

Board of Supervisors
City of San Francisco

Request for a Public Convenience and Necessity Determination

Re Dad & Son's Market 21-634019
3218 Fillmore St
San Francisco CA 94123

Owner: Adel Assi (415) 941-9794
Mailing Address: 7453 Sutter St Apt 402 San Francisco CA 94109

The above applicant applied for a Type 21 ABC License (Off-Sale General) on 12/20/2021.
Notice of Intention to Engage in the Sale of Alcoholic Beverages completed on 01/05/2022.

The small grocery store will be operating under the name Dad & Son's Market. The hours of operation will be from 8:00am – 2:00am daily. As the name suggests this is a father and son led small business. The applicant is currently operating as a neighborhood grocery store. The grocery store shall offer nearby residents all the comforts of large chain grocery stores with more convenience and accessibility at fair prices.

Dad & Son's Market offers a long list of items such as:

- Flowers
- Frozen Meals
- Canned food
- Dried foods(Pasta, Nuts, Fruit etc)
- * Water
- * Fruit Juice
- * Eggs
- * Produce

Unlike other markets that boast about their wide selection of liquor our market will have a small section behind the counter dedicated to the sale of alcoholic beverages We estimate that alcohol sales(beer, wine & distilled spirits) will be less than 15% of our sales. Our estimate is based on the size and location of our alcoholic beverage storage. Our distilled spirits storage will be located behind the counter visible to customers but accessible to employees. Beer and wine will be stored in the coolers and overall alcohol will be less than 15% of the items listed in our market.

Dad & Son's Market will be an enriching addition to the surrounding community. Overall, it will employ at least 2 residents throughout the grocery store impacting the employment opportunities for the community, which is consistent with the General Plan to enhance future opportunities for residential employment and growth. The request for incidental alcohol sales is requested as a convenience to those current customers of the store. The Adel Assi does not intend to advertise alcoholic products to the exterior public. Their target customers are only those currently shopping at the location. The goal is to become a one stop shopping experience for the clients so they will not need to make multiple stops along their route.

It is respectfully requested that the Board of Supervisors supports and finds that a Public Convenience and Necessity would be served by the issuance of the Type 21 liquor license at the subject premise.

If you have any further questions or require any additional information, please do not hesitate to contact me directly.

Thank you for your assistance.

Sincerely,

Adel Assi