



# KURED

FALL 2022

2019 (Abroad in Madrid, and fall semester back at BC)



2020 (Boston College Summer Accelerator program)



# THE TEAM



**Gilli Rozynek**

Co-Founder  
Chief Executive Officer  
Boston College '20



**Morgan Biles**

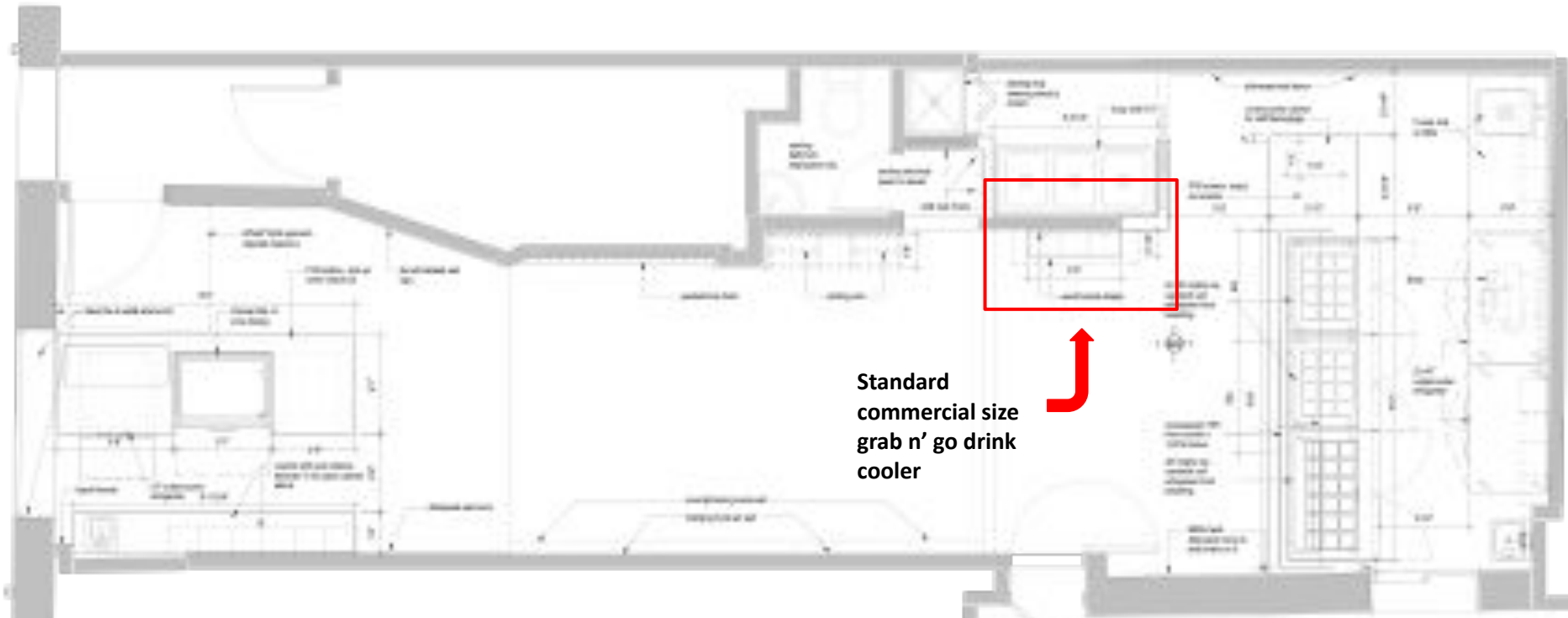
Co-Founder  
Head of Marketing  
Boston College '21

- **Since opening in June of 2021, Kured has operated as the first quick-service charcuterie concept offering locally curated and custom charcuterie boxes and cones in Beacon Hill**
- **Located at 83 Charles Street, Kured operates Sunday through Wednesday from 11:00am to 6:30pm and Thursday through Sunday from 11:00am to 7:30pm (there is no proposed change to hours of operation)**
- **Kured is a local, woman founded, owned, and operated business**
- **8 employees including both full and part time**

- **Kured is applying for a Section 15 Retail Package Store Wine & Malt Beverages License**
- **Selling wine and malt beverages for off-premise consumption as an amenity to existing operations**
- **Single cooler of approximately 50 cubic feet and approximately 3 feet of shelving and display space**
- **Proposing to offer a small selection of artisanal craft beer and wine brands with a focus on local, woman, and BIPOC owned companies such as:**
  - **Roundhead Brewing Company**
  - **White Lion Brewing Company**
  - **McBride Sisters**
  - **Progressive Wine Co.**

# THE VISION

We will be storing a drink cooler (+/-50 cubic feet) against the wall directly adjacent to the charcuterie line (where customers order) and approximately 3 horizontal feet of adjacent shelf space for easy access and purchase



