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Scale 1:825

14/05/2015



## Introduction:

Boatshed Market commenced trading in December 1988. The store was opened by then mayor of Cottesloe Mr Charles Murphy. Over the past 26 years the Boatshed has become a landmark food destination, enjoying support from a local discerning clientele base but also frequented by national and international visitors.

Boatshed Market has an important history as the birthplace of Australia II, the winning America's Cup yacht in 1983.

The business is widely recognised throughout WA and Australia as the leading retail food market of its kind.

The retail food landscape in Perth is very competitive and recent changes to trading regulations and the introduction of new competition make it all the more difficult to maintain market share. Ongoing product and concept innovation are key factors in maintaining our customers and our brand in this ever-changing environment.

Recently, Boatshed Market Pty Ltd purchased the Liquor License currently held by Michael William Grant & Helen Anne Grant, Licensees of Cottesloe Cellars 24 Railway Street, Cottesloe WA 6011.

We would like to include a liquor concept as part of the overall Boatshed Market offer. The concept of pairing wine and food with local WA producers will provide us with the opportunity to offer our customers a unique shopping experience.

## **The Proposal:**

The Boatshed Market has traded in its current format for the past 26 years, growing from a small fruit and veg business into a sophisticated retail food store. The business is now widely regarded as one of Australia's finest food businesses.

The transition from a fruit and veg market to a sophisticated fresh food business has coincided with a significant change in the way our customers shop. Boatshed clientele are well travelled and have a very good understanding of food and trends and menus around the world. They are also very discerning and want to know where their food products are grown, sourced and/or manufactured. We share this knowledge with our customers and have developed strong relationships with our growers and suppliers, and customers. We are constantly sourcing new products and developing new fresh food product lines, providing our customers with first class service and product.

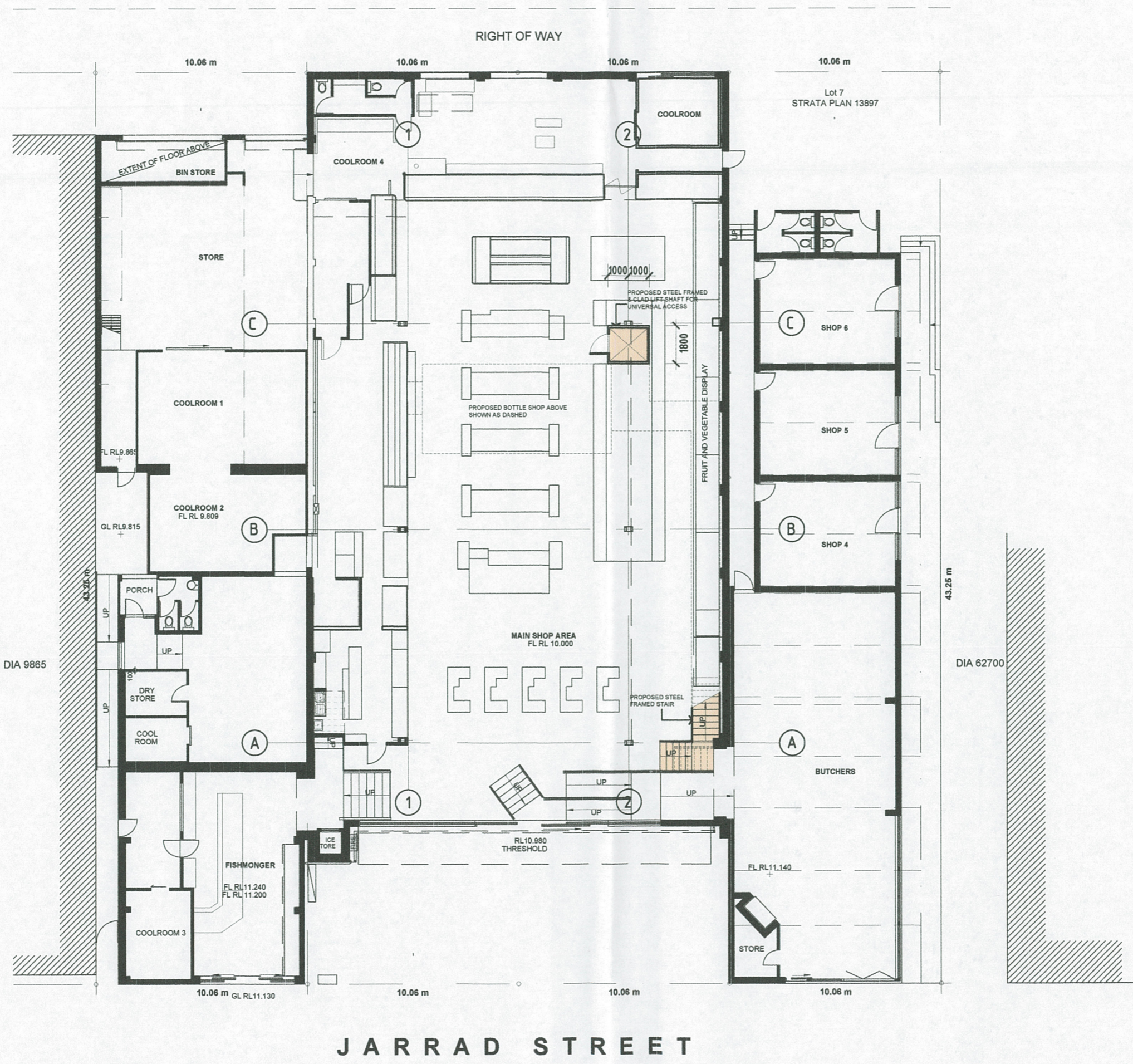
Global food trends are dynamic, changing continuously. Boatshed Market is represented at most national and international food shows, keeping up, with all that is new in the global food market.

