legally permitted. By emphasizing convenience, variety, excellent service, and strong community engagement, *Chicago Dreams Wine & Spirits* will build a loyal customer base, drive repeat business, and establish itself as the preferred neighborhood destination in Palatine.

#### 5. Operations Plan

Store Hours:

Monday–Thursday: 11 AM–9 PM

Friday & Saturday: 11AM - 10 PM

Sunday: 12 PM–8 PM

The store will maintain strong partnerships with both **local distributors** and **national wholesalers**, including:

- **Southern Glazer's Wine & Spirits**
- **Breakthru Beverage Group**
- **Kozol Brothers, Inc.**
- **Intertrade USA Company**
- **Chicago Beverage System, Inc DBA Windy City**
- **Blue Ribbon Products Co.**
- **Lakeshore Beverage**
- **Republic National Dist- Illinois**
- **BC Merchants**
- **R.F. Beverage, LLC Dba Romano Beverage**
- **The American Bottling Company**
- **AZ Metro Distributors LLC**
- **Fritolay United States**
- **Samas Club**
- **Costco**
- **Pepsi**
- **Chicago Beverage System**
- **Home City ice or Other local Ice Distribution**
- **Great Lakes Coca-cola Distribution**
- **Illinois State Lottery**

These relationships will ensure a consistent supply of popular brands, premium products, craft beverages, and non-alcoholic items like snacks and soft drinks.

### **Staffing**

The team will be structured to provide excellent customer service and efficient store operations:

- **Store Manager:** Oversees daily operations, staff management, inventory, and customer relations. We will check each and every persons' ID & will not provide liquor or tobacco products if found under-age (Below 21 years).
- **2-3 Sales Associates:** Assist customers, restock shelves, operate the POS, and maintain store cleanliness. All employees working for Chicago Dreams Wine & Spirits will check each and every persons' ID & will not provide liquor or tobacco products if found under-age (Below 21 years).
- Owners , Mangers and staff will have proper certification training. (TIPS/BASSET, food handling)

Staff schedules will be organized to ensure coverage during peak shopping times and to maintain a welcoming shopping environment at all times.

**Inventory Management**

*Chicago Dreams Wine & Spirits* will implement a **POS (Point of Sale) system** to:

- Track real-time stock levels
- Generate reorder alerts to prevent stockouts
- Analyze sales trends for informed purchasing decisions

This system will allow for efficient inventory management, reduce shrinkage, and ensure that popular products are always available to meet customer demand.

**6. Financial Plan**

Startup Costs (Estimate):

<b>Item</b>	<b>Estimated Cost</b>
Leasehold improvements	\$15,000.00
Initial inventory	\$165,000.00
Licenses & permits	\$10,000.00
POS system & equipment	\$1,10,000
Furniture & signage	\$15,000.00
Working capital	\$35,000.00
<b>Total Startup Costs</b>	<b>\$350,000.00</b>

## Revenue Projections:

Year	Revenue	Gross Profit	Net Profit
1	\$730,000	\$292,000	\$40,000
2	\$839,500	\$335,800	\$80,000
3	\$949,000	\$379,600	\$120,000

## Funding Needs:

Seeking \$350,000 total in capital via a combination of our own initial investment of \$110,000 for purchasing the equipment, permits, licence fees & security deposit and small business loan of (\$240,000) for stocking of inventories, lease hold improvements, working capital.

## 7. Legal & Licensing

To operate a liquor and convenience store at **1565 N. Quentin Rd, Palatine, IL**, *Chicago Dreams Wine & Spirits* will obtain all necessary licenses and permits, including:

- **State Liquor License:** Retail off-premise license from the Illinois Liquor Control Commission (ILCC) to sell beer, wine, and spirits.
- **Tobacco License:** Required by the State of Illinois and the Village of Palatine to legally sell cigarettes, vaping products, and other tobacco items.
- **Local Licenses:** Business license from the Village of Palatine, alcohol seller/manager permits (ABSS), zoning approval, and any required building, fire, or safety inspections.
- **Employee Certifications:** Staff will complete Responsible Alcohol Seller/Server training (BASSET/TIPS) as required.
- **Sales Tax Registration:** Registration with the Illinois Department of Revenue to collect sales tax on all products.
- **Insurances:** Chicago Dreams Wine & Spirits will be operating under all the required insurances by the Village of Palatine.

- **Compliance:** Maintain accurate inventory records, purchase only from licensed distributors, and follow all state and local alcohol and tobacco laws.

This ensures *Chicago Dreams Wine & Spirits* will operate fully legally and responsibly while serving the community.

## 8. Risk Management

Operating a liquor and convenience store involves multiple potential risks, including theft, liability, regulatory compliance, and employee safety. *Chicago Dreams Wine & Spirits* will implement proactive strategies to minimize these risks and protect the business, employees, and customers.

### 1. Regulatory Compliance Risk

- Ensure all **state and local licenses** are current (liquor, tobacco, business).
- Train staff on **Responsible Alcohol Seller/Server practices (BASSET/TIPS)** to prevent sales to minors or intoxicated individuals.
- Keep accurate **inventory records** and **sales documentation** to meet Illinois Liquor Control Commission (ILCC) requirements.

