

A thick red dashed border surrounds the central text.

# **No Total Wine in South Bay**

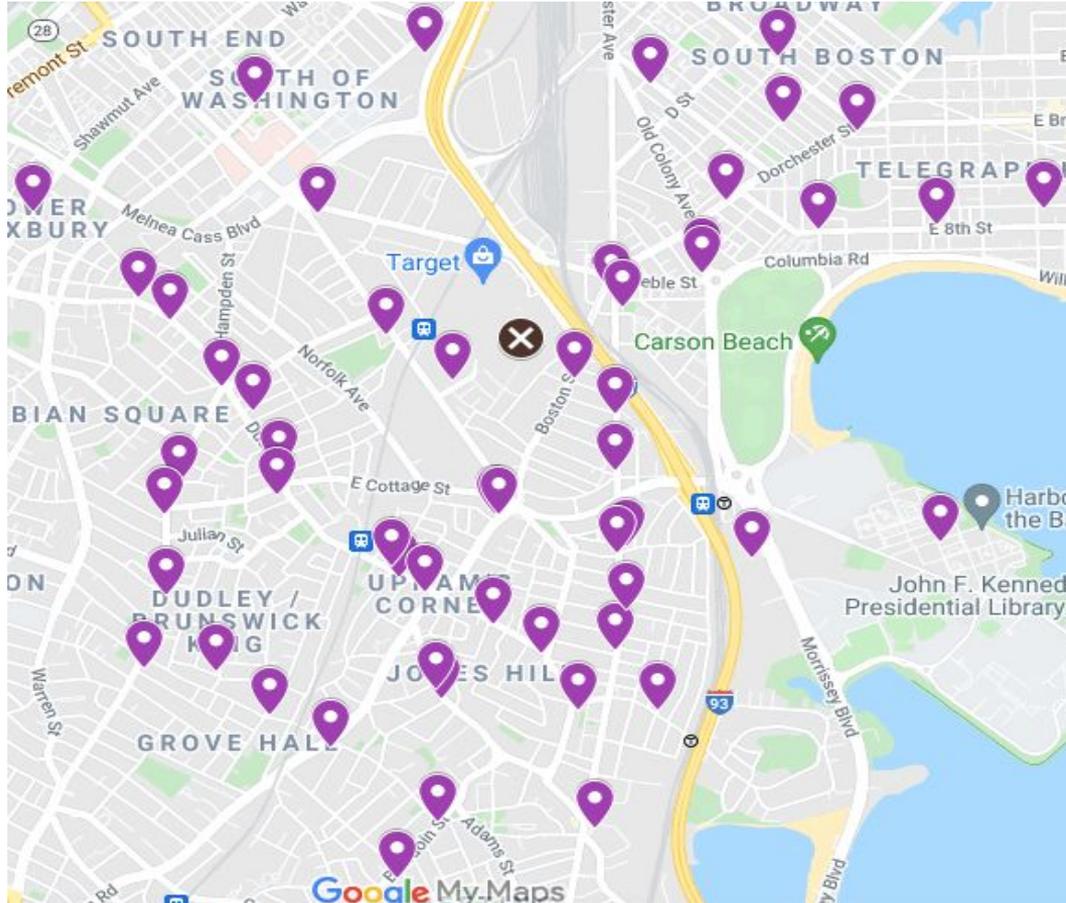
By: The Save Boston Small Businesses Coalition

# Public Need

Defined by Law Insider

Public need means an activity or project that provides important tangible and intangible gains to society, that satisfies the expressed or observed needs of the public where accrued benefits significantly outweigh reasonably foreseeable detriments.

# Current Small Businesses in the South Bay Area



Total Wine would like to open its store in the South Bay area. There are dozens of small businesses that supply the same goods as Total Wine proposes to sell in this location.

 Convenience Stores, Party Stores, Bodegas & Liquor Stores.

