



108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2105  
Hearing Impaired: 711

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## MEMORANDUM

Liquor License Hearing - Friday, April 19, 2024, 1:30pm

**TO:** The Hearings Officer  
**FROM:** Natalie Kiel, Business License Specialist  
**DATE:** April 12, 2024

**AGENDA ITEM 4.E:** For Possible Action: Discussion and possible action regarding an application to approve a change of liquor manager to Scott Alan Hersh for general wholesale distributor liquor license (LIQUOR-003996-2020) for Breakthru Beverage Nevada, LLC located at 100 Distribution Drive, Sparks, NV 89441.

**Recommendation:** To approve an application to change the liquor manager to Scott Alan Hersh on the general wholesale distributor liquor license for Breakthru Beverage Nevada, LLC, Inc at 100 Distribution Drive, Sparks, NV 89441.

Per Carson City Municipal Code (CCMC) 4.13, all liquor license requests are to be reviewed by the Hearings Officer. The Hearings Officer may grant or deny the application for a liquor license or place conditions on a license to ensure compliance with the Municipal Code.

The subject request is for Breakthru Beverage Nevada, LLC to change the liquor manager to Scott Alan Hersh for liquor license LIQUOR-003996-2020.

The Sheriff's Office did a background investigation on Mr. Hersh and did not find any disqualifying information based on CCMC 4.13.125.

It was not applicable to have the health department review the application for a General Wholesale Distributor based out of Carson City.



# CARSON CITY LICENSE APPLICATION

Please type or print in black ink; Incomplete or illegible applications will not be accepted. Applications must bear an original signature

Business License #: **LIQUOR-003996-2020**  
Liquor License #:

Submittal Date:

<input type="checkbox"/> New Business	<input type="checkbox"/> Change of Location/Mailing	<input type="checkbox"/> Change of Name	<input checked="" type="checkbox"/> Change of Corporate Officer	<input type="checkbox"/> Other
Type of License(s)		<input type="checkbox"/> Business	<input type="checkbox"/> Short-Term	<input type="checkbox"/> Gaming
Type of Entity	<input checked="" type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Corporation	<input checked="" type="checkbox"/> Partnership	<input checked="" type="checkbox"/> Limited Liability Company
				<input type="checkbox"/> Non-Profit

Entity Name	Breakthru Beverage Nevada Reno, LLC	5 Business Opening Date	3/1/2016
Business Name (DBA)		7 EIN #	38-3983070

Business Address	100 Distribution Drive	City	Sparks	State	NV	Zip Code	89441
Mailing Address	100 Distribution Drive	City	Sparks	State	NV	Zip Code	89441

Corporate Phone	775-331-3400	Business Phone	775-331-3400	Cellular Phone	954-993-2854	Business Fax	775-353-3369
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E-mail Address	shersh@breakthrubev.com	Business Website	www.breakthrubev.com
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12 Owner(s), Manager(s), or other Principal(s) attach additional pages if required

Last, First, MI	Breakthru Wirtz, LLC	Percent Owned	100	Title	Holding Company
Residence Address (Street)	60 E. 42nd Street, Suite 1915	City, State, Zip	New York, NY 10165	Residence Telephone	708-298-3333

Last, First, MI	Breakthru Beverage Group, LLC	Percent Owned	100% of Breakthru Wirtz	Title	Parent entity
Residence Address (Street)	60 E. 42nd Street, Suite 1915	City, State, Zip	New York, NY 10165	Residence Telephone	708-298-3333

Last, First, MI	See Attached	Percent Owned		Title	
Residence Address (Street)		City, State, Zip		Residence Telephone	

Liquor Manager (if applicable)	Scott Alan Hersh	<input type="checkbox"/> On-Site	<input checked="" type="checkbox"/> Off-Site	Contact Phone Number	954-993-2854
Residence Address (Street)	5 Holly Tree Ct.	City, State, Zip	Henderson, NV 89002		

13 Describe in detail the activity of your business  
Alcohol beverage wholesaler.

Type of Liquor License Applying for (If applicable)				
<input type="checkbox"/> Tavern/Bar	<input type="checkbox"/> Dining Room w/Beer and Wine Only	<input type="checkbox"/> Packaged Liquor	<input type="checkbox"/> Dining Room w/Hard Liquor	<input type="checkbox"/> Combo (On-Premise & Pkg)
<input type="checkbox"/> Catering	<input type="checkbox"/> Additional Wet Bars	Will there be an Interim Management Agreement?		

