

# JUMBO TRADING COMPANY LLC

761 Jackson Street  
San Francisco, California 94133

## Re: Letter of Request for Public Convenience or Necessity Determination for Liquor License

Office of the Clerk of the Board of Supervisors  
1 Dr. Carlton B. Goodlett Place,  
City Hall, Room 244  
San Francisco, CA 94102

To whom it may concern,

I am writing to request a determination of Public Convenience or Necessity in connection with my application for the transfer of a liquor license from the California Department of Alcoholic Beverage Control. The following information is provided as per the requirements outlined in the California Business and Professions Code, Section 23958.4:

### 1. Applicant Information:

**Name:** Chunmei Lei  
**Phone:** (415)867-3387  
**Email:** Vipjumbo@gmail.com

### 2. Business Information:

**Business Name:** Jumbo Trading Company LLC  
**Business Address:** 761 Jackson Street, San Francisco, California 94133

**3. Mailing Address:** 761 Jackson Street, San Francisco, California 94133

### 4. License Information:

**License Type:** Type 21 Off-Sale General; and it is a transfer of Existing License

### 5. Proposed Business Hours of Operation:

Daily (Monday - Sunday): 9:00 AM to 6:00 PM

### 6. Application Filing Date and Method:

The application for the liquor license was submitted in person at the ABC office on May 7, 2025.

### 7. Noticing Requirements:

The noticing requirements for the liquor license were fulfilled by posting a poster notice on the premise on May 12, 2025, and mailing the ABC-207-E notices to residents and property owners within a 500' radius on May 16, 2025.

### 8. Public Convenience or Necessity Justification:

The approval of a liquor license for our business serves a distinct and essential public convenience and necessity, separate from that of bars, restaurants, or liquor stores. Unlike venues primarily focused on on-site alcohol consumption, a supermarket provides a broad range of household necessities and fresh foods, offering alcohol sales as a supplemental convenience to customers seeking to complete their shopping in a single, efficient visit. For working families, seniors, and residents without reliable transportation, this integration of services reduces the need to travel to multiple locations, thereby increasing accessibility and promoting safer, more efficient purchasing patterns.

In areas that experience higher levels of reported crime, responsibly operated supermarkets can contribute positively to community stability and revitalization. A supermarket with a liquor license typically implements strict security protocols, such as trained staff, ID verification, and surveillance systems, which help ensure compliance with alcohol regulations and promote public safety. Unlike establishments focused on entertainment or nightlife, supermarkets tend to have limited hours for alcohol sales, minimal risk of loitering or nuisance behavior, and a family-oriented customer base. As a result, they are far less likely to contribute to the types of problems often associated with over-concentration.

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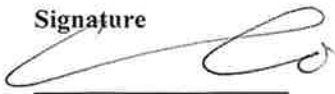
City-wide, allowing a well-managed supermarket in a higher-need area to offer alcohol alongside groceries supports equity in consumer access. It ensures that residents in all neighborhoods — not just those with lower reported crime — can benefit from the convenience and dignity of full-service shopping. Denying such a license solely due to geographic concentration may unintentionally reinforce disparities in economic opportunity and service availability.

Thank you for considering our application. If you require any additional information or documentation, please do not hesitate to contact me at 415-867-3387 or via email at [Vipjumbo@gmail.com](mailto:Vipjumbo@gmail.com).

Sincerely,

CHUNMEI LEI  
Manager  
Jumbo Trading Company LLC

Signature



Date

6/5/2025

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761 Jackson Street  
San Francisco, California 94133

## **Additional Contact Information:**

If you have difficulties contacting the primacy contact above, you can reach the following contact:

Hoa Ly  
Accountant  
415-731-9395

**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: **668904**  
Receipt Number: **2995258**  
Geographical Code: **3800**  
Copies Mailed Date: **May 7, 2025**  
Issued Date:

**DISTRICT SERVING LOCATION: SAN FRANCISCO****First Owner: JUMBO TRADING COMPANY LLC****Name of Business:****Location of Business: 761 JACKSON ST.  
SAN FRANCISCO, CA 94133****County SAN FRANCISCO****Is Premises inside city limits Yes****Census Tract: 0611.02****Mailing Address:(If different  
from  
premises address)****Type of license(s): 21****Dropping Partner: Yes \_\_\_ No \_\_\_****Transferor's license/name: 501871 / CITY SUPER LLC**

<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	FEDERAL FINGERPRINTS	NA	2	05/06/25	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	05/06/25	\$78.00
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	05/06/25	\$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	05/06/25	\$984.00
<b>Total</b>					<b>\$2,635.00</b>

**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: May 6, 2025****Applicant Name(s)****JUMBO TRADING COMPANY LLC**

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2025 MAY 09 AM 09:07