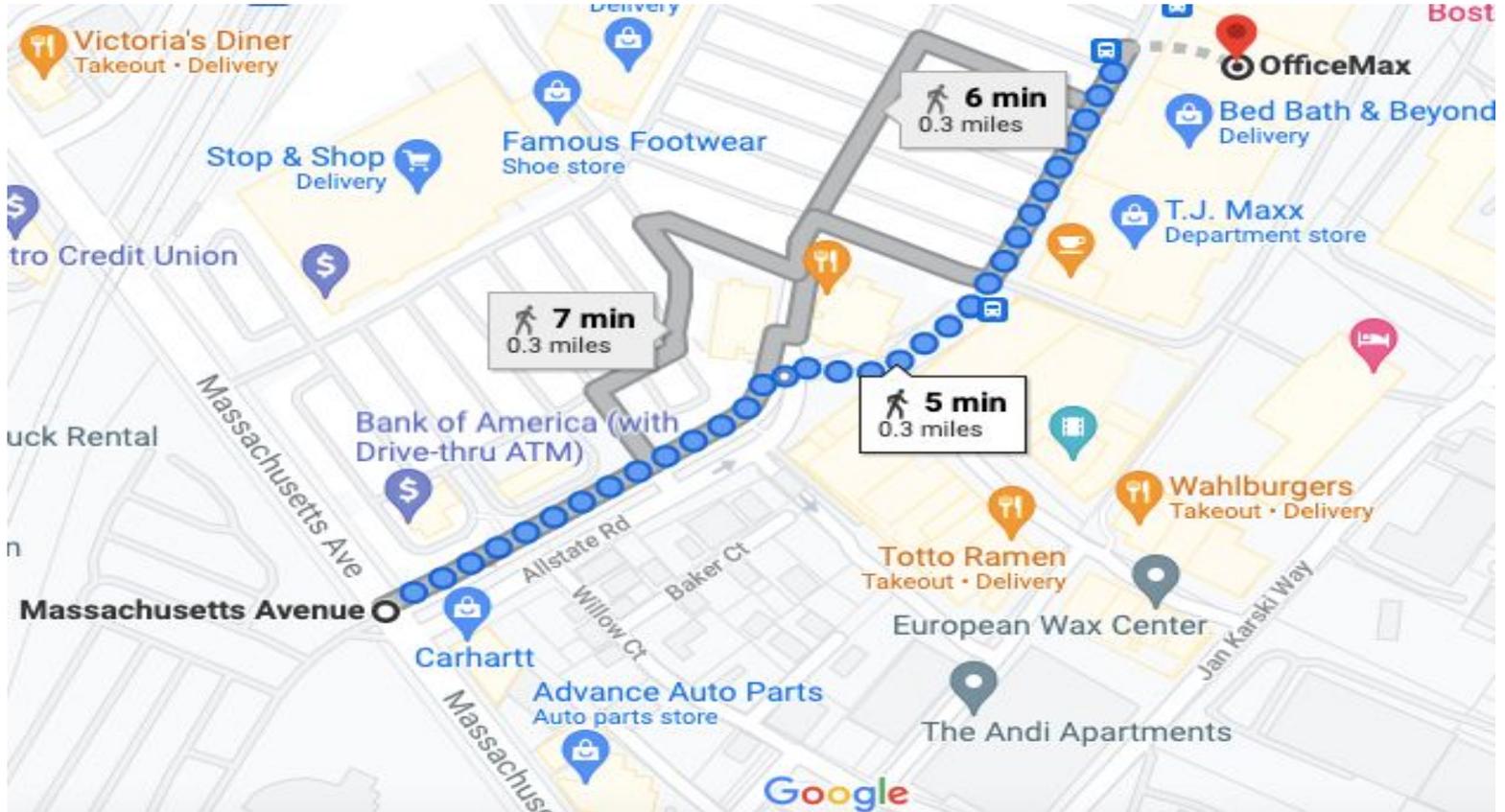
 Proposed location by Total Wine.

# Boston Small Businesses Are Suffering

- In Boston, the number of open small businesses have plummeted by 44% since the start of the year last year.
- [\(Opportunity Insights 2020 research\)](#)
- Total small business revenue in Boston has cratered by 52% in 2020. Latest information available. [\(Opportunity Insights 2020 research\)](#)
- Shop Locally: For every \$100 spend at locally owned businesses, \$68 will stay in the community. What happens when the same \$100 is spent at a national chain? Only \$43 stays in the community. [\(Civic Economics – Andersonville Study of Retail Economics.\)](#)



# The Mass. & Cass Area



The Mass & Cass area is located 0.3 miles away from the South Bay Shopping Center.