6 List number of slot machines (If applicable)	15 No	List number of table games (If applicable)
<input type="checkbox"/> 1 cent	<input type="checkbox"/> Multi	<input type="checkbox"/> Craps
<input type="checkbox"/> 5 cent	<input type="checkbox"/> Poker	<input type="checkbox"/> Roulette
<input type="checkbox"/> 25 cent	<input type="checkbox"/> Mega Buck	<input type="checkbox"/> Twenty-One
<input type="checkbox"/> 1.00		<input type="checkbox"/> Keno
		<input type="checkbox"/> Baccarat
		<input type="checkbox"/> Race Book
		<input type="checkbox"/> Sports Book
		<input type="checkbox"/> Poker

7 If this application is for a change of business name, location, or ownership, list the previous name, address, and owner below:

## RECEIVED

JUL 28 2023

CARSON CITY  
BUSINESS LICENSES

**Miscellaneous Information**

Please answer this section if your business is located in Carson City. If you are unsure of your answer or are installing signage, contact the Planning Division at (775) 887-2180

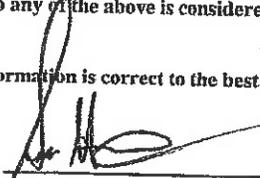
Is your business location zoned for this type of business	Has a Special Use Permit been obtained for this business location
Will you be installing any outdoor signs	Are there any existing signs of the property
Will there be any outside storage (If yes, please explain items being stored and how being screened)	
Will any commercial vehicles be used for this business (If yes, please describe size, type, and location of storage)	
Please list the quantities, types, and storage location of any chemicals or hazardous materials that will be used for this business	

**Rules and Regulations**

I, the undersigned understand that I cannot operate my business until my license is actually issued by this office indicating approval by all necessary city departments

- If any changes are made after completing said license application this office must be notified immediately and an updated is required.
- A business license, liquor license, and/or gaming license are issued to a given owner at a SPECIFIC LOCATION and are NON-TRANSFERRABLE to a different owner or different location.
- Non-payment of annual and quarterly business license, liquor license, and/or gaming license fees by the due date will result in applied penalties and is grounds for the revocation of the license.
- Any exception to any of the above is considered a violation of the Carson City Municipal Code and is subject to citation.

I hereby certify that the above information is correct to the best of my knowledge and belief. I understand that failure to complete this form truthfully is an act of perjury.