Our customers are becoming increasingly health conscious but at the same time are increasingly time poor. Time management is a significant factor for customers when customers planning their meals and their shopping. To this end Boatshed Market has invested in added-value products that allow customers to buy ready-made, and partially-made meal solutions so that preparation is simple, quick and easy. These products are now available in all sections of the Boatshed Market concept store. To be able to serve a prepared chicken/meat/fish dish with a couple of salads and fresh bread and fruit is both healthy and delicious, the fact that it only takes 3 minutes to prepare is a bonus.

Buying local WA produce and introducing our growers and suppliers to our customers has always been part of the Boatshed Market ethos and is one of our points of difference. This focus on local, together with our commitment to sourcing the very best national and international products, ensures our customers have the freshest and widest range of outstanding food available. This is the foundation on which our international reputation has been built.

It is in this trading and service environment that this application to include a liquor license as part of the overall Boatshed Market offer is made. This advancement in our product range is in line with the overall Boatshed Market concept of offering complete meal solutions. Providing customers the convenience of including the wine component of their meal planning and shopping in one location will enhance their overall shopping experience. The introduction of wine in the Cottesloe store would be a wonderful opportunity to marry food and wine, and complete our customers' food shopping experience. The selection of wine Boatshed Market will sell will reflect existing Boatshed retail standards and will include a select range of quality boutique local, national and international wines that complement the range of food, fresh produce and grocery products available.

The transfer of the Grant wine store license to the Boatshed Market will significantly enhance its total offer and will ensure that it continues to be a landmark food retail outlet and WA's ultimate food and lifestyle destination.



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LOWER FLOOR PLAN 01  
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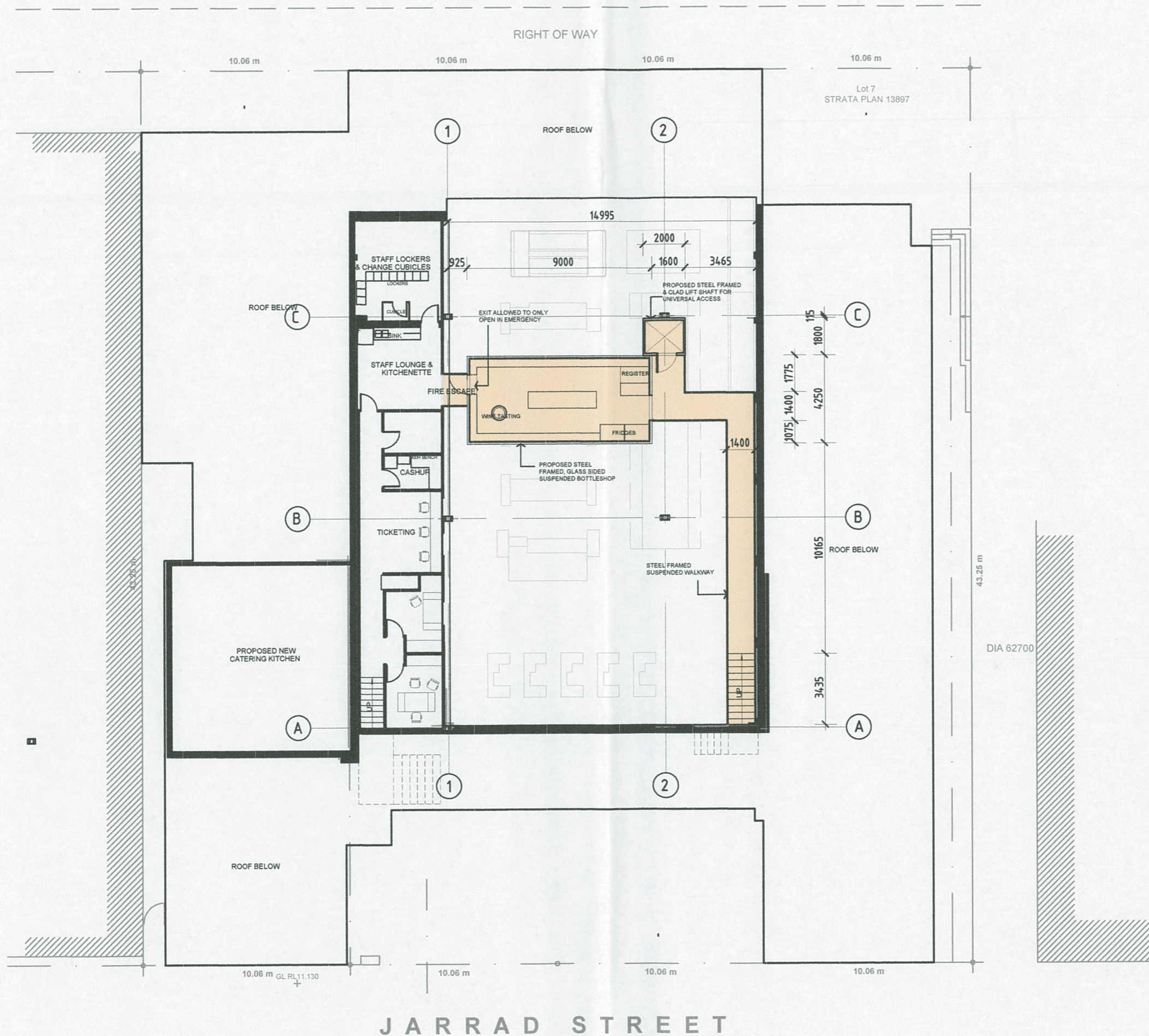
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**BOATSHED MARKET**  
 ADDITION OF WINE MERCHANT AT  
 THE BOATSHED MARKET  
 40 JARRAD STREET COTTESLOE  
 LOWER FLOOR PLAN