# Total Wine Employee Reviews

Screenshots taken from Total Wine page on Indeed.com

1.0

☆☆☆☆☆

## Terrible management

Cashier/Customer Service (Former Employee) - Norwalk, CT - September 15, 2021

Toxic work place. Overworked and underpaid. Management sucks. They make rules they dont follow. Asking merch to get a bottle out of lock up takes so long and customers get very mad. Front end managers live by their own rules and breaks are written down in a book but its neeve followed.

2.0

☆☆☆☆☆

## Wouldn't recommend

Sales Associate/Cashier (Current Employee) - Fort Lauderdale, FL - August 15, 2021

Moral is zero

Everyone is miserable

Overworked, underpaid

Abused by customers

No support

No chance of moving up

No support from management

Long hours

✓ **Pros**

N/a

✗ **Cons**

Stressful environment, lack of support from management

# Total Wine Employee Reviews

Screenshots taken from Total Wine page on Indeed.com

2.0

**just ok**

☆☆☆☆☆

Sales Team Member (Current Employee) - Everett, MA - June 20, 2019

No room to work up. They hire outside help before within. Hours are long and the work is a lot of manual. More than not it is understaffed so you are doing the work of more than one person.

1.0

**No movement**

☆☆☆☆☆

Merchandiser (Former Employee) - Lynnwood, WA - September 14, 2021

No room for advancement. You will be overworked as they are always staffed to the bone. Customers enter expecting that we would always have multiple cases of all product and when we didn't it was our fault they didn't verify that we would have said product.

3.0

**Overworked & underpaid**

☆☆☆☆☆

Sales Associate (Current Employee) - Allen, TX - September 8, 2021

The amount of work you do as a sales team member just doesn't add up as for compensation. Get ready to work long hours. They also promise you advancement opportunities but they drag a## to get it done.

# **Total Wine's Record**

**Daily Times Chronicle, 2019 - Total Wine failed an alcohol compliance check by selling alcohol to a minor within 3 months of opening its Burlington store in 2019.**

The Burlington Board of Selectmen found that a violation occurred and imposed a one-day liquor license suspension.

**Fits News, 2020 - Protect Workers' Hypocrisy From Total Wine Owner: Hazard Pay Eliminated And Layoffs.**

While branding himself on social media as a champion of the working class, Trone's company – the nation's largest privately owned alcohol retailer - quietly eliminated a \$2.00 per hour hazard raise that was awarded to its hourly employees in mid-March.

## **Total Wine's Record**

[New York Post, September, 2019 - AOC fighting to block massive 'Walmart of Liquor' from her Queens district.](#) The firebrand freshman congresswoman, whose opposition helped scare Amazon away from opening a new campus headquarters in Long Island City, urged state Liquor Authority Chairman Vincent Bradley to deny Total Wine & More a license to open because its rock-bottom prices would undercut smaller neighborhood liquor merchants.

[Daily Beast, May, 2020 - Millionaire Congressman's Wine Biz Is Booming—and Laying Off Workers.](#) Rep. David Trone has made strengthening workers' rights central to his agenda in Congress. But at his multibillion-dollar business in Maryland, a different message is playing out.

# **Total Wine's Record**

**The Boston Globe, May, 2017 - For Total Wine, it's Total War Against Alcohol Regulations** The largest retailer of beer, wine, and liquor in the country, Total Wine has successfully challenged long standing alcohol laws in numerous states, tilting the marketplace to its advantage through a mix of litigation, lobbying, and rallying support from customers.

**Patch, September 2016 - Minnetonka Says No to Total Wine.** The Minnetonka City Council voted to deny Total Wine a liquor license. City leaders said the area has enough liquor stores. According to the Star Tribune, Council Member Brad Wiersum said that Minnetonka is "adequately served from a liquor perspective. Why would we want our city to have more off-sale liquor establishments per capita than are allowed in either Minneapolis or St. Paul?"

