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March 24, 2025

Senate Finance Committee
Miller Senate Office Building
3 East Wing
11 Bladen Street
Annapolis, Maryland 21401

Re: House Bill 1174 / MC 18-25

Dear Committee Members:

My office represents a client that is seeking support for HB 1174 in connection with a new restaurant location they are looking at in Montgomery County. Specifically, they are seeking a second Class BD-BWL Liquor License because their business model includes not only on-premises consumption of beer, wine, and spirits, but also packaged sales of private label wine. Currently, there is a limit of one (1) BD-BWL License per company in Montgomery County. Our client needs the packaged goods privilege for their private label wines because they are sold at the location, and these wines are also sold through their Wine Club (which has over 700,000 members nationwide.) The above-referenced Bill seeks to increase the number of BD-BWL Liquor Licenses a company can hold in Montgomery County from 1 to 2.

Our client is Cooper's Hawk Winery & Restaurant (www.chwinery.com) and they have a current restaurant location in Rockville, Maryland, in Montgomery County. They are looking to establish a second restaurant under their other concept, "Piccolo Buco," at a location in Gaithersburg, which is also in Montgomery County. I have attached a presentation deck that provides some information on the concept, restaurant renderings, and some background of its parent, Cooper's Hawk Winery & Restaurant, and its Founder, Tim McEnery.

As you can see from the attached written testimony and presentation, this second location will be a \$4 million investment in the County, and they are committed to working with local artists in the design of the space. Moreover, this location will employ up to 90 team members from the community, they will partner with up to 12 local vendors for inventory purchases, and this location will work with local charities on an annual basis. Finally, this Piccolo Buco location is projected to generate up to \$7 million in annual sales. None of this can be done, however, without the ability to secure a second Class BD-BWL License.

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We believe this Bill will benefit Montgomery County as it will enable existing businesses to add a second location within the County, and it will also demonstrate to companies new to the County that two locations are possible. It is our belief that this Bill will help stimulate business and economic development in Montgomery County.

We are hopeful that after you have reviewed this and reviewed the attached materials, you and the Subcommittee will support the Bill so our client can proceed with the development of this new project in Montgomery County. Should you have any additional questions, please do not hesitate to contact me. Thank you in advance for your consideration in this matter.

Sincerely,

SIEGEL & MOSES, P.C.

A handwritten signature in black ink, reading "Jennifer A. Haller". The signature is written in a cursive, flowing style.

JGG/ea.

Attachment

TESTIMONY IN SUPPORT OF HB 1174

My name is Jennifer Lesyna, and I represent Cooper's Hawk Winery & Restaurants as well as Piccolo Buco. Thank you for taking the time to hear my testimony today

I am in support of House Bill 1174 which proposes an update to MC 18-25. Currently, there is a restriction that limits license holders to just one BD-BWL license. Because we already have a Cooper's Hawk location in Rockville, this restriction prevents the opening of Piccolo Buco within Montgomery County. Piccolo Buco is an upscale Italian restaurant offering a unique dining experience with Neapolitan dishes and a distinctive style of Roman pizza, and we believe it would be a valuable addition to Montgomery County.

By passing this proposed update, Montgomery County and the State of Maryland stand to benefit in several significant ways.

First, **job creation and economic growth**. We anticipate that the opening of Piccolo Buco will create up to 90 new jobs. Additionally, we plan to work with up to 12 local vendors, helping generate revenue for nearby businesses and supporting the local economy.

Second, **community engagement**. One of our core values at Cooper's Hawk is "We care about people." This value is at the heart of everything we do. We show this by volunteering with local charities and supporting fundraising events throughout the year. We're committed to being an active and supportive part of every community we serve.

Another core value of ours is "We create Community," and this is something we see happening naturally in our restaurants every day. It can be witnessed the moment you walk into any of our restaurants. You will find Wine club members coming in to pick up a bottle of wine, guests checking in for their reservation and guests enjoying wine tastings. These guests begin chatting and building friendships and before you know it, they are meeting at monthly wine club dinners, traveling to other locations together or even traveling the world on one of our international wine club trips. We are proud to play a role in helping form these connections.

We also make a point to **incorporate the local aesthetic** into the design of each restaurant. We collaborate with local artists, commissioning artwork that reflects the spirit of the community. This helps us stay connected to the local culture and ensure that each restaurant feels like an integral part of its neighborhood.

