

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

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BOARD OF SUPERVISORS
SAN FRANCISCO
2022 JUN 13 AM 11:05

From: True Sake, LLC
556 Hayes St
San Francisco, CA 94102

BY JA

To Whom It May Concern:

My name is Beau Timken and I am the owner of **True Sake, LLC** doing business under the name **True Sake** at 560 Hayes Street here in San Francisco. We recently made application with the ABC to transfer our existing Type 20 Off-Sale Beer and Wine License, with the addition of an 86 instructional tasting license, from our current store located at 560 Hayes Street, to the adjacent property located at 556 Hayes St. Our application to transfer the license was submitted with the San Francisco ABC office on 4/4/2022. We also notified the neighbors by sending out the mandated ABC mailers on 4/20/2022 and we posted the required signage on 4/12/22 which will remain posted for 30 consecutive days. Our proposed business hours are Monday-Thursday: 12PM-7PM, Fri-Sat: 11AM-7PM, and Sunday 11AM-6PM.

We are proud and excited to request your help to allow a SF success story known as **True Sake** to expand into the adjacent larger retail space to provide a more comprehensive and educational retail experience for our clients. "We," **True Sake** and the City of San Francisco, opened the first dedicated sake retail store outside of Japan 20 years ago and it has become one of the top sake-related tourist destinations in the world. Due to this success and our desire to continue to provide award winning sake retail we need to move into the adjacent larger space to accommodate the increased demand and provide an even deeper retail experience. The larger space at 556 Hayes St, which is directly next door will allow **True Sake** to continue its current formula of excellent neighborhood service.

Business Purpose: To continue to sell Japanese and American Sake in the same retail manner that has made us the global leader in the education, promotion, and sale of sake for the past two decades in the heart of Hayes Valley, which is also the personal home of proprietor Beau Timken.

Products and Services: With increased competition in the sake market the larger adjacent space will allow us to pursue our mission of remaining both the global and local leader in the retail sales of Japanese and American Sake using our hand-seller techniques that have educated a generation of sake drinkers.

Revenue and Management: The transition of **True Sake's** operations from 560 Hayes to 556 Hayes will be seamless and the relocated store will continue to operate with 100% of our revenue from the sale of closed bottles of Sake. The LLC will stay the same, and the management team will not change.

Responsibility and Civic Awareness: True Sake has a spotless record in nearly 20 years of selling retail Sake. We do it right, and we have a proven and trustworthy track record. We are loved, supported, and very much a part of our Hayes Valley community and neighborhood. We take great pride in both promoting Hayes Valley and San Francisco to the international world of sake sales responsibly and by the book.

Uniqueness: This was and continues to be the strength of **True Sake**. Although we were once a one of a kind retail operation that now has competition from other purveyors we will continue to be the best outpost for the sale of Sake outside of Japan.

Positive Impact: 20 years ago we spoke to the Board of Supervisors, including Gavin Newsome, and said that we wanted to be the Plump Jack of Sake. They agreed and entrusted us with our mission to be the first, the best, and most important sake destination outside of Japan. We put Hayes Valley and San Francisco on the international map, and to this day we have countless numbers of tourists visiting the store annually. We have created a destination retail small business in San Francisco for the past 20 years providing jobs, tax revenue for SF and creating a unique retail destination that put San Francisco on the map for sake aficionados worldwide. We look forward to continuing this mission and increasing our revenue and providing additional job opportunities with the larger space for decades to come.

Thank you for your consideration and further efforts to support this success story.

Warmest Regards,

Beau Timken
415-355-9555
timken@truesake.com



INFORMATION AND INSTRUCTIONS -

SECTION 23958.4 B&P

- Instructions This form is to be used for all applications for original issuance or premises to premises transfer of licenses.
- Part 1 is to be completed by an ABC employee, given to applicant with pre-application package, with copy retained in holding file or applicant's district file.
 - Part 2 is to be completed by the applicant, and returned to ABC.
 - Part 3 is to be completed by the local governing body or its designated subordinate officer or body, and returned to ABC.

