SITE SCOUTS

Liquor Store Feasibility

7200 W US-290, Austin, TX 78736

US-290 & Circle Dr

Prepared by Site Scouts
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1. Executive Summary

This site draws on a trade area of 8,200 households at a median income of $82,000, against 3 competitor(s) within 1.5 mi (nearest 0.62 mi). It captures an estimated 25% of trade-area off-premise alcohol demand.

$490,966	$37,641	$223.17	71	$13,174
LIQUOR SALES / YR	YR-1 SALES / MO	SALES / SF / YR	STORE STRENGTH	YR-1 GP / MO

Benchmark-grade estimate. Modeled from trade-area off-premise alcohol demand and industry benchmarks — not yet validated against real package-store sales.

2. Basis of Analysis

The projection reflects the trade area's off-premise alcohol demand, this store's competitive standing vs nearby package/liquor stores, local income, and the store's facility quality.

Proposed store — requester-specified

Sales floor (sq ft)	2200
Chain / operator	Independent
License type	Package
Spirits selection	Excellent
Refrigerated doors	18
Beer cave	Yes
Craft beer	Yes
Cigar humidor	Yes
Stand-alone	Yes

Store Strength Score — 71 / 100

A 0–100 index of how much of a destination this store is (size, license breadth, selection, refrigeration). A higher score means the store captures more of local demand.

Operator margin — requester-selected

Blended gross margin	35% of sales

3. Market & Site

Trade Area — 1.0 mi

Population	20,500
Households	8,200
Median HH Income	$82,000
Pop Density / sq mi	2,450

Competition

Package / liquor stores < 1.5 mi	3
Nearest	0.62 mi
Est. capture share	25%

Capture is this site's modeled share of trade-area demand vs the competitors above.

4. Sales & Profit Projections (3-Year, Monthly Average)

Low (conservative) scenario

Metric	Year 1	Year 2	Year 3
Liquor sales ($/mo)	$33,877	$36,822	$37,375
Gross profit ($/mo)	**$11,857**	**$12,888**	**$13,081**

Mid (expected) scenario

Metric	Year 1	Year 2	Year 3
Liquor sales ($/mo)	$37,641	$40,914	$41,528
Gross profit ($/mo)	**$13,174**	**$14,320**	**$14,535**

High (upside) scenario

Metric	Year 1	Year 2	Year 3
Liquor sales ($/mo)	$41,405	$45,005	$45,680
Gross profit ($/mo)	**$14,492**	**$15,752**	**$15,988**

LIQUOR SALES RAMP — MONTHLY AVERAGE (MID)



Low and High bracket the Mid for market and ramp-up uncertainty; Year 1 reflects ramp-up to a stabilized run rate.

5. Unit Economics

$223.17	$18.6	25%
SALES / SF / YR	SALES / SF / MO	CAPTURE SHARE

Package stores typically clear **$200–$500/sf/yr**; the projection is kept within that range.

6. Market Supply & Demand

Whether the 1.5-mi trade area is under- or over-stored: modeled demand vs the count of competing package stores. Directional (benchmark-grade).

$3,936,000	4	5,125	Saturated
OFF-PREMISE DEMAND / YR	PACKAGE STORES (INCL. SUBJECT)	PEOPLE / PACKAGE STORE	MARKET BALANCE

7. Competition Detail (4)

Name	Brand	Dist (mi)	Type	Impact
Twin Liquors — Oak Hill	Twin Liquors	0.62	package store	88
Spec's Wines & Spirits	Spec's	1.10	package store	92
Corner Beverage	—	1.34	package store	68
Total Wine & More	Total Wine	2.20	package store	95

Nearby package / liquor stores profiled by brand tier and measured distance.

8. Certification, Assumptions & Limiting Conditions

Certification of independence

Site Scouts certifies that, to the best of its knowledge:

1. Site Scouts has no present or prospective financial interest in the subject property or the proposed transaction.
2. The fee for this study is fixed and was not contingent on the findings, the projections, or any financing decision.
3. No party to the transaction reviewed, directed, or altered the findings before issuance. The requester supplied only the facility specifications and operating margins, identified as such in this report; any re-issue on revised inputs carries a new verification code.
4. This study was prepared from the data sources and methodology described in this report, as of October 9, 2026.

Certified by Site Scouts October 9, 2026

Sources & method. Produced by Site Scouts from public and third-party data (U.S. Census ACS, BLS Consumer Expenditure spend, Google Places) and from requester-furnished store specifications + operating margin, analyzed with our proprietary site-selection and sales-forecasting model. As of October 9, 2026.

Benchmark-grade — not a validated projection. The liquor-sales level is a modeled potential from trade-area demand and industry benchmarks, not calibrated on real package-store actuals, and not a guarantee of results. Alcohol retail is **license-gated** — confirm state/local licensing availability and any distance/zoning restrictions independently.

No warranty; limitation of liability. Data is from sources deemed reliable but provided “as is,” without warranty of any kind. The recipient is solely responsible for independently verifying every figure and assumption — and consulting qualified legal, financial, and real-estate professionals — before any decision.

Presented by Site Scouts

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This feasibility analysis was prepared for the exclusive use of the requesting party and is a modeled estimate — not a guarantee of actual business performance. It is provided without representation or warranty of any kind.

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