



Dear ZBA of Temple NH,

Here is a packet of information that has been submitted thus far and also a few new notes/visuals that will help you in your deliberations. Since there have been many documents submitted and sometimes they can be easily lost in emails we wanted to provide an easier means to reference.

Thank you for your time spent reviewing!

Sincerely,

Ben Fisk and Company

In 2021 Ben's Sugar Shack would like a bigger facility in order to meet all demands for maple syrup production. Attached to the facility will be a retail store to offer maple products and other grocery essentials. Below you will find a list of items that will be offered to our customers. Each category is broken down with how many square feet the displays/shelves will have. Total of 3000 SQ FT.

Store Hours:

Monday - Saturday 6 a.m. to 7 p.m.

Sunday 8 a.m. to 5 p.m.

**These are estimated sizes and have not been finalized yet.**

#### **1000 SQ FT Maple Display**

- Pure Maple products, maple confectionaries, maple baked goods

#### **200 SQ FT Deli and Prepared Foods**

- Ready to eat products such as sandwiches, soups, salads, entrees

#### **240 SQ FT Produce Section**

- Including in season and local vegetables and fruits

#### **108 SQ FT Bakery Displays**

- Including 3 displays to merchandize local bakeries (e.g) Orchard Hill bakery/Kernal Bakery breads, home-made scones, pastries, Danish breads, muffins, etc.

#### **90 SQ FT Meat/Seafood**

- Including a butcher counter with custom cut meats and a small seafood display on ice. (e.g) Burger, steaks, roasts from local farms. Seafood (e.g) from S&S seafoods- Salmon, Haddock, Shrimp, Scallops, Lobsters in Season, Mussels In Season, Tuna and Swordfish.

#### **400 SQ FT Grocery Essentials and Gifts**

- Including 3 aisles with wooden displays.  
Small section of cleaning products including paper towels, toilet paper, soaps, tin foils, etc.  
Remainder of local dry goods, including cereals, pasta, canned items, chips, crackers, beverages, candy, specialty items, etc. Most items will be locally made or from small businesses.

### **54 SQ FT Freezer Section**

- Including prepared foods made from scratch out of the deli, (e.g lasagna, casseroles, soups, etc) Frozen meat, local ice cream, vegetables, breads, pizzas, etc.

### **150 SQ FT Refrigeration**

- Including milk, juice, eggs, dairy items, cheese, beverages, ready to eat foods, etc.

**Remaining SQ FT (approx. 758)** will consist of seating for customers, 2 register counters, cart storage, walk ways, other small/seasonal displays.

We are striving for locally made products and specialty items. We do not want to carry the same brands as a major retailer or grocery store. We want our market to stand out with unique items that will keep customers coming back and supporting local.

Floorplan for Market: (Subject to Change). VISUALS ATTACHED IN SEPARATE PDF

## **Ben's Sugar Shack Market and Gift Shop**

In this folder we have some preliminary designs of the proposed market and gift shop area. We wanted to clarify again what our vision includes and hopefully bring a better perspective for those who seem confused on the purpose of the 3000 SQ FT of retail area. At our current location we operate in a 200 square foot retail space that offers approximately 200 items. Since maple syrup has 3 variations of grades and there are many options for glass, tin or plastic bottles we have a hard time displaying all the options for those New England customers that are very particular on what grade and what bottle they like their syrup in. For maple candy we offer 30+ different variations on box style and shapes of candy such as a Santa or moose design. Over the years it has been a struggle to properly display all of our items and also provide enough space for our customers to shop comfortably. The proposed market will include approximately 1000 square feet of designated space for our maple products and ensure a proper display is presented. We plan to build a "mini sugarhouse" within the retail area allowing the focal point and main purpose of the market to be just maple. The best way to envision our design is to imagine a 16'x16' shed or glass greenhouse with many windows and shelves from floor to ceiling. We will be able to display product on the outside of every wall and also customers can walk into the "room" to see our entire product line.

The remaining portion of 2000 square feet will consist of aisles, cart storage, 2 registers, 2-3 small café tables, deli grab n go display, produce displays, bakery displays, etc. Our goal is to bring local items in throughout the year and seasonal displays will change quite a bit. For example, when local strawberries are ready we would display this item on its own table. We will also feature local corn or apples in their own wooden crates. Seasonally the fresh bakery displays will change, for example Christmas breads and desserts VS. Easter hot cross buns or rolls.

The deli will offer freshly sliced meats and cheeses off the block and offer a variety of specialty and local cheeses. We plan to accommodate the “lunch Crowd” by offering sandwiches, soups and easy “take home” items. For example, Chicken Salad, pasta salad, egg salad, etc. We will have daily lunch specials, for example a Maple Bacon Grilled Cheese on Sourdough with a cup of Creamy Tomato soup.

Since retail has changed drastically in the last year with Covid we feel that it is extremely important to offer more room for our customers. Our aisles are wide and the flow is easy within the market area. Customers can walk into the market using the right side doors. They can make their way around the store in a counter clockwise rotation and end at the registers and then exit using the “exit only” doors. Customers will also be easier to accommodate during maple weekends since we will have our evaporator room connected by a hallway to the retail market area. Within the retail market we will be able to set up multiple sampling tables and again have a great flow for our customers.

In the 40'X40' Evaporator room we will have our 14'x5' Oil fired evaporator with plenty of room to move around and accommodate tour groups. Since we will have enough room to accommodate production and customers we will also be able to have a sample table with “Sugar on Snow”. Maple Tours will start outside learning about the traditional and modern ways to collect and then customers will make their way into the evaporator room. From there customers can exit outside or walk through the hallway into the market area. On maple weekends we plan to “go all out” with samples throughout the market, have our roasted nut machines going, offer maple creamees and maple cotton candy. The deli will serve as the last stop for our customers that would like to grab lunch and then continue enjoying Temple Mountain or other local businesses in the area.