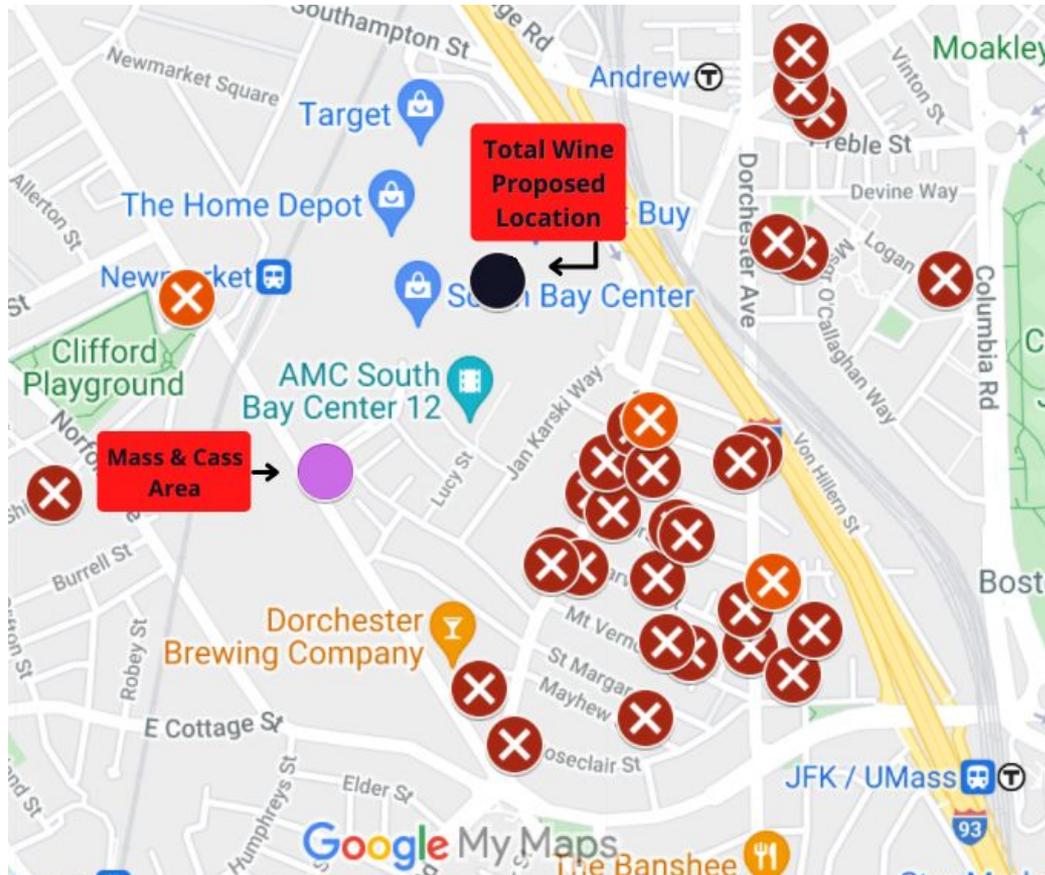
# **Total Wine's Record**

**Sun This Week Town, Jan, 2015 - Haskell's first to close since Total Wine's arrival.** The closing of the Haskell's liquor store in Burnsville comes as local store owners take stock of their new competition and the city considers changes that could open the retail landscape even further.

**Time, 2014 - Your Local Dinky Mom and Pop Liquor Shop Is in Major Trouble.** In at least one case, in Minnesota, the mom-and-pop faction is fighting back, and thus far has stopped a planned Total Wine store from opening.

# What Does the Community Want?

Small businesses and residents abutting the South Bay Shopping area are coming out and advocating against the opening of Total Wine in the South Bay Shopping Center.



-  Business Opposing Total Wine
-  Residents Opposing Total Wine
-  Mass & Cass Area
-  Total Wine Proposed Location

# **PLEASE CONTACT YOUR ELECTED OFFICIALS**

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**Mayor Kim Janey**

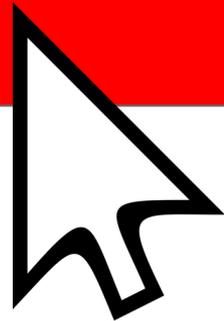
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# **HELP US TO STOP TOTAL WINE IN SOUTH BAY**

Please Visit:

[Change.org/SaveBostonSmallBusinesses](https://change.org/SaveBostonSmallBusinesses)



**Thank You**