PART 1 - TO BE COMPLETED BY ABC

1. APPLICANT'S NAME TRUE SAKE LLC		3. LICENSE TYPE 20 / 86-636593	
2. PREMISES ADDRESS (Street number and name, city, zip code) 556 HAYES ST SAN FRANCISCO, CA 94102-4214			
4. TYPE OF BUSINESS			
<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Hofbrau/Cafeteria	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club
<input type="checkbox"/> Deli or Specially Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern: Beer	<input type="checkbox"/> Fraternal Club
<input type="checkbox"/> Bed & Breakfast:	<input type="checkbox"/> Theater	<input type="checkbox"/> Tavern: Beer & Wine	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Wine only <input type="checkbox"/> All			
<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market
<input checked="" type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy
<input type="checkbox"/> Drug/Variety Store	<input type="checkbox"/> Florist/Gift Shop	<input type="checkbox"/> Convenience Market w/Gasoline	
<input type="checkbox"/> Other - describe:			
5. COUNTY POPULATION 3,672/875,010	6. TOTAL NUMBER OF LICENSES IN COUNTY <input type="checkbox"/> On-Sale <input type="checkbox"/> Off-Sale	7. RATIO OF LICENSES TO POPULATION IN COUNTY 1,136 <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale	
8. CENSUS TRACT NUMBER 162	9. NO. OF LICENSES ALLOWED IN CENSUS TRACT <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale	10. NO. OF LICENSES EXISTING IN CENSUS TRACT 7 <input type="checkbox"/> On-Sale <input checked="" type="checkbox"/> Off-Sale	
11. IS THE ABOVE CENSUS TRACT OVERCONCENTRATED WITH LICENSES? (i.e., does the ratio of licenses to population in the census tract exceed the ratio of licenses to population for the entire county?) <input type="checkbox"/> Yes, the number of existing licenses exceeds the number allowed <input checked="" type="checkbox"/> No, the number of existing licenses is lower than the number allowed			
12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS? <input checked="" type="checkbox"/> Yes (Go to Item #13) <input type="checkbox"/> No (Go to Item #20)			
13. CRIME REPORTING DISTRICT NUMBER 558	14. TOTAL NUMBER OF REPORTING DISTRICTS 654	15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS 55,022	
16. AVERAGE NO. OF OFFENSES PER DISTRICT 84.13	17. 120% OF AVERAGE NUMBER OF OFFENSES 100.8	18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT 226	
19. IS THE PREMISES LOCATED IN A HIGH CRIME REPORTING DISTRICT? (i.e., has a 20% greater number of reported crimes than the average number of reported crimes as determined from all crime reporting districts within the jurisdiction of the local law enforcement agency) <input checked="" type="checkbox"/> Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17 <input type="checkbox"/> No, the total number of offenses in the reporting district is lower than the total number in item #17			
20. CHECK THE BOX THAT APPLIES (check only one box)			
<input type="checkbox"/> a. If "No" is checked in both item #11 and item #19, Section 23958.4 B&P does not apply to this application, and no additional information will be needed on this issue. Advise the applicant to bring this completed form to ABC when filing the application.			
<input type="checkbox"/> b. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for a non-retail license, a retail bona fide public eating place license, a retail license issued for a hotel, motel or other lodging establishment as defined in Section 25503.16(b) B&P, or a retail license issued in conjunction with a beer manufacturer's license, or winegrower's license, advise the applicant to complete Section 2 and bring the completed form to ABC when filing the application or as soon as possible thereafter.			
<input checked="" type="checkbox"/> c. If "Yes" is checked in either item #11 or item #19, and the applicant is applying for an off-sale beer and wine license, an off-sale general license, an on-sale beer license, an on-sale beer and wine (public premises) license, or an on-sale general (public premises) license, advise the applicant to take this form to the local governing body, or its designated subordinate officer or body to have them complete Section 3. The completed form will need to be provided to ABC in order to process the application.			

Governing Body/Designated Subordinate Name: Board of Supervisors

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

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PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)

21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documentation, if desired. Do *not* proceed to Part 3.

22. APPLICANT SIGNATURE

23. DATE SIGNED

PART 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

24. WILL PUBLIC CONVENIENCE OR NECESSITY BE SERVED BY ISSUANCE OF THIS ALCOHOLIC BEVERAGE LICENSE?

Yes No See Attached (i.e., letter, resolution, etc.)

25. ADDITIONAL COMMENTS, IF DESIRED (may include reasons for approval or denial of public convenience or necessity):

26. CITY/COUNTY OFFICIAL NAME

27. CITY/COUNTY OFFICIAL TITLE

28. CITY/COUNTY OFFICIAL PHONE NUMBER

29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED