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LIQUOR LICENSE REVIEW

TO: Planning Department **File:** 150421
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: 558-6409

Block/lot: 0452/026
Zoning: C-2
Quad: NE
Record # 2015-005532 mis

TO: Police Department
Lieutenant Dave Falzon
Inspector Nelly Gordon
Fax No.: 553-1463

DATE: April 23, 2015

This item is tentatively scheduled to be heard in four to six weeks.
PLEASE EMAIL YOUR RESPONSE BY: May 28, 2015, to Derek Evans, Clerk,
Neighborhood Services and Safety Committee.
Derek.Evans@sfgov.org - Fax No: 554-7714

Applicant Name: Adelaide and Mike Pollastro
and Business Name: Vom Fass
(900 North Point Street E205)

Applicant Address: 900 North Point Street E205
San Francisco, CA 94109
and Phone No. (206)369-7736 - Mobile
(415) 632-6188 - Store

PLANNING COMMENTS: Approval Denial
ABC TYPE 21 IS PERMITTED IN THE C-2 DISTRICT
PER PLANNING CODE SECTION 210.1
Carly *Carly Grob*
POLICE COMMENTS: Approval Denial *5-7-15*

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

Pacific Retail VFC1, Inc.
Db a Vom Fass Oils Vinegars Spices
Ghirardelli Square – Plaza Level
900 North Point Street E205
San Francisco, CA 94109

2015 APR 23 AM 11:27

RS

April 23, 2015

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

Dear Board of Supervisors,

We respectfully request your support in obtaining a double transfer of Liquor License #21-57621 from Herbert Fong and James Kui Louie (both deceased) with the license address 736 Divisadero to Pacific Retail VFC1, Inc. (dba Vom Fass Oils Vinegars Spirits) at Ghirardelli Square, 900 North Point Street E205, San Francisco, CA 94109.

We have the Type 21 license in escrow with Capital Trust Escrow 280 S. Beverly Drive, Beverly Hills, CA 90212. We have paid all applicable fees for the transfer and all funds for purchase of the license are in escrow. The widows selling the license are in need of funds and did not even have funds to pay the renewal. We had to pay the renewal fee out of our pocket as the license was already in penalty.

Currently we are doing business as Vom Fass Oils Vinegars Spices. We are seeking to add wine and spirits to our product line with the new dba Vom Fass Oils Vinegars Spirits. We have submitted the request for the new dba with the County Clerk, paid all fees and published the public notice as required. We are in the publication period now.

The business is owned and operated by me, Michael j. Pollastro, and my wife Alaide (Adelaide) Batista Pollastro. We have been in business since August of 2013. Our hours of operation are Sunday through Thursday 10 AM until 7 pm during off-season and 10 AM until 9 PM Fridays and Saturdays year round as well as Mondays through Thursdays during peak season. We stay open a little later during events and if the Square is unusually busy. The hours will remain the same when we add spirits and wine.

We have the exclusive right to market Vom Fass products in San Francisco and Santa Clara Counties. We currently offer Vom Fass [translates as 'from the cask' in German] oils, vinegars, and spices. As a core aspect of the business model, sampling from the cask is paramount. Vom Fass has a full line of Spirits, which we do not currently carry, primarily, because capital costs to purchase both the Type 47 license for on sale tasting and Type 21 licenses for off sale are too high to be profitable for a store of our size (800 square feet).

However, our brand has such enthusiasm for our location in Ghirardelli Square they have allowed special dispensation for us by relaxing their tasting rules such that we can add Vom Fass Spirits while