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DATE	DRAWING No.
09 MARCH 2015	A01
SCALE	REVISION
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JARRAD STREET



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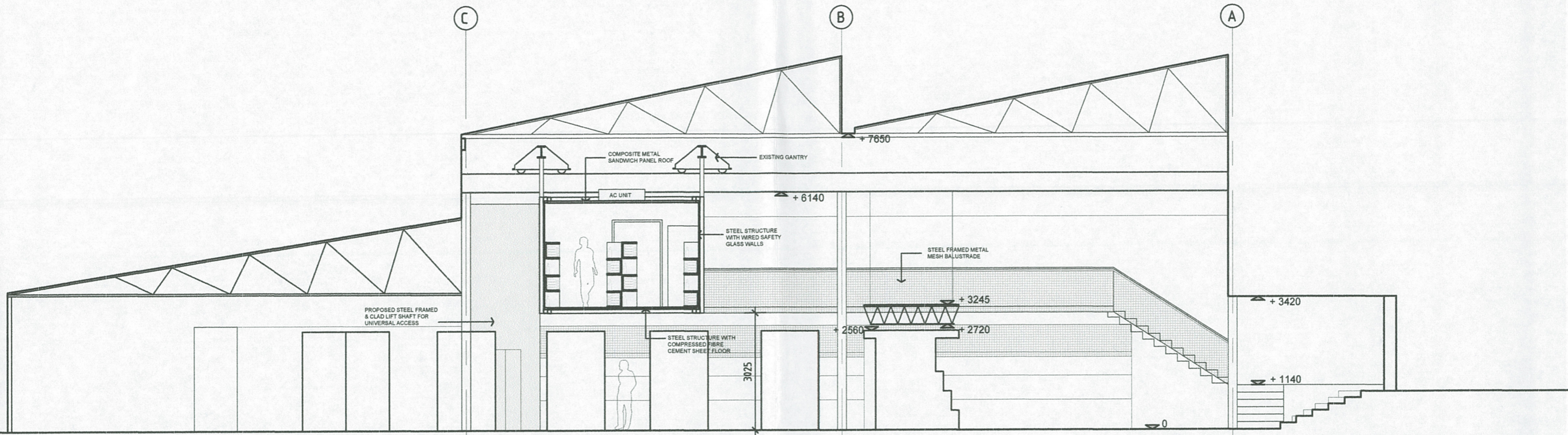
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**BOATSHED MARKET**  
 ADDITION OF WINE MERCHANT AT  
 THE BOATSHED MARKET  
 40 JARRAD STREET COTTESLOE  
 UPPER FLOOR PLAN