Applicant's Signature  Date 7/27/23

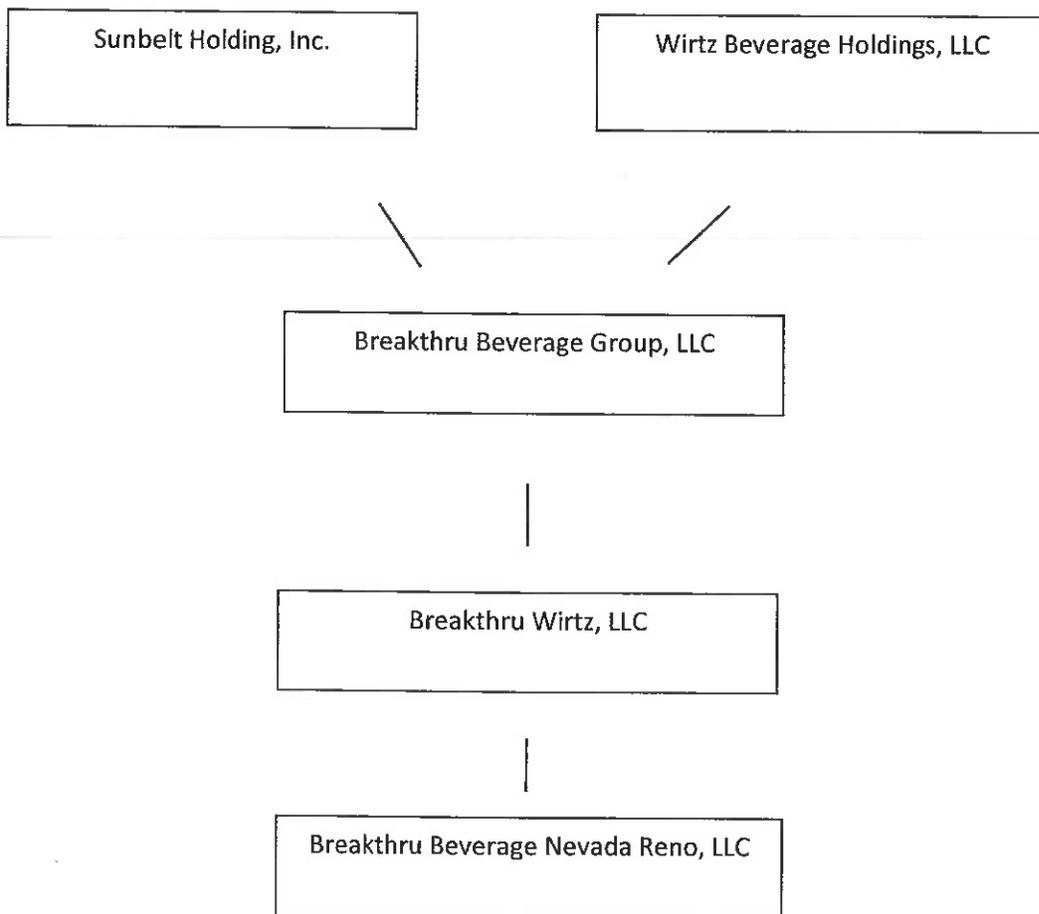
FEE STRUCTURE	FEE	LICENSE TOTAL FEES
Business License Fee		Business License Annual Fee:
Square Footage		Business License Pro-rated Fee:
Number of Employees		Business License Application/Update Fee:
Health Fee		Liquor License Annual Fee:
Number of Rental Units		Liquor License Pro-rated Fee:
Number of Coin Operated Machines		Liquor License Application Fee:
Number of Slot Machines		Liquor License Investigation Fee:
<b>TOTAL FEES DUE:</b>		Gaming License Quarterly Fee:
Payment Type		Gaming License Application Fee:
Received By	Date	Pictitious Name Fee:
Date Applicant Fingerprinted	By	Health Pre-Inspection Fee:
	File #	

**CARSON CITY**

**Box 12 – Additional Response**

**Breakthru Beverage Nevada Reno, LLC**

Breakthru Beverage Nevada Reno, LLC is owned directly by Breakthru Wirtz, LLC, which is owned 100% by Breakthru Beverage Group, LLC, which is owned 75% by Sunbelt Holding, Inc. and 25% by Wirtz Beverage Holdings, LLC. See below depiction.



## Background Investigation

Please review this document prior to submitting your liquor license application

- Chapter 4.13 - LIQUOR BOARD AND LIQUOR LICENSING AND SALES

- 4.13.125 Issuance or Denial of License

1. The hearings officer or the board if an application is forwarded pursuant to Section 4.13.035 herein, may grant or deny the application for a liquor license or place conditions on a license to ensure compliance with this chapter and other applicable laws and regulations. Conditions of approval may include, but not be limited to, the payment of delinquent City fees, fines, or taxes prior to the issuance of the license. A denial must be based upon a finding that any applicant for any license, whether made by an individual, partnership, or corporation, is unsuitable for the issuance of a liquor license.
2. The following persons are unsuitable for the issuance of a liquor license:
  - a. A person who has been convicted within the past five years of:
    - (1) A felony or other crime which under the laws of this state would amount to a felony.
    - (2) Any crime of which fraud or intent to defraud was an element whether committed in this state or elsewhere.
    - (3) Larceny in any degree.
    - (4) Buying or receiving stolen property.
    - (5) Unlawful entry of a building.
    - (6) A gross misdemeanor, or equivalent conviction in another state, or unlawful possession, use, or distribution of controlled substances or dangerous drugs.
    - (7) Illegal use of a dangerous weapon.
    - (8) Operating a motor vehicle while under the influence of liquor and/or controlled substances or dangerous drugs.
    - (9) Contributing to the delinquency of a minor.
    - (10) A gross misdemeanor or equivalent conviction in another state, of battery, domestic battery, or similar offense.
  - b. A person who has intentionally falsified information on, or omitted information from, a liquor license application within the past five years.
  - c. A person under the age of 21 years.
  - d. A person who is in arrears in child support payments unless proof of an approved payment plan or similar arrangement is produced and approved to the satisfaction of the hearings officer.
  - e. A person whom the hearings officer or board determines is not a suitable person to receive a liquor license under the provisions of this Chapter, having due consideration for the proper protection of public health, safety, morals, good order, and general welfare of the inhabitants of the City.
  - f. Except any elected Carson City officer or any member of the Carson City Board of Supervisors, a Carson City employee who oversees or enforces the rules and regulations of liquor licenses shall not have any involvement with, interest in, or management of any establishment that possesses a liquor license.
3. If an application for a liquor license is denied, the applicant thereof shall be notified in writing of the reason or reasons therefore.  
(Ord. No. 2017-8, §1, 4-20-2017)

