

February 23, 2022

CAMPARI®

Dear Alisa,

My name is Lauren Wong, and I am a liquor sales representative. I am writing in regards to the tomorrow's public hearing for Pacific Cocktail Haven (550 Sutter Street, San Francisco, 94108).

I have known, and worked with Kevin Diedrich (owner) and his team since 2016.

This is by far my favorite account to work with. I cannot stress enough how professional, hard working, thoughtful, hospitable, and kind they all are.

They are the best representation of what a high end craft cocktail bar should be. They focus on hospitality, building relationships with the customers/regulars, and maintain the highest standards, while providing some of the best cocktails in the world.

They are also an award winning, globally recognized high end craft cocktail bar. Kevin is known as one of the leaders within our industry. He has not only trained and developed some of the best people in our industry, but he also creates amazingly unique cocktails. They have won numerous awards over the years, and one of his cocktails, the Leeward Negroni had/has been named as one of San Francisco's top iconic drinks.

Pacific Cocktail Haven also gives back through charitable events and donations. For example, they partner with us every year for Imbibe Magazine's annual Negroni Week charitable event. They do an amazing job at building consumer awareness for the charities they support.

Please feel free to reach out if you need any further information.

Regards,

Lauren Wong

On Premise Key Account Rep - SF

Cell: [415-609-0819](tel:415-609-0819)

Lauren.Wong@Campari.com

Campari America

www.campariamerica.com | [@CampariAmerica](https://www.instagram.com/CampariAmerica)

*Campari, Aperol, Averna, Braulio, Cynar, Cinzano
Prosecco, Cinzano vermouths, Frangelico, Appleton Estate,
Wray & Nephew, Bulldog, Espolon, Cabo Wabo, Glen Grant,
Wild Turkey, Russell's Reserve, Long Branch, Forty Creek, Skyy,
Coruba, Grand Marnier, X-Rated, Ancho Reyes, Montelobos,
Champagne Lallier, Bisquit*



From: [Karri Kiyuna](#)
To: [Somera, Alisa \(BOS\)](#)
Subject: Board File no 220018
Date: Thursday, February 24, 2022 7:42:58 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

To whom it may concern,

I am writing in reference to Board File no 220018, Liquor License Transfer - 550 Sutter Street - Pacific Cocktail Haven.

Through its many years of operation at 580 Sutter, Pacific Cocktail Haven proved itself to have a positive impact on the community and The City. This small business brings needed jobs, foot traffic, safety, and energy to an area that benefits from nightlife.

I have had many opportunities to partner with the ownership of Pacific Cocktail Haven over the years to create programs that benefit local charities including Family Dog Rescue, SF Marin Food Bank, and CUESA. This business and its employees consistently make time to give back to and be a part of the community.

When it's original location at 580 Sutter suffered a terrible fire, the ownership sprang into action to ensure that even during a pandemic, their employees would continue to have opportunities to work, maintain income, and have health insurance. This speaks volumes to the integrity in which Pacific Cocktail Haven operates and why it stands out as an industry leader.

Allowing the transfer of license to 550 Sutter would mean that a small business recognized internationally as one of the best of its kind in the world, has a chance to bring energy back to Union Square when it really needs it. The business and its team will continue to help that neighborhood grow back into its pre-pandemic character and extend its charitable outreaches throughout the industry and The City.

Thank you for your time,

Karri Kiyuna