Finally, the **financial impact**. We plan to invest approximately \$4 million in the construction of Piccolo Buco. We project annual sales to reach \$7 million, which will generate significant tax revenue for Montgomery County and the State of Maryland.

Currently, there are only two Piccolo Buco locations in the world—one by the Trevi Fountain in Rome and the other in Downers Grove, Illinois. We're excited about our expansion plans, with more locations coming to Illinois and Florida. And we would love to bring this unique concept to Gaithersburg, Maryland. We believe updating the current legislation will make that possible, and we hope you will support this legislation.



ROME

EST. 1916

PICCOLO BUCO

BY LUCA ISSA & COOPER'S HAWK

Site Impact

LOCAL COMMUNITY IMPACT

- Will Employ up to 90 team members
- Partner with up to 12 local vendors
- Volunteer annually with local charities

GUESTS

We create Community Via:

- Wine Club Memberships to our Robust Wine Club
- Global Trips to the Most Revered Food & Wine Regions
- Special Events Including Book signings, wine tastings and Celebrity Events
- Partner with local Artists to incorporate the local heritage in the design



FINANCIAL

- Building Cost \$4 million
- Annual Unit Sales Volume \$7million

UPCOMING LOCATIONS

- Naperville, IL
- Schaumburg, IL
- Tampa, FL
- Estero, FL



The Wine

A SLICE OF PIZZA AND A GOOD GLASS OF WINE ARE ONE OF LIFE'S MOST SUBLIME PLEASURES.

As a sibling brand, Cooper's Hawk Winery and Restaurants' wine provides the foundation for the wine program, rounded out by everyday Italian wines such as light Lambruscos or Frascatis.

For those feeling indulgent, gorgeous high-end Italian wines, including cult Super Tuscans and splurge-worthy Barolos, are also available.



The Tasting Experience

Borrowing from the Italian tradition of small wine tastings called Gusti Di Vini, Piccolo Buco offers a Gusti Bar for guests to sample and continue their wine discovery.



CHEF LUCA HAS REWRITTEN THE RULES OF PIZZA—FIRST IN ROME AND NOW, IN AMERICA, TOO.

Luca uses only the most perfect and simple ingredients, coupled with years of mastering his craft, to create a pizza unlike any other. Guests will notice the creaminess of mozzarella pulled from the richest whole milk. A bright sauce made from Italian tomatoes and sea salt. And a dramatic, puffy crust mastered from a methodical combination of flour, yeast, and salt that's then hand-stretched to achieve its signature crownlike appearance.

In addition to pizza, enjoy an equally outstanding menu of salads, antipasti, and classic Italian pastas. Each dish is rooted in the Italian tradition of simplicity, quality, skillful craftsmanship, and glorious taste.



The Exterior Design



The Interior Design





COOPER'S HAWK™
WINERY & RESTAURANTS

ABOUT THE PARENT COMPANY

COOPER'S HAWK WINERY & RESTAURANTS

COOPER'S HAWK

BY THE NUMBERS

1st

IN THE INDUSTRY

Restaurant-winery
with a Napa-Style
Tasting Room and
Specialty Retail

#7 BEST

RESTAURANT CHAIN

**CONSUMER
REPORTS**

60+

**VARIETIES OF
COOPER'S HAWK
PROPRIETARY
WINE**

Over

600

WINE AWARDS

from various national
& international wine
competitions

66

LOCATIONS

Q1 2025

760K

**WINE CLUB
MEMBERS**

**LARGEST WINE CLUB
IN THE WORLD**

ABOUT TIM MCENERY

FOUNDER & CEO, COOPER'S HAWK WINERY & RESTAURANTS

PASSIONATE ENTREPRENEUR

- Global Finalist for Wine Enthusiast's "Innovator of the Year" (2018)
- Ernst & Young's Midwest Entrepreneur of the Year
- Crain Chicago Business's "40 Under 40"
- LEAD Award Winner, HR.com

PASSIONATE RESTAURANTEUR

- Named in Nation's Restaurant News "Most Influential Restaurant CEOs in the Country" (2021)
- MUFSO 2019 Gold Chain Award Honoree
- National Restaurant Association Keynote Speaker, "The Future of Casual Dining" (2019)

PASSIONATE WINE COLLECTOR

- Curated collection that garnered Wine Enthusiast's "Best of Award of Excellence" for outstanding wine program (2020, 2021, 2022)
- Deep love for classic producers of Bordeaux-style blends from around the world