Acknowledgement: Printed Name: Scott A. Hersh

Signature : 

Date: 7/27/2023



## Carson City Business License Division

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2105 – Hearing Impaired: 711  
buslic@carson.org  
www.carson.org/businesslicense

### ACKNOWLEDGEMENT AND WAIVER OF NOTICE

The undersigned acknowledges having been notified of the time and place of the meeting of the Carson City Liquor and Entertainment Board where the undersigned's application will be reviewed and acted on. The undersigned hereby waives the notice requirements under NRS 241.033 requiring written notice be delivered personally to the applicant at least 5 working days before the meeting or if sent by certified mail, at least 21 working days before the meeting.

All correspondence will be sent to the email address provided on the application. If an email address is not provided, it will be sent by certified mail.

7/27/2023

Date

Scott Hersh

Printed Name of Liquor License Applicant

Signature of Liquor License Applicant



**Carson City Business License Division**  
108 E. Proctor St.  
Carson City, Nevada 89701  
(775) 887-2105

**CARSON CITY LIQUOR LICENSE**

**RULES & REGULATIONS REGARDING LIQUOR LICENSES**

I/we, Scott Herish, \_\_\_\_\_,  
(Print applicant A's name) (Print applicant B's name)  
\_\_\_\_\_, the undersigned, understand that:  
(Print applicant C's name)

- I/we cannot sell alcohol until the Carson City Liquor Board, consisting of the Board of Supervisors and the Carson City Sheriff, approves my/our liquor license OR there is a temporary management agreement with the present owner of the establishment (who has a valid liquor license) on file with the Carson City Business License Division.
- I/we may not take control of or transfer ownership of said business before my/our liquor license is approved OR a management agreement is on file with the Carson City Business License Division.
- Taking control of or transferring ownership of said business before my/our liquor license is approved could hinder my/our chances of getting a liquor license.
- If any changes are made after completing said liquor license application (i.e., change of business name, location, nature of business, partner or corporate officer change, etc.) the Carson City Business License Division MUST be notified and a new liquor license application MUST be completed BEFORE the change occurs.
- If I am/we are issued a liquor license, the fees for said liquor license MUST be paid on or before the 1<sup>st</sup> day of July. If the annual liquor license fees are not paid by the 1<sup>st</sup> day of July, a 50% penalty charge will be assessed, without exception, and this delinquency becomes grounds for revocation of the liquor license.
- I/we also understand that if my/our liquor license is revoked by the Liquor Board, I/we cannot reapply for a new liquor license for 6 (six) months from the date of the board's action. I/we also understand that after reapplying, I/we MUST have the unanimous approval of all members of the Liquor Board.
- A liquor license is issued to a given owner at a specific location and is non-transferable to a different owner or different location. A new liquor license application must be filed for ANY change.
- The application fee and the investigation fee, paid at the time of application for a liquor license, are non-refundable.

*I/We have read and fully understand the above and have received a copy thereof.*

\_\_\_\_\_  
Applicant A's signature

\_\_\_\_\_  
Applicant B's signature

Laurie Minter  
Witnessed by

7/27/2023  
Date

\_\_\_\_\_  
Applicant C's signature



**Carson City Business License Division**  
 108 E. Proctor St.  
 Carson City, Nevada 89701  
 (775) 887-2105

**CARSON CITY LIQUOR LICENSE**

**APPLICANT'S AUTHORITY TO RELEASE INFORMATION**

Having made application for a Carson City Liquor License, I wish Carson City to be informed as to my personal history and finances to help in determining my suitability for a liquor license.

For this specific purpose I hereby authorize the release and full disclosure of any and all information that you may have concerning me, including information of a confidential or privileged nature. Such information is to be released to any duly authorized agent of Carson City, upon presentation of this waiver or a photocopy of this waiver, whether in person or by mail, fax, or other method of conveyance.