### 2. Financial & Theft Risk

- Install **security cameras**, alarm systems, and theft-prevention signage.
- Limit cash on hand and use **secure cash-handling procedures**.
- Maintain **insurance coverage**, including general liability, property, and theft coverage.

### 3. Product Liability & Safety Risk

- Clearly label all products and follow proper storage procedures.
- Train staff to handle alcoholic, tobacco, and food items safely.
- Ensure compliance with **fire, health, and safety codes** for perishable or flammable products.

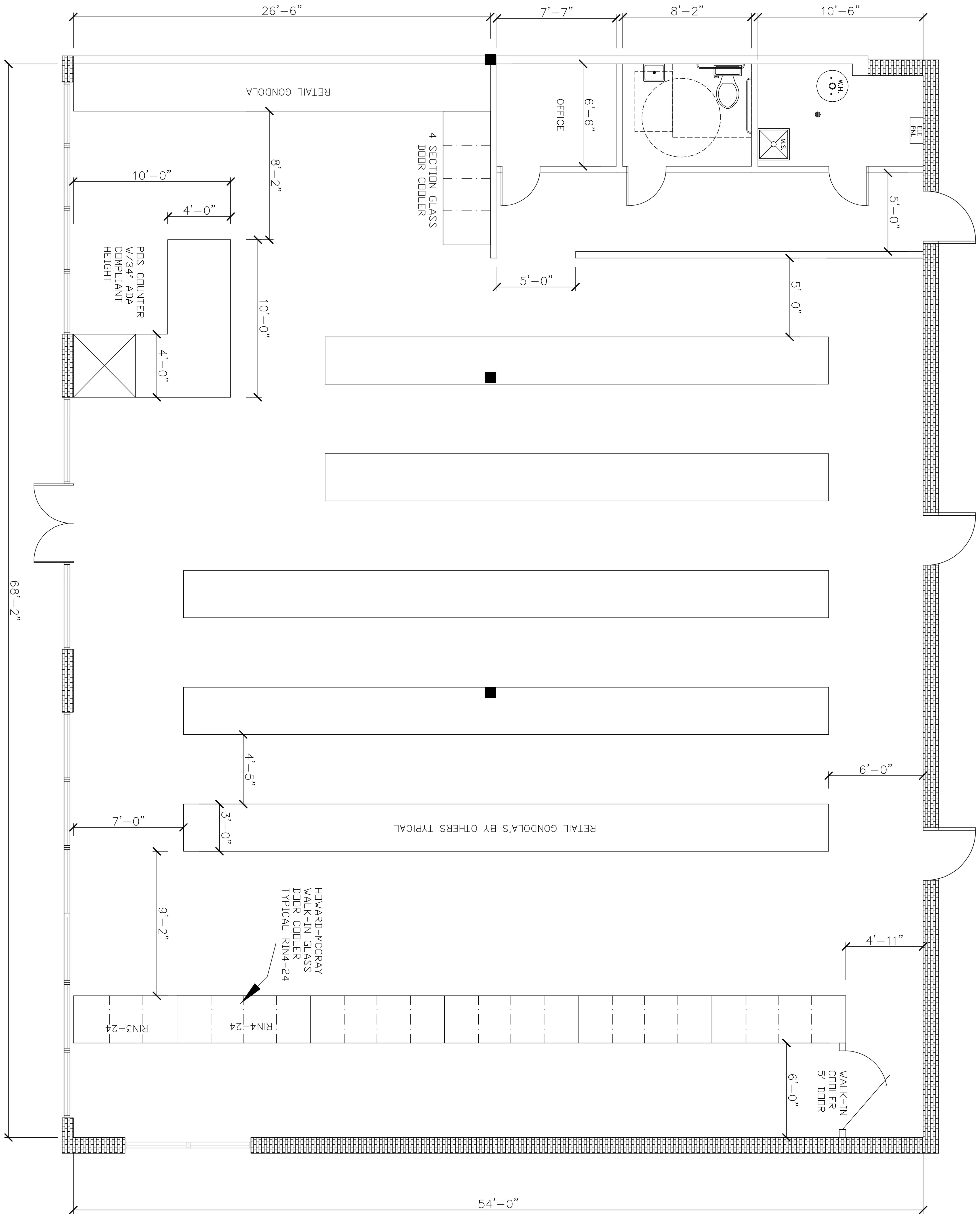
### 4. Employee Risk

- Conduct **background checks** on employees where legally required.
- Train staff on emergency procedures, safe lifting practices, and proper use of equipment.
- Implement clear policies for workplace behavior and customer interactions.

### 5. Operational & Market Risk

- Diversify inventory with both alcoholic and non-alcoholic products to reduce reliance on a single product category.
- Monitor competitors and local market trends to adjust pricing, promotions, and product mix.
- Maintain a **POS system** to track sales trends, inventory, and reorder points, minimizing stockouts and overstock.

By combining **regulatory compliance, security measures, employee training, insurance coverage, and careful inventory management**, *Chicago Dreams Wine & Spirits* will minimize operational risks and ensure a safe, profitable, and legally compliant business environment.



INVERNESS WINE & SPIRITS  
 1565 N. QUENTIN RD.  
 3,850/RSF