

Ann Franklin

From: Qvevri Market <hello@qvevrimarket.com>
Sent: Monday, July 7, 2025 5:04 PM
To: Ann Franklin
Subject: Variance Request – 300-Foot Alcohol Distance Requirement - QVEVRI LLC
Attachments: Note- Round Rock High School.pdf

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Dear Ann Franklin,

My name is Khatia Pipia, and I am the owner of **Qvevri LLC**, located at **1205 Round Rock Ave, Suite 113, Round Rock, TX 78681**.

We are currently in the process of applying for a **BQ alcohol license** through the **Texas Alcoholic Beverage Commission (TABC)**, which would allow us to sell sealed wine and beer for **off-premise consumption only**.

As part of this process, we respectfully request a **variance from the 300-foot alcohol distance requirement** due to the proximity of **Round Rock High School**.

Qvevri is a culturally focused grocery store offering authentic Georgian and Eastern European foods, gifts, and a limited selection of culturally significant wines and beers. We are not a wine or beer store—alcohol will represent only a small portion of our business and is included to support the traditional culinary offerings we provide to the community.

We will strictly enforce age verification at checkout, and no alcohol will be consumed on the premises.

It's important to note that:

- Round Rock High School began classes at its current campus in 1972, and
- The 300-foot rule was established on September 1, 1977, under the Alcoholic Beverage Code §109.33.
- Teji's Indian Restaurant, which had previously operated in this same suite since 2007, was granted a TABC permit in 2012 and operated under that license for years.

We are currently taking over the space previously occupied by Teji's and continuing a similar grocery-restaurant business model. When we leased the building, we were aware that Teji's had a valid TABC license and assumed this location was appropriate for such use. We were unaware of how close the two properties were when we leased the building

Unfortunately, relocating is not an option, as we are already under lease and have made significant investments in this location. Additionally, we have experienced customer disappointment when they learn we cannot sell culturally traditional wines and beers, which are expected components of a Georgian and European food experience.

As required by law, we notified Round Rock High School in writing on June 23, 2025, and have attached both the signed notification form and USPS proof of mailing receipt.

Pursuant to Section 4-3 of Chapter 4 (Variances) of the City of Round Rock Code of Ordinances, we respectfully request that the City Council grant a variance in our case. The intent of the law is to protect schools

from nuisances and alcohol-related disruptions, and our small grocery store—selling only sealed containers for home use—clearly does not present such a risk.

This would not set new precedent. In 2022, Luna's Tacos was granted a similar variance despite being just 268 feet from Round Rock High School. We believe our request is in line with that same spirit of thoughtful flexibility.

We kindly ask that the City consider our request based on the following:

- We are a family-oriented, culturally focused grocery store,
- Alcohol sales are minimal and only for off-premise consumption,
- The previous tenant operated under a TABC license,
- We are under lease and cannot feasibly relocate,
- We have complied fully with notification requirements, and
- This variance would allow us to better meet community needs while staying within the law.

Please let me know if additional documentation, public hearings, or next steps are needed. I appreciate your time and consideration of our request.

Warm regards,

Khatia Pipia

Owner, Qvevri LLC

1205 Round Rock Ave, Ste 113

Round Rock, TX 78681

Hello@qvevrimarket.com

929 442 9687