DATE 09 MARCH 2015		DRAWING No. A02	
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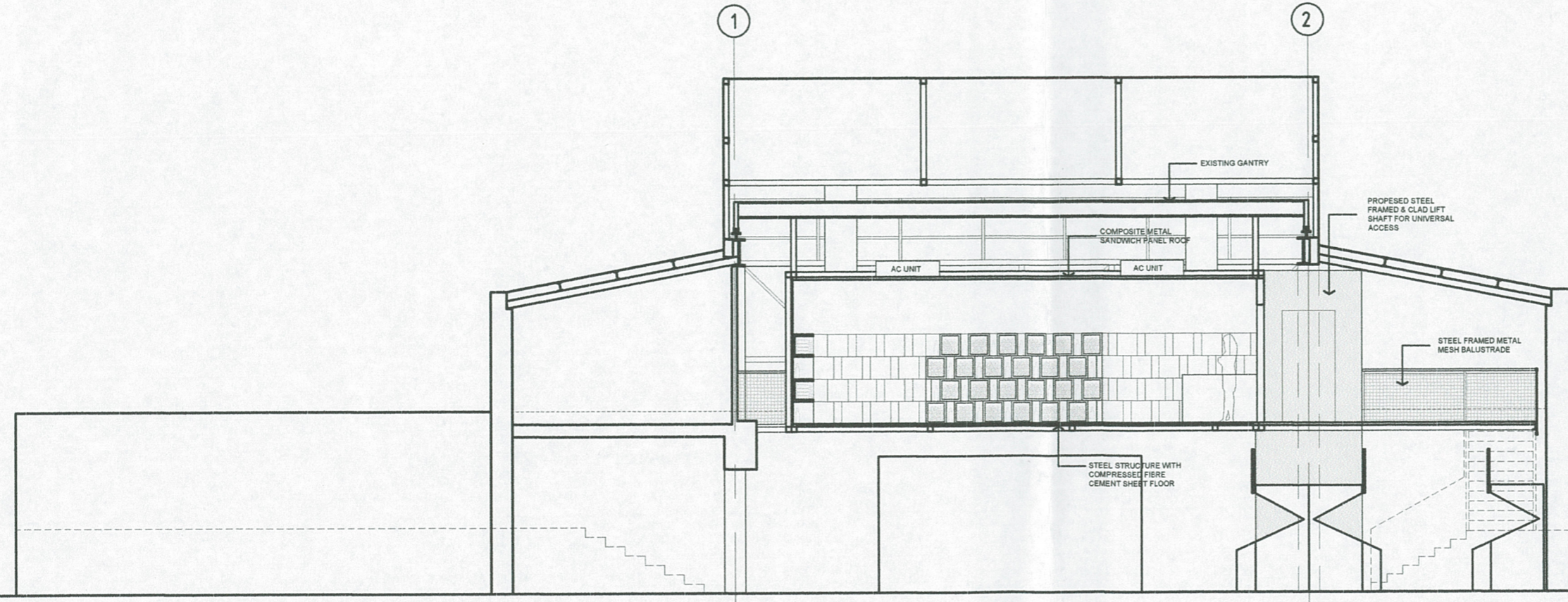


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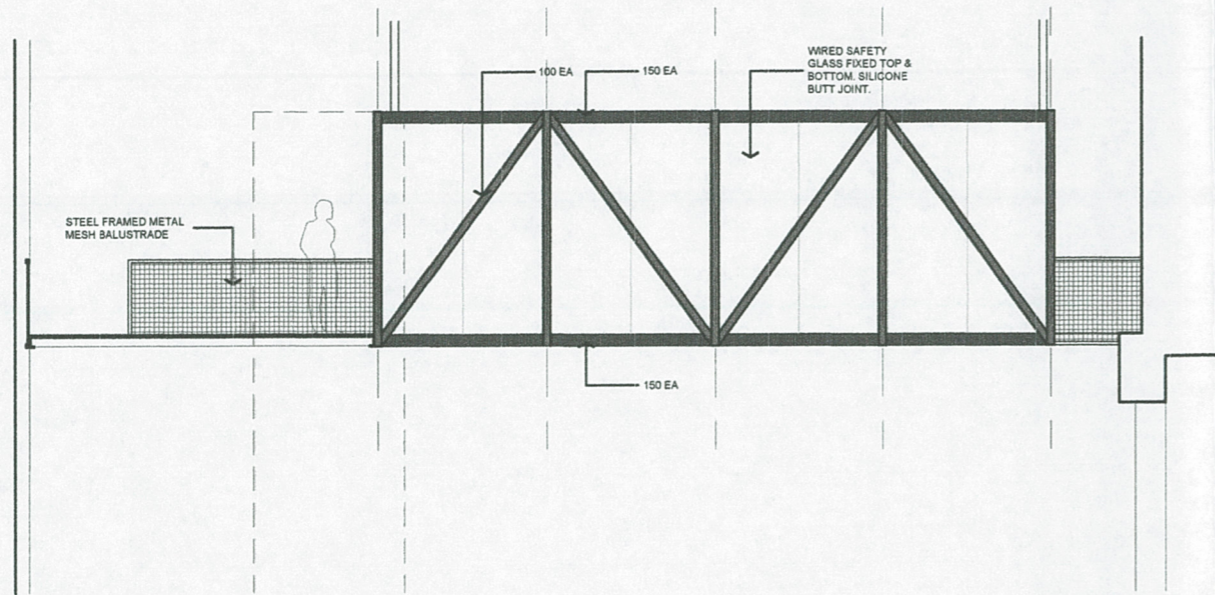
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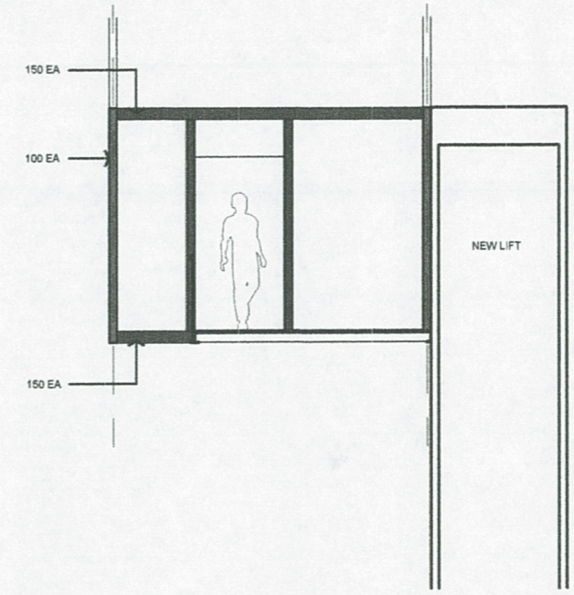
**BOATSHED MARKET**  
 ADDITION OF WINE MERCHANT AT  
 THE BOATSHED MARKET  
 40 JARRAD STREET COTTESLOE

