

**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Georgia Powell
Phone No. (415) 558-6371

DATE: January 17, 2019

TO: Police Department
Inspector Nelly Gordon
Phone No. (415) 837-7273

AP Block/Lot Nos.: 0817/069
Zoning: NCT - Hayes NCT; 40X
Quad: NE Planning Team
Record No.: _____

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: March 1, 2019, to John Carroll,
Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: The Epicurean Trader, LLC

Business name: The Epicurean Trader

Application address: 465 Hayes Street
San Francisco, CA 94102

Applicant contact info: Mat Pond and Holly McDell
415-602-3407
mat@theepicureantrader.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.



January 16th, 2019

ATTN: CLERK OF THE BOARD

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

RE: TYPE 21 & TYPE 86 APPLICATION

465 Hayes Street dba THE EPICUREAN TRADER
San Francisco CA 94102

(Transferring from: 2111 – 15 Hayes Street, San Francisco CA 94117, License# 343868)

ATTN: CALIFORNIA ALCOHOLIC BEVERAGE CONTROL and SAN FRANCISCO BOARD OF SUPERVISORS

The Epicurean Trader is a husband-and-wife owned and operated specialty food store. We currently have two San Francisco locations, in the Bernal Heights and Cow Hollow neighborhoods.

We offer small batch, artisanal food products across a number of categories including: farmstead cheeses & charcuterie; oils and vinegars; tea and coffee; herbs and spices; chocolate and confectionery; and other pantry items.

Our store supports small, local artisans who produce high quality, hand crafted products but don't have the production capacity, brand awareness or marketing budget to work with larger, higher volume supermarkets. We see our store as an incubator for the next generation of food producers, who will help push their respective crafts forward in a positive way.

We have tremendous respect for our vendors and work with them directly, versus using distributors like as the majority of other markets in San Francisco. We are proud to be the exclusive retailer for Tartine Bakery and Bi-Rite Creamery. We host regular demonstration and sampling events in-store to help educate our customers about the people and craftsmanship behind the products we sell.

Our existing locations have received several accolades since opening, including:

- #1 Rated Specialty Food store in San Francisco by Yelp.com
- #1 Gourmet Shop in San Francisco by Foursquare
- Featured as a "must see" in Saveur Magazine's 'Culinary Guide to San Francisco'
- Named the 'Best Neighborhood Market in San Francisco' by Pure Wow
- Named the 'Best Spirits Store in the San Francisco Bay Area' by San Francisco Magazine

RECEIVED
SAN FRANCISCO BOARD OF SUPERVISORS
JUN 16 PM 1:39

Alcohol sales are expected to be a minor percentage of overall sales, but an important part of our mission to bring awareness of small producers across both food and drink categories. We support small production wine producers both domestically and internationally, we support craft beers from local breweries, and distilled spirits from micro-distilleries, many of whom distill their products here in San Francisco!

Through the ABC Liquor Licensing process, we have already reached out to our local Board of Supervisors representative, local neighborhood committees, the San Francisco Police Department Alcohol Liaison Unit, and sent out a mailing to residents within 500 feet of the store and posted a notification in the front window of the proposed location.

Not only have we not had any complaints about our plans to convert the location into a specialty market, we have had neighbors call the ABC to express their delight that there would be more options to purchase organic, locally produced foods on Hayes Street (currently there are none).

We have already been through the PCN process in order to open our Union Street store, which has proven to be a welcome addition to the Cow Hollow neighborhood. Our existing stores have received 5 stars with 120 reviews on Yelp, which demonstrates the support the local community has for our store and our mission. We hope that the local residents around Hayes Valley will provide a similar support.

The hours of operation are anticipated to be 7.30am – 10pm daily.

We respectfully request your support of our proposed new location on Hayes Street as we feel it will serve as a "Public Convenience and Necessity", not only for the local residents around Hayes Street, but also citywide for all the small, local food businesses in San Francisco that we support that very few other retailers in San Francisco are willing to.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mat Pond and Holly McDell', is written over a light blue circular stamp.

Mat Pond and Holly McDell
Owners

T: 415 602 3407

E: mat@theepicureantrader.com

M: The Epicurean Trader, 21 Putnam Street, San Francisco CA 94110

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

EPICUREAN TRADER LLC THE

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

465 Hayes St San Francisco CA 94102-4308

3. LICENSE TYPE

21,86

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 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 | |

Other - describe: 21-Off-Sale General- Specialty Grocery; 86- Instructional Tasting

5. COUNTY POPULATION

2,541/883,963

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

286 On-Sale Off-Sale

8. CENSUS TRACT NUMBER

162

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

8 On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

44 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

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

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

51,848

16. AVERAGE NO. OF OFFENSES PER DISTRICT

79

17. 120% OF AVERAGE NUMBER OF OFFENSES

95

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

141

19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% 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

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: Board of Supervisors

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

Handwritten signature

PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

22. APPLICANT SIGNATURE

23. DATE SIGNED

PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes

No

See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

<https://hoodline.com/2017/04/cow-hollow-s-new-epicurean-trader-offers-artisanal-eats-spirits-more>

Cow Hollow's New 'Epicurean Trader' Offers Artisanal Eats, Spirits, & More



Photos: Shirin Jones/Hoodline
Fri. April 7, 2017, 9:00am

by Shirin Jones
Neighborhoods
Cow Hollow

Seeking a change, Holly and Mat McDell left their home in Sydney, Australia nine years ago and moved to San Francisco. Over the years, the couple lived in both Cow Hollow and Bernal Heights, and now, their business The Epicurean Trader can be found in both locations.



Holly McDell inside the Cow Hollow store.

