

**EW By The Glass LLC**

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2024 APR 29 AM 8:53

BY 

Alisa Somera, Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102  
415-554-4445

Re: Liquor License "PCN" Request  
Original Type 42, Pending License No: 658214  
Prem Address: 2 Embarcadero Center, Suite R2118, San Francisco CA 94111

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 42 license. We are taking over the premises at 2 Embarcadero Center, Suite R2118 and wish to operate as a wine bar, merchant, and social learning space, combining hospitality, education, and curated selections for the every day drinker. Our operations will be unlike discount retailers or anonymous web stores, as we will be engaging neighborhood locals, connoisseurs, and industry professionals in a relaxed and friendly setting.

Our business proves to be necessary in San Francisco, as there is a passion for craft wine, but there is not an appropriate retail establishment to serve the needs of consumers aesthetically, educationally, or personally. Our operations will be a solution to this by being a one-stop shop for all things wine; offering beverage education classes to the general public and trade; offering a private educational event space for individuals and businesses; and creating a fun and comfortable environment to buy, taste, and learn.

Our desired hours of operation are 1:00pm – 8:00pm, each day of the week except Saturday and Sunday. We will vigilantly monitor the surrounding area to ensure the safety of our business and customers at all times and maintain a lawful business. Our co-founder team is a great combination of fantastic sommeliers and savvy business professionals. Our experience in this area has allowed us to cultivate very good relationships with community leaders and members.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Sincerely,



Adam Lovingood, Manager

Please send correspondence to: [richard@embarcwines.com](mailto:richard@embarcwines.com), [adam@embarcwines.com](mailto:adam@embarcwines.com) and [vanessa@abclicensecompany.com](mailto:vanessa@abclicensecompany.com)

Department of Alcoholic Beverage Control  
**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**  
 ABC 211 (6.99)

State of California

VANESSA GRAVES  
 510 788-5881 x005

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

File Number: **658214**  
 Receipt Number: **2884545**  
 Geographical Code: **3800**  
 Copies Mailed Date: **April 16, 2024**  
 Issued Date:

RECEIVED  
 BOARD OF SUPERVISORS  
 SAN FRANCISCO  
 2024 APR 19 AM 8:50  
 BY 

DISTRICT SERVING LOCATION: **SAN FRANCISCO**  
 First Owner: **EW BY THE GLASS, LLC**  
 Name of Business: **EMBARC WINES**  
 Location of Business: **2412 HARRISON ST  
 UNIT 214  
 SAN FRANCISCO, CA 94110**  
 County: **SAN FRANCISCO**

Is Premises inside city limits: **Yes**      Census Tract: **0228.01**

Mailing Address:(If different from premises address)

Type of license(s): **42**      Dropping Partner: Yes \_\_\_ No \_\_\_

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
42 - On-Sale Beer And Wine - Public	ORI	Y			

  

<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	FEDERAL FINGERPRINTS	NA	2	04/16/24	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	04/16/24	\$78.00
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	04/16/24	\$1,065.00
42 - On-Sale Beer And Wine - Pu	ANNUAL FEE	NA	0	04/16/24	\$665.00
Total					\$1,856.00

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**

STATE OF CALIFORNIA      County of SAN FRANCISCO      Date: April 16, 2024

Applicant Name(s)

EW BY THE GLASS, LLC