SECTIONS

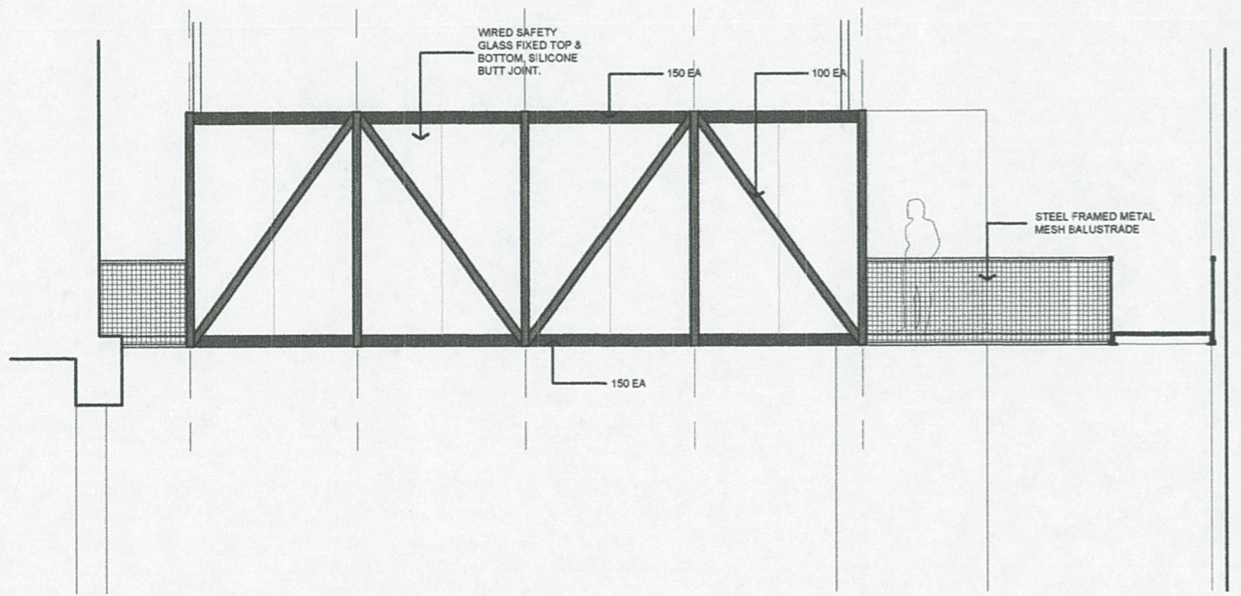
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CAD REF CRAWFORD-PLAN.CAD	REVISION 0



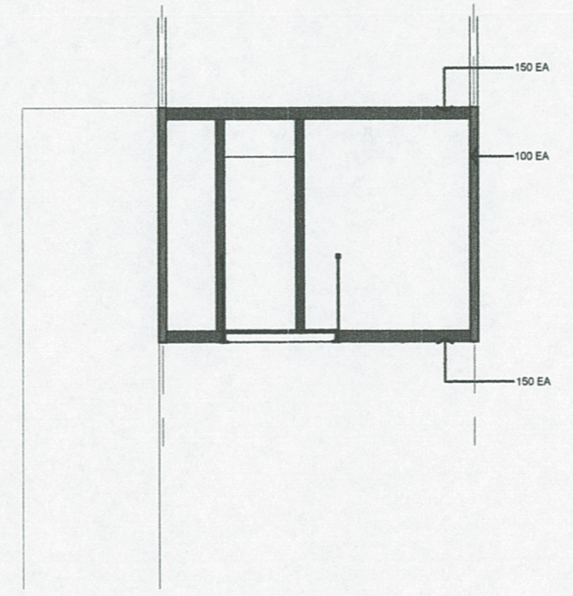
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ELEVATION B (01)  
1:100 EAST