Like the original location in Bernal Heights (401 Cortland Ave.), which opened in 2015, the Cow Hollow Epicurean Trader specializes in "small-batch artisan goods" from local and international producers, including cheese, bread, pasta, charcuterie, chocolates, jams, wine, craft beer, and spirits.

There's also a small selection of fresh produce, and a few housewares, such as candles, vases, and dinner napkins.

Everything in the store is researched, selected, and taste-tested by the McDells, which isn't always as easy as it sounds. "Keeping up with exciting food trends and tasting all the food products can be challenging," Holly explains. "It is a really fun task, but it's time-consuming."



Mat, who ran the global franchise business for Levi's, and Holly, an interior architect who most recently worked as the creative director for Popchips, used their design expertise to create the store of their dreams.

"We pay attention to the retail experience," Holly explained. "We want this to be a place where people take their time shopping."



Cheese and charcuterie are two of the store's most popular items, and the Cow Hollow location has an expanded selection compared to the original, Holly says.

The store also stocks a few sought-after East Coast items that many local retailers don't carry, including chocolates from Brooklyn-based Malvi and cheese from Greenwich Village's Murray's Cheese.



There are also some hard-to-find items from local purveyors, particularly Tartine Bakery bread and Bi-Rite Creamery ice cream, which the Epicurean Trader will begin carrying in June.

Gourmet cotton candy from local company Sugar & Spun is also among the store's most popular items.



The shop also offers prepared food, including grab-and-go sandwiches and salads, a menu of fresh panini, and Humphry Slocombe ice cream by the scoop.



And for those seeking a drink, there's a wide selection of beer, wine, and spirits, with an emphasis on hard-to-find craft whiskies, Scotch, and mezcal.

The store offers regular beer, wine, and spirits tastings on Fridays and Saturdays from 5:30pm-7:30pm; you can sign up for their e-newsletter to stay abreast of the latest.

"Ultimately, we want to be a platform for [producers] to be discovered by other people who think their product is as great as we do," Holly says. "San Franciscans get really excited about supporting that, and supporting our concept."

The Epicurean Trader is open Monday-Wednesday and Sunday from 10am-9pm, and Thursday-Saturday, from 10am-10pm.

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

Ms. Amanda BAIRD,

Consultant
(415) 299-2964

TO: Department of Alcoholic Beverage Control
33 NEW MONTGOMERY STREET
SUITE 1230
SAN FRANCISCO, CA 94105
(415) 356-6500

File Number: 602484
Receipt Number: 2547687
Geographical Code: 3800
Copies Mailed Date: January 9, 2019
Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO
First Owner: EPICUREAN TRADER, LLC THE
Name of Business: EPICUREAN TRADER THE
Location of Business: 465 HAYES ST
SAN FRANCISCO, CA 94102-4308
County: SAN FRANCISCO
Is Premise inside city limits? Yes Census Tract 0162.00

Mailing Address:
(If different from
premises address)

Type of license(s): 21, 86

Transferor's license/name: 343868 / DASOVIC, DIANE CAROL Dropping Partner: Yes No

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
21 - Off-Sale General	PERSON-TO-PERSON TRANSFER	NA	Y	0	01/08/19	\$1,250.00
21 - Off-Sale General	ANNUAL FEE	NA	Y	0	01/08/19	\$670.00
21 - Off-Sale General	PREMISE TO PREMISE TRANSFER	NA	Y	0	01/08/19	\$100.00
86 - Instructional Tasting Li	ORIGINAL FEES	NA	N	0	01/09/19	\$300.00
86 - Instructional Tasting Li	ANNUAL FEE	NA	Y	0	01/08/19	\$300.00
Total						\$2,620.00

Have you ever been convicted of a felony? No
Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? No
Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: January 8, 2019

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

EPICUREAN TRADER, LLC THE

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DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
SAN FRANCISCO



California Department of Alcoholic Beverage Control
License Query System Summary as of 01/15/2019

License Information	
License Number:	602484
Primary Owner:	EPICUREAN TRADER, LLC THE
ABC Office of Application:	24 - SAN FRANCISCO

Business Name
EPICUREAN TRADER THE

Business Address
465 HAYES ST
SAN FRANCISCO, CA. 94102
County: SAN FRANCISCO Census Tract: 0162.00

Licensee Information
Licensee: EPICUREAN TRADER, LLC THE
Company Information
OFFICER: MCDELL, HOLLY KRISTIN (MEMBER)
OFFICER: POND, MATTHEW JAMES (MEMBER)
MEMBER: MCDELL, HOLLY KRISTIN
MEMBER: POND, MATTHEW JAMES

License Types					
1) License Type:	21 - OFF-SALE GENERAL				
License Type Status:	PENDING				
Status Date:	08-JAN-2019	Term:	12 Month(s)		
Original Issue Date:		Expiration Date:			
Master:	Y	Duplicate:	0	Fee Code:	P40
License Type was Transferred On:		From:	21-343868	To:	
License Type was Transferred On:		To:		From:	
2) License Type:	86 - INSTRUCTIONAL TASTING LICENSE				
License Type Status:	PENDING				
Status Date:	08-JAN-2019	Term:	12 Month(s)		
Original Issue Date:		Expiration Date:			
Master:	Y	Duplicate:	0	Fee Code:	P40
License Type was Transferred On:		From:	21-343868	To:	
License Type was Transferred On:		To:		From:	

Operating Restrictions
... No Operating Restrictions found ...

Disciplinary Action
... No Active Disciplinary Action found ...

Disciplinary History
... No Disciplinary History found ...

Holds
Hold Date: 08-JAN-2019 Type: FORM 220

Escrows
Escrow: ABC ESCROW, 2222 DAMON ST LOS ANGELES,CALIFORNIA 90021

For a definition of codes, view our glossary.