

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Erickson, Brandon \(POL\)](#); ["shrestharam50@gmail.com"](#); [jemma@properpourco.com](#)
Cc: ["amarjit.tamber@abc.ca.gov"](#); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Burke, Robyn \(BOS\)](#); [Hsieh, Frances \(BOS\)](#); [Yan, Calvin \(BOS\)](#); [Yu, Angelina \(BOS\)](#)
Subject: Liquor License Transfer - 2214 Clement Street - Del Rio Produce Market
Date: Tuesday, May 5, 2026 10:44:00 AM

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – May 5, 2026](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

-
Board of Supervisors [File No. 260490](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in June of 2026.

I request the Planning Department's response on or before May 15, 2026. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

Monique C. Crayton (she/her)

Assistant Clerk

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

monique.crayton@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a "virtual" meeting with me (on Microsoft Teams), please

ask and I can answer your questions in real time.

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

DATE: May 5, 2026

TO: Planning Department
Attn: _____
Phone No. _____

AP Block/Lot Nos.: 1410/018
Zoning: NCD - outer clement street
neighborhood commercial

TO: Police Department
Officer Brandon Erickson
Phone No. (415) 837-7232

Quad: _____
Record No.: _____

Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in June of 2026.

PLEASE EMAIL YOUR RESPONSE by May 15, 2026, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: Del Rio Produce Market Inc.

Business name: Del Rio Produce Market

Application address: 2214 Clement Street
San Francisco, CA 94121

Applicant contact info: Ram Shrestha
shrestharam50@gmail.com
415-866-5511

PLANNING REVIEW: **Approval** **Denial**

Planning Staff Contact: _____ *Manushi Mathur* _____
(Please add comments on a trailing page.)

POLICE REVIEW: **Approval** **Denial**

(Please add comments in a trailing report.)

Angela Calvillo, Clerk of the Board
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
415-554-4445

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2026 APR 27 AM09:31
JKA

Re: Liquor License “PCN” Request
Type 21 – 678399

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board’s Public Safety and Neighborhood Services Committee calendar for Public Convenience and Necessity review in connection with our Type 21 Off-Sale General license.

Our business, Del Rio Produce Market, is a neighborhood specialty market located at 2214 Clement Street in San Francisco. We offer a wide variety of grocery items including fresh produce, pantry goods, and beverages, with a focus on affordability and accessibility for the surrounding community.

The Clement Street corridor is a well-established commercial area, however there are limited markets in the immediate vicinity that provide a broad selection of quality grocery items at competitive price points or offer international products from South America, Europe, Russia, India, the Mediterranean and Nepal. Our goal is to serve as a reliable, community-oriented market that meets the everyday needs of local multicultural residents.

We are seeking to add beer, wine, and spirits as a complementary component of our existing grocery operation in order to better serve our customers. Alcohol sales will be clearly secondary to the primary grocery use, with approximately 5–10% of the floor area dedicated to alcohol display. Wine will be offered in a central shelving area, beer will be maintained in refrigerated coolers, and spirits will be kept behind the counter under employee control.

The premises will operate daily from 7:00 a.m. to 9:00 p.m. and will be maintained as a clean, well-managed retail environment. The addition of alcohol is intended to provide convenience for customers completing their regular grocery shopping, rather than to create a destination for alcohol-only purchases.

While the area may be considered overconcentrated, this application differs from typical off-sale establishments in that the business is a full-service neighborhood market with alcohol as an incidental offering. Approval of this license will enhance the availability of essential goods and services in the neighborhood and provide a meaningful convenience to local residents.

We respectfully request a hearing date to consider our application.

Please include our ABC representative, Jemma Jorel Lester, on correspondence scheduling our hearing date. She can be reached via email at jemma@properpourco.com.

Sincerely,

A handwritten signature in black ink, appearing to be 'R. Shrestha', written in a cursive style.

Ram Shrestha
President
Del Rio Produce Market Inc.
shrestharam50@gmail.com
(415) 866-5511

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE

ABC 211 (6/99)

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

File Number: **678399**
 Receipt Number: **3099858**
 Geographical Code: **3800**
 Copies Mailed Date: **April 17, 2026**
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **DEL RIO PRODUCE MARKET INC.**

Name of Business: **DEL RIO PRODUCE MARKET**

Location of Business: **2214 CLEMENT ST
 SAN FRANCISCO, CA 94121**

County **SAN FRANCISCO**

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

Mailing Address:(If different from premises address)

Type of license(s): **21** Dropping Partner: Yes No

Transferor's license/name: **287507 / HWA MAY MARKET INC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	04/16/26	\$1,565.00
21 - Off-Sale General	ANNUAL FEE	NA	0	04/16/26	\$1,009.00
Total					\$2,574.00

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, 2026

Applicant Name(s)

DEL RIO PRODUCE MARKET INC.

Recommend Approval - Type 21 ABC License is permitted for Grocery store DBA Del Rio Produce Market currently operating as a Grocery Store, General within the Zoning Districts NCD - Outer Clement Street Neighborhood Commercial District Zoning District per P.C. Sec. 717. Per P.C. Sec 102, the establishment may provide beer, wine, and/or liquor sales for consumption off the premises with a California Alcoholic Beverage Control Board License Type 21 that occupy less than 15% of the Occupied Floor Area of the establishment (including all areas devoted to the display and sale of alcoholic beverages).

Manushi Mathur

Manushi Mathur
 5/13/2026