ELEVATION C (01)  
1:100 SOUTH



ELEVATION D (01)  
1:100 WEST

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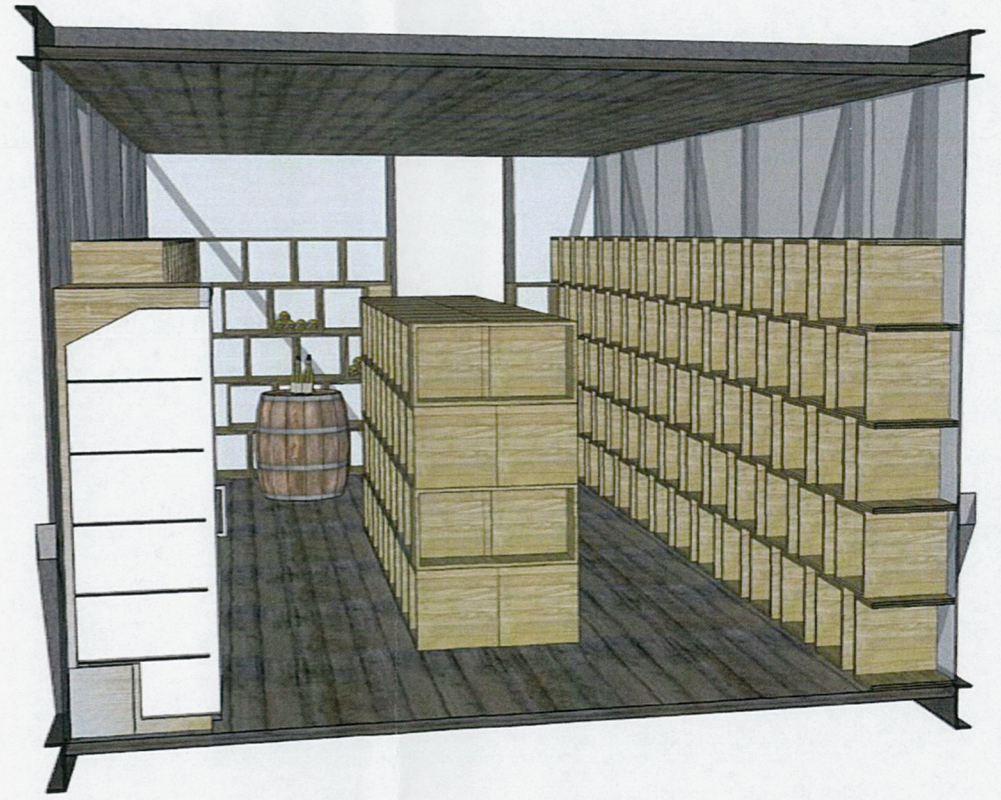
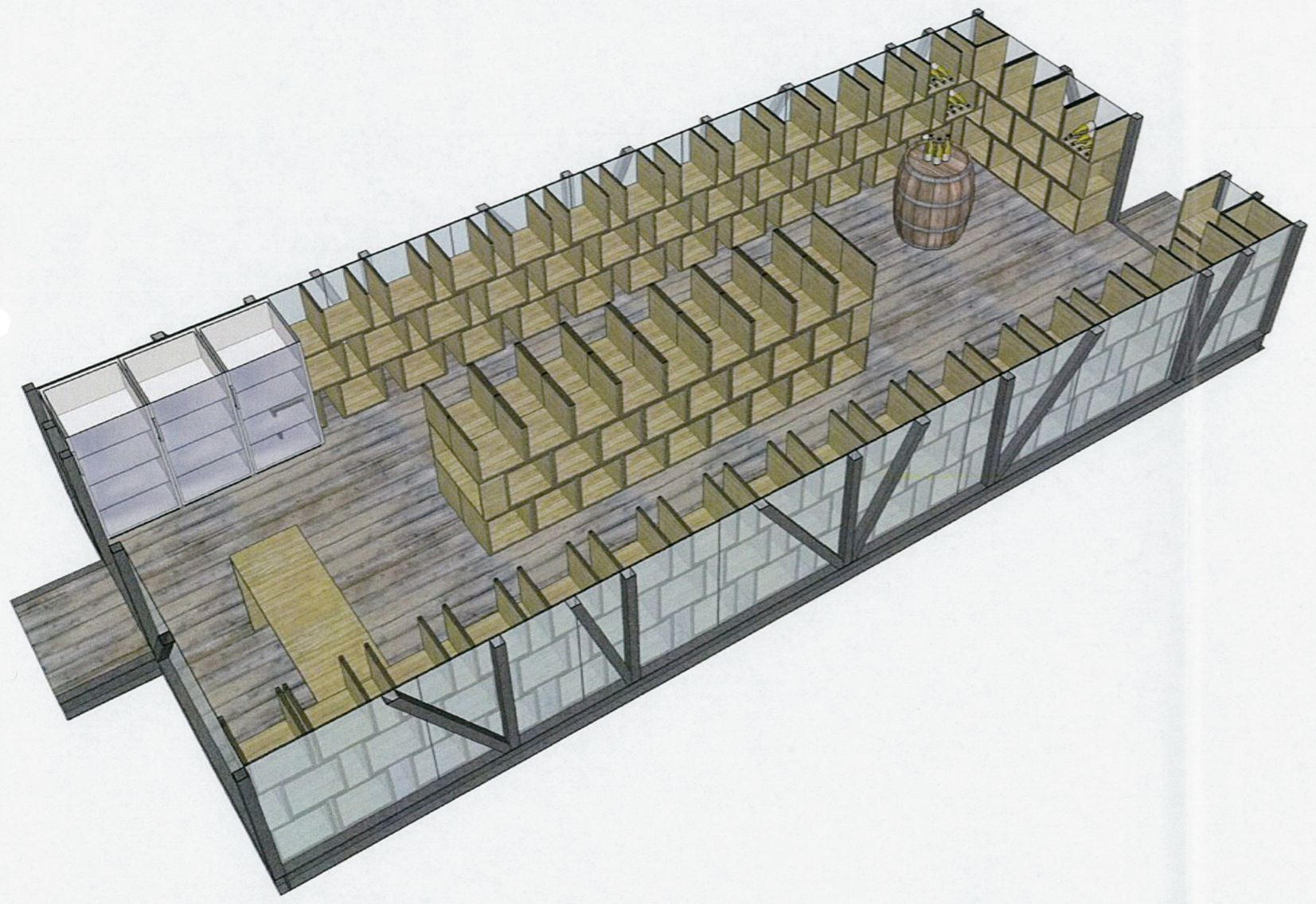
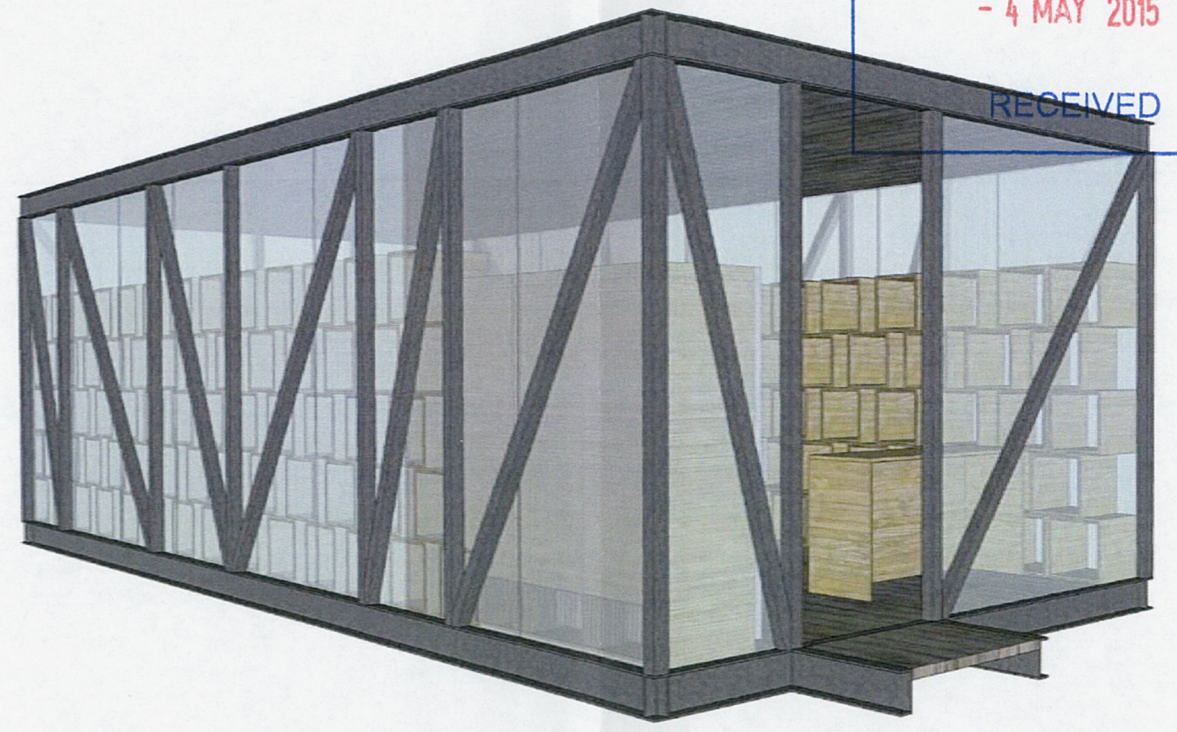
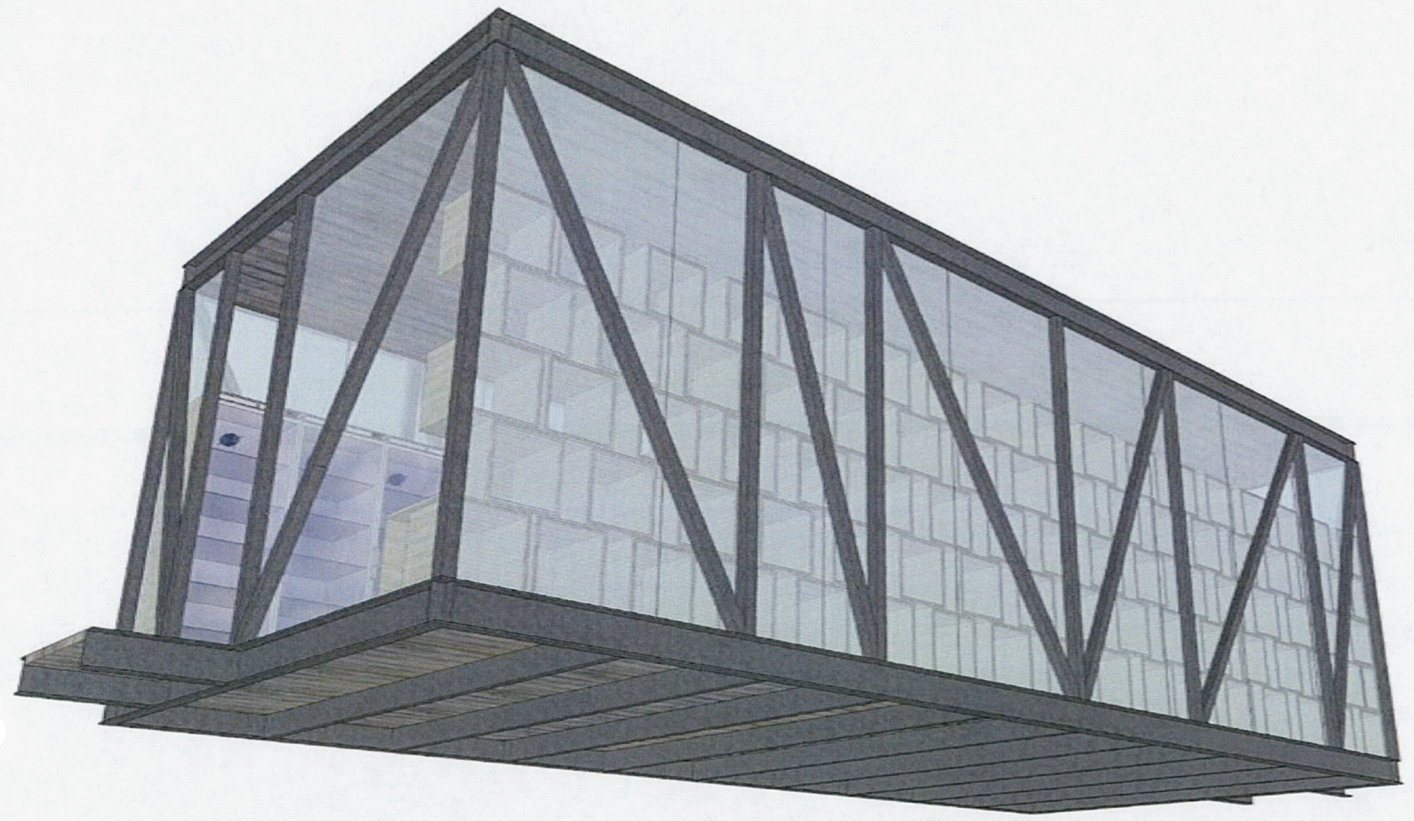
**BOATSHED MARKET**  
ADDITION OF WINE MERCHANT AT  
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**BOTTLE SHOP ELEVATIONS**

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<p><b>BOATSHED MARKET</b> ADDITION OF WINE MERCHANT AT THE BOATSHED MARKET 40 JARRAD STREET COTTESLOE <b>BOTTLE SHOP VIEWS</b></p>	<p><b>MATTHEW CRAWFORD ARCHITECTS</b></p>	<p>MATTHEW CRAWFORD ARCHITECTS ADDRESS 140 STIRLING HWY NORTH FREMANTLE 6159 POST PO BOX 891 COTTESLOE 6911 MOB 0404 479 243 WEB <a href="http://www.mcarchitects.com.au">www.mcarchitects.com.au</a> EMAIL <a href="mailto:contact@mcarchitects.com.au">contact@mcarchitects.com.au</a></p>
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