

August 5, 2021

City of New Braunfels  
ATTN: Maddison O'Kelley  
Assistant Planner  
Planning and Development Services  
550 Landa Street  
New Braunfel, TX 78130

RE: Blumen Meisters Flower Market TABC Variance Request

Ms. O'Kelley –

This letter is in response to your email received August 4, 2021 regarding our TABC License request. The purpose of our TABC license is to allow our Blumen Meisters Flower Market to offer beer and wine options with our gift baskets that we create and deliver to our customers.

The license type we are applying for with TABC – Wine and Beer Retailer' Off-Premise Permit (BQ) - allows the following activity to occur:

- Authorized to sell beer and wine up to 14% or 17% alcohol by volume for off premise consumption only.
- No one may possess an open container of an alcoholic beverage on or near the licensed premise where it was sold. Premise means the grounds and all buildings at the licensed address, as well as all adjacent premises, if they are directly or indirectly under your control.
- Beer must be sold in its original packaging and cannot be repackaged by the retailer.

At no time would the alcohol be served or consumed on our premises. All alcohol would be packaged for delivery, secured in a basket or like container, and sealed closed for consumption by the ultimate customer.

The option to offer these products allows us to offer our customers an enhanced product line, as well as allowing us to stay competitive with other flower and gift shops in the New Braunfels vicinity.

Your consideration of this variance is greatly appreciated. Should you have any additional questions or concerns, please feel free to contact me at 830-629-1604, or via email at [design@blumen-meisters.com](mailto:design@blumen-meisters.com) or [calzingal@gmail.com](mailto:calzingal@gmail.com).

Sincerely,

Teia Bennett, Managing Director  
Bennett Floriography, DBA Blumen Meisters Flower Market

