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BOARD OF SUPERVISORS
SAN FRANCISCO

2024 MAR 26 AM 11:42

BY JA

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
Type 21, Pending License No: 656916
2134-2140 Polk Street, San Francisco CA 94109 – Bi-Rite

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar of the Public Safety and Neighborhood Services Committee for the required Public Convenience and Necessity approval regarding our Type 21 license. We are upgrading our license at our premises at 2134-2140 Polk Street where we will operate a grocery store for the neighborhood.

As a San Francisco institution since 1940, Bi-Rite Market has been in my family since 1964 and under my guidance since 1997. In 2019 we were inducted to the San Francisco Legacy Business registry. Over the past 25 years, Bi-Rite has become a family of successful businesses comprised of the original Market and world-renowned Creamery in the Mission, a second Market in the Western Addition, and a Catering commissary kitchen in the Bayview. We're excited to now be taking over the legacy established by the original Real Foods Co. on Polk Street, preserving its San Francisco Legacy business status, providing long-term continuity within the neighborhood, and ensuring the community continues to have access to nourishing, healthful food.

Integral to Bi-Rite's success over the past 25 years has been our unwavering commitment to building a healthier, more equitable, and sustainable community. Each year we support hundreds of local, San Francisco nonprofit organizations and schools with direct cash and product donations. We've helped incubate programs specifically designed to increase food security within San Francisco and the greater Bay Area, and we provide financial assistance to EBT Market Match programs through several San Francisco farmers markets. Our Markets serve as anchors in their neighborhoods, bringing people into the commercial corridors and creating meaningful synergies with the other merchants we partner and collaborate with.

Understanding that supporting a healthy community is only feasible when our staff is healthy, each member of Bi-Rite's 265+ staff receives full benefits, including employer-funded health care, 401(k) with company match, paid time off, and a 40% discount on food. And we became a Certified B Corporation in 2015, voluntarily being held accountable by the third-party to use our business as a force for good: serving our staff, guests, community, and planet responsibly.

Our current two Markets offer guests a full assortment of food and beverage offerings that make for a one-stop shop for all things food and drink. Specifically, guests have expressed a deep passion and appreciation for craft wine, beer, and distilled spirits. We offer beverage education and training and create a fun, safe environment to taste, learn, and buy, and our Markets provide a warm and welcoming shopping experience to every guest. We wish to provide the



EAT GOOD FOOD

same consistent consumer experience with the Polk Street Market, something we strongly believe the community desires and will appreciate.

Our planned hours of operation are 8:00am – 9:00pm, seven days a week, which is consistent with our two other Market locations. We will vigilantly monitor the surrounding area to always ensure the safety of our business and guests, and maintain a lawful business. Our experience in this area has allowed us to cultivate long-standing and meaningful relationships with community leaders and members. We have a Community Promise which details our standards for these relationships (<https://biritemarket.com/community/love-always-promise/>). Lastly, we intend to employ about 80 people for our operations at this location. Job creation is important to us, and we are proud to contribute to the City of San Francisco in this way.

We filed our application with the Department of ABC on February 29, 2024 with our opening date slated for summer 2024. Notification of our proposed license was sent to the surrounding neighborhood on March 14, 2024

We seek the SF Board of Supervisors' affirmative ruling that our application serves the public convenience and necessity of our City. Please notify us of our hearing date by sending a notification to me (sam@biritemarket.com) and to our consultants (Paola@abclicensecompany.com and Carrie@abclicensecompany.com).

Respectfully,

A handwritten signature in black ink, appearing to be 'Sam Mogannam'.

Sam Mogannam
Founding Partner, Bi-Rite Family of Businesses

Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE
 ABC 211 (6/99)

State of California

Paola Hurtado

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

File Number: **656916** (510) 788-5881
 Receipt Number: **2874684**
 Geographical Code: **3800**
 Copies Mailed Date: **March 6, 2024**
 Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **BR POLK LLC**
 Name of Business: **BI-RITE**
 Location of Business: **2134-2140 POLK ST
 SAN FRANCISCO, CA 94109**

County: **SAN FRANCISCO**

Is Premises inside city limits: **Yes** Census Tract: **0109.02**

Mailing Address:(If different from premises address) **3505 20TH ST
 SAN FRANCISCO, CA 94110-2416**

Type of license(s): **21, 86** Dropping Partner: Yes No

Transferor's license/name: **628523 / BABY BOY SF INC**

License Type	Transaction Type	Master	Secondary LT And Count
86 - Instructional Tasting License	ORI	Y	
21 - Off-Sale General	PER/PRM	Y	

License Type	Transaction Description	Fee Code	Dup	Date	Fee
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	03/06/24	\$1,470.00
86 - Instructional Tasting License	ANNUAL FEE	NA	0	03/06/24	\$460.00
21 - Off-Sale General	ANNUAL FEE	NA	0	03/06/24	\$949.00
Total					\$2,879.00

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: February 29, 2024

Applicant Name(s)

BR POLK LLC

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 2024 MAR 11 AM 9:29
 BY *PA*