

FW: In Support of Chez Brando - File No. 220727

Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>

Mon 10/17/2022 2:25 PM

To: Somera, Alisa (BOS) <alisa.somera@sfgov.org>

Cc: Harrell, Brittney (BOS) <brittney.harrell@sfgov.org>; BOS-Operations <bos-operations@sfgov.org>

Richard Lagunte**Office of the Clerk of the Board****San Francisco Board of Supervisors**

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-5184 | (415) 554-5163

richard.lagunte@sfgov.org | [www.sfbos.org]www.sfbos.org

Pronouns: he, him, his

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From: Jeff Senatra <senatra@hotmail.com>**Sent:** Monday, October 17, 2022 12:52 PM**To:** Board of Supervisors, (BOS) <board.of.supervisors@sfgov.org>**Subject:** In Support of Chez Brando

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Sent from my T-Mobile 4G LTE Device

Dear Board Members,

I'm writing in support of Chez Brando to achieve its alcohol license. As a close associate of Brando Jessie, I believe first and foremost in his outstanding character as an individual. From strength of character much can be inferred and appreciated toward one's intent and actions. Mr. Jessie is worthy of such optimistic inference and appreciation. I also believe in his in-depth knowledge of wine and the

winemaking process, in his passion as a collector of wine and in his ability to share his knowledge regarding it, and in the overall vision he seeks to bring to his establishment--Chez Brando. Not just another wine bar, Chez Brando aspires to create an environment where the pleasure of drinking wine intermingles with the opportunity for education, culture, community, and the arts. This, along with its Francocentric focus, is what will set Chez Brando apart from its competitors, which in my opinion can only be an asset to North Beach, and to San Francisco in general. Though of course all will be welcome, Chez Brando may be most fitting for more selective, and perhaps, more mature tastes, offering a refreshing alternative to and refuge from the usual drinking establishment. If this proves to be the case, again, in my opinion it can only be a positive contribution, serving a portion of the community who may otherwise feel a bit disconnected or disenfranchised from the majority of social gathering places in the city, and who may be hungry for something a little more refined. As an artist and long-time resident of San Francisco, and more recent inhabitant of North Beach, I wholeheartedly endorse Chez Brando's efforts in seeking its alcohol license.

Kind regards,

Jeff Senatra

From: [Somera, Alisa \(BOS\)](#)
To: [Cabrera, Stephanie \(BOS\)](#)
Subject: FW: Chez Brando LLC Liquor License 220727
Date: Thursday, October 13, 2022 1:37:45 PM

220727

Alisa Somera

Legislative Deputy Director
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
415.554.7711 direct | 415.554.5163 fax
alisa.somera@sfgov.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

Due to the current COVID-19 health emergency and the Shelter in Place Order, the Office of the Clerk of the Board is working remotely while providing complete access to the legislative process and our services.

Click [HERE](#) to complete a Board of Supervisors Customer Service Satisfaction form.

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**From:** liza mindfulexistenc.com <liza@mindfulexistenc.com>  
**Sent:** Saturday, September 24, 2022 1:10 PM  
**To:** Somera, Alisa (BOS) <alisa.somera@sfgov.org>  
**Subject:** Chez Brando LLC Liquor License 220727

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To: San Francisco Board Of Supervisors, Address

1 Dr Carlton B Goodlett Pl #244, San Francisco, CA 94102

(415) 554-7711

Subject: Board of Supervisors File No. 220727

Chez Brando LLC Liquor License

775 Filbert Street

San Francisco, CA 94133

Zoning: RM-2 AP Block/Lot Nos.: 0101 / 024

Dear Board Members,

I understand that to successfully obtain a liquor license in the county of San Francisco, according to ABC regulations in reference to the public convenience necessity referral Chez Brando will require a public hearing to ensure that the local government will approve the establishment to be in line with the public statistics, in favor of the neighborhood as well as maintaining the historic culture and touristic appeal.

In my 10 plus years as a resident of the city of San Francisco, I understand the necessity for establishments rich with education, food and beverage. Chez Brando is a local addition to my professional and personal life bringing in a wealth of knowledge, upgrading the neighborhood for the better, improving the status of our city by enabling the first African American wine bar owner to succeed. Brando of EBJ Enterprises is the longest continuously established African American in North Beach since 1999. It would be unfortunate to stop progress towards setting a standard for entrepreneurship Silicon Valley has been known for. Plans to expand to sister cities, Marin, Chicago, New York, Paris and beyond. Brando has a story to tell. He is a pioneer who chose to bring brand value back to the city of San Francisco opening his first Chez Brando location.

Chez Brando is well informed at the IVY League level education in the field of organic chemistry. At his establishments; he teaches what is the industry of wine beyond what I have ever experienced at the most renowned winners in Napa, Sonoma, etc. In the coming years it is without a doubt that Wine Country will grow as a historic and touristic local stop bringing a level of richness, resources, businesses relations and opportunity.

Thank you in advance for your time reading my letter.

Best,

Liza Lichtinger