This waiver is valid for a period of eighteen (18) months from the date of my signature. A photocopy of this waiver is to be considered as valid as an original, even though it does not contain an original of my signature.

Examples of types of information I am requesting that you provide include, but are not limited to:

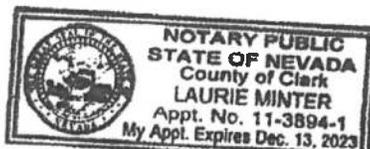
Arrests, detentions, field contacts, field interview cards, officer's records, jail/custody booking records, traffic citations, traffic accident information, district attorney's records, court records and reports, probation and parole reports and records, laboratory reports and results, any other criminal justice records, reports or information source, employment history, including: dates of employment, rate of pay, job title, dependability, honesty, attitude towards the job, attitude towards fellow employees, and reasons for leaving; education history and records and any other such information you may have concerning my criminal justice history, employment history, medical history and educational history, or any personal knowledge you may have concerning my qualifications and suitability.

I hereby release you as the custodian of such records, and any law enforcement agency, criminal justice agency, school, college, university, or other educational institution, military organization, hospital, or other repository of medical records, credit bureau, lending institution, consumer reporting agency, or retail business establishment, including all officers, agents, employees, related personnel, both individually and collectively, from any and all liability for damage of whatever kind which may at any time result to me, my heirs, family, or associates, because of compliance with this authorization and request to release information or any attempt to comply with it.

Full Name (Print): Scott Hersh  
 Address (Print): 5 Holly Tree Ct, Henderson, NV 89052  
 Telephone: (702) 735-9141 (H) (954) 993-2854  
 Signature: [Signature] Date: 7/27/2023  
 State of Nevada  
 County of Clark

This instrument was acknowledged before me on July 27, 2023 by Scott Hersh

[Signature]  
 Signature of Notarial Officer



# CARSON CITY LIQUOR LICENSE

## CHILD SUPPORT STATEMENT

Per Carson City Municipal Code 4.13.125 2(d), a person who is in arrears in child support payments may not be suitable for a liquor license. Please check the appropriate box below and complete the remainder of the form.

Failure to mark one of the three and completion of the form may result in denial of the application.



I am not subject to a court order for the support of a child.



I am subject to a court order for the support of one or more children and am in compliance with a plan approved by the district attorney or other public agency enforcing the order for the repayment of the amount owed pursuant to the order;

or



I am subject to a court order for the support of one or more children and am not in compliance with the order or plan approved by the district attorney or other public agency enforcing the order for the repayment of the amount owed pursuant to the order.

Applicant Name (please print)

Scott Herish

Signature of Applicant



Date

7/27/2023



Ken Furlong  
Sheriff  
775-887-2500  
Fax: 775-887-2026

911 E. Musser St.  
Carson City, NV 89701

To: Liquor Board  
From: Carson City Sheriff's Office  
Re: Liquor Manager Application  
Breakthru Beverage Nevada Reno, LLC  
Hersh, Scott Alan

The Sheriff's Office has conducted a background investigation on the above applicant as the new liquor manager for Breakthru Beverage.

- Background of premises: Breakthru Beverage Nevada Reno, LLC is an established wholesale distributing company and their local business address is in Sparks Nevada. The company is owned under the umbrella of Wirtz Beverage Holdings, LLC and Sunbelt Holdings, Inc., and Mr. Hersh is applying as the new liquor manager. Per Mr. Hersh, the former liquor manager left approximately one year ago.
- Financial arrangements: Mr. Hersh is employed by Breakthru Beverage Nevada LLC and does not have a financial interest.
- Method of operation: Breakthru Beverage Nevada Reno, LLC is a distributor of alcoholic beverages and delivers to local businesses Monday - Friday from 9:00 am to 5:00 pm. Mr. Hersh lives in Henderson NV and is employed as the Executive Vice President and manages distribution in the state. Mr. Hersh stated that he makes visits to the Reno/Carson City area once every two months.
- Results of background: The background investigation for Scott Alan Hersh did not find any disqualifying information based on CCMC 4.13.125.

By Elizabeth Martin

Elizabeth Martin  
Administrative Assistant  
Investigations Division

Date March 20, 2024

Recommend Approval

Do Not Recommend Approval

Ken Furlong  
Ken Furlong  
Sheriff

Date 4/8/24