

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

File: 130067

TO: Police Department
Inspector Nelly Gordon
Inspector Joseph Fong
Fax No.: 553-1463

DATE: January 24, 2012

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: February 7, 2012, to Derek Evans,
Clerk, City Operations and Neighborhood Services Committee.

Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Krista Avery and Manuel Bergiela
and Business Name: O Camino, dba Nosa Ria
(500 Laguna Street)

Applicant Address: 500 Laguna Street
San Francisco, CA 94102
and Phone No. (415) 425-1235

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial



quintessential spanish foods

RECEIVED
BOARD OF SUPERVISORS
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Krista Avery
500 Laguna Street
San Francisco, CA 94102
Phone: 415-425-1235
E-Mail: krista@nosaria.com

January 16, 2013

Angela Calvillo
Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Dear Ms. Calvillo:

My partner, Manuel, and I are the co-owners of Nosa Ría Market in Hayes Valley. We have applied to the California Department of Alcoholic Beverage Control (ABC) for a Type-21 Off-Sale General License. This type of license authorizes the sale of beer, wine and spirits for consumption off the premises where sold. Minors are allowed on the premises.

Nosa Ría Market is a new specialty food store located in Hayes Valley. We opened our doors at the end of August 2012, and we have enjoyed a very warm welcome from the neighborhood, residents and merchants alike. Our mission is to spread our passion for Spanish foods and wines by educating our customers about the flavors and culture of Spain and enriching people's lives through our specialty food store. The store is a unique Spanish food shop, with a distinct offering that includes authentic, high-quality products sourced solely from Spain. The store offers a well-rounded assortment of products including dry goods, canned and jarred foods, fresh cheeses, cured meats, and sweets. Nosa Ría Market also offers kitchenware, including ceramics, cookware and cookbooks. We are looking to complement our selection of food items with a small, well-curated selection of Spanish wines, sherries and ciders in order to address the demand that our customers have expressed for hard to find Spanish products for cooking and enjoying with foods.

Our products set us apart from other specialty food stores and grocery stores in San Francisco. Nosa Ría Market is the first and only specialty food store in San Francisco specializing in foods imported from Spain. People who shop with us know that we have a passion for good food and that we listen and respond to their requests and queries about their favorite products from Spain. We are sharing with our customers the quintessential foods of Spain that have been served on Spanish tables for thousands of years, but have been under-represented in the U.S. market and in San Francisco. Our customers are largely people who either live and/or work in the San Francisco area who are looking for unique, wholesome foods and wines, Sherries and ciders for preparing and enjoying meals at home, or for sharing with friends and family. Many of our customers live in Hayes Valley and simply walk a few blocks to shop with us; others live in one of San Francisco's diverse neighborhoods and ride their bike, take public transportation or drive to visit us. We also have many customers who live in the greater Bay Area, who make the trip to enjoy a day in The City. A large number of our customers have shown great interest, and have specifically requested, for us to sell Spanish

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wines, sherries and ciders for cooking and to pair with meals that they are planning at home. Our goal is to offer customers a small selection of unique and hard-to-find Spanish wines, sherries and ciders that will enhance the authenticity and experience of their meals at home. These Spanish wines, sherries and ciders are products that customers cannot find elsewhere in San Francisco or the greater Bay Area. Offering these highly unique, hard-to-find products will bring San Franciscans and Bay Area residents to Hayes Valley for a local shopping experience.

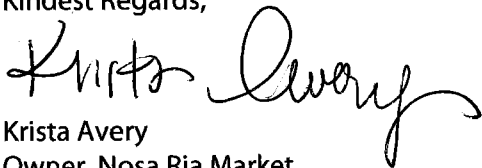
Nosa Ría is owned and operated by the founders Krista Avery and Manuel Bargiela, both long-time residents of San Francisco. The business is registered with the City and County of San Francisco as Doing Business As Nosa Ría. The parent company is O Camiño, an S Corporation registered in the State of California. Nosa Ría Market is located at 500 Laguna Street, San Francisco, CA 94102. We have approximately 500 square feet of retail space in a historic building at the corner of Laguna Street and Fell Street. Our business hours of operation are: Tuesday through Saturday, 11 am – 7pm, Sunday, 11 am – 5pm, closed on Monday.

We are seeking approval by the Board of Supervisors for this double-transfer license (person-to-person and premise-to-premise). The transferors' address is: 201 Leland Avenue, San Francisco, CA 94134. Approval of the license transfer will allow for Nosa Ría Market to be an even greater asset to Hayes Valley and the San Francisco community. The approval by the board would not have any detrimental effect on the surrounding neighborhood or the city of San Francisco. We are committed to meaningful relationships with our customers, suppliers and the community. Although sales are essential for a profitable business, strong, meaningful, productive relationships are the cornerstone of our business. Our relationships are based on respect and courtesy.

We respectfully request that this letter be forwarded to the City Operations and Neighborhood Services Committee of the Board of Supervisors and that this Committee and the full Board of Supervisors make a determination that the public need or convenience would be served by the transfer of the Type-21 General License to O Camiño DBA Nosa Ría at 500 Laguna Street, San Francisco, CA 94102.

Thank you for your consideration of this request.

Kindest Regards,

A handwritten signature in black ink, appearing to read "Krista Avery". The signature is fluid and cursive, with a long, sweeping tail on the "y".

Krista Avery
Owner, Nosa Ría Market

INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
 - Part 2 is to be completed by the applicant, and returned to ABC.
 - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME

O Camino

2. PREMISES ADDRESS (Street number and name, city, zip code)

500 Laguna St., San Francisco, CA 94102

3. LICENSE TYPE

21

4. TYPE OF BUSINESS

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Hofbrau/Cafeteria | <input type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club | <input type="checkbox"/> Night Club | <input type="checkbox"/> Veterans Club |
| <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Brew Pub | <input type="checkbox"/> Tavern: Beer | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast: | <input type="checkbox"/> Theater | <input type="checkbox"/> Tavern: Beer & Wine | <input type="checkbox"/> Wine Tasting Room |
| <input type="checkbox"/> Wine only | <input type="checkbox"/> All | | |

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input checked="" type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input type="checkbox"/> Other - describe: | | | |

5. COUNTY POPULATION

812,820

6. TOTAL NUMBER OF LICENSES IN COUNTY

980

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale Off-Sale

8. CENSUS TRACT NUMBER

0162.00

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

2

On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

7

On-Sale Off-Sale

11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?)

Yes, the number of existing licenses exceeds the number allowed

No, the number of existing licenses is lower than the number allowed

3x publication

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

Yes (Go to Item #13)

No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

558

14. TOTAL NUMBER OF REPORTING DISTRICTS

654

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

117,571

16. AVERAGE NO. OF OFFENSES PER DISTRICT

179

17. 120% OF AVERAGE NUMBER OF OFFENSES

214.8

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

250

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 2% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency)

Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17

No, the total number of offenses in the reporting district is lower than the total number in item #17

PC or N required

20. CHECK THE BOX THAT APPLIES (check only one box)

a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.

b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.

c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.

Governing Body/Designated Subordinate Name:

(Back) Board of Supervisors

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

Ad