Standard  
commercial size  
grab n' go drink  
cooler

# THE VISION

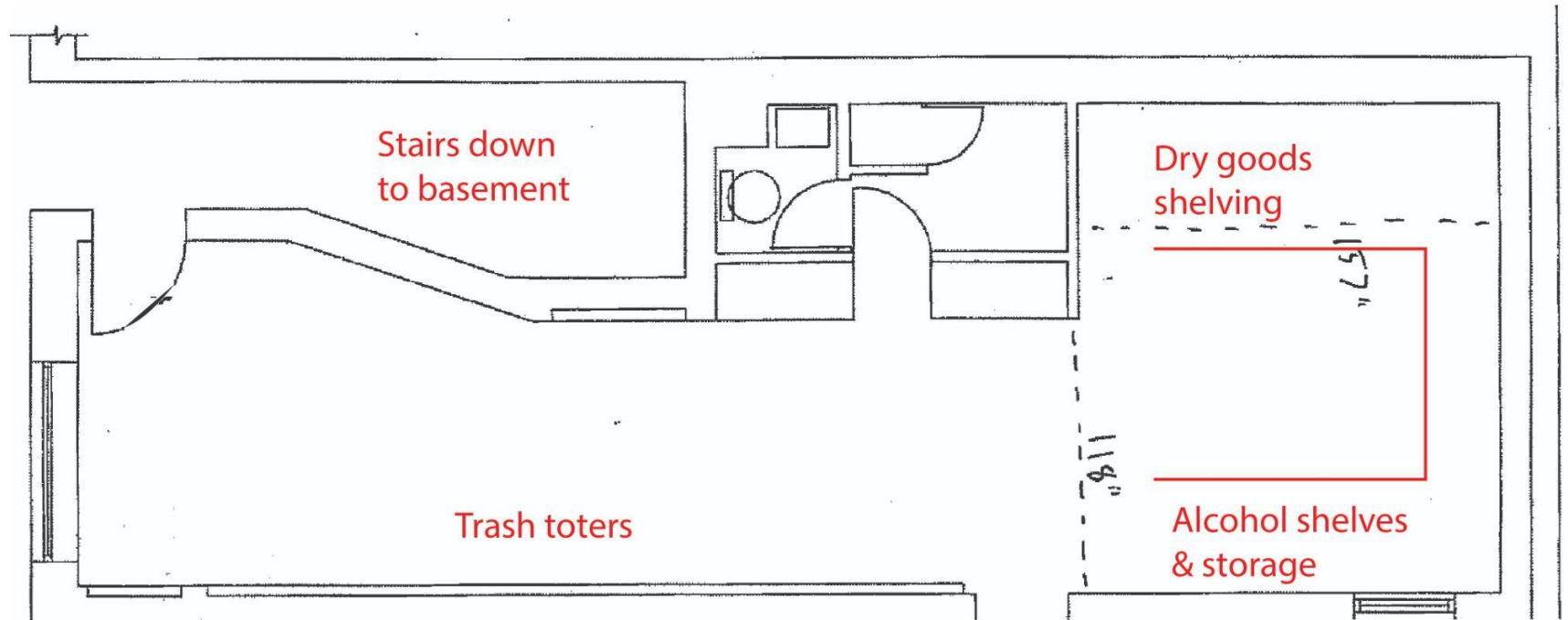
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Where our cooler will go!



# THE VISION

Surplus wine and malt beverages will be stored in the basement on approximately eight feet of horizontal shelf space. There is no public access to the basement.





# CUSTOMER RELATIONS: PICK-UP

## Pick-up:

- **Customers can place an order ahead of time (over the phone or on the website) for pick-up in-store**
- **Customers can come directly into the store and order/checkout in person**
- **In both these instances, they will purchase the wine and malt beverages in-shop, for off-premise consumption**
- **All front of house staff will be TIPS certified**
- **All customers will be IDed and back-up ID will be requested for out of state identification**

# CUSTOMER RELATIONS: DELIVERY

## Delivery:

- Customers can place an order ahead of time (over the phone or on the website) for delivery
- The delivery courier handles age verification upon delivery  
If the verification is not compliant, the courier will return the order to the store
- Vehicles will park right outside the shop on Charles Street
- We estimate 25% of sales will be delivery vs. walk-in
- Additionally, we drive many of our own in-house deliveries

# PUBLIC NEED & NEXT STEPS

- **Kured is not proposing a full-service package store**
- **We are a fast-casual restaurant seeking a wine and malt beverages license as an additional amenity to our existing customers**
- **There is no other establishment offering the concept of fast-casual charcuterie with wine and malt beverages in the Beacon Hill neighborhood or in greater Boston**
- **Unique concept meeting a need in the neighborhood**
- **No negative impact to the community**
- **Continue conversations with the community and the Beacon Hill Civic Association**
- **Public hearing before the Licensing Board for the City of Boston**