

File No. 100916

Committee Item No. 5

Board Item No. _____

**COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST**

Committee: **City Operations & Neighborhood
Services Committee**

Date 9/13/10

Board of Supervisors Meeting

Date _____

LIQUOR LICENSE HEARING

Cmte Board

- | | | |
|-------------------------------------|--------------------------|----------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Applicant's Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Police Department Report |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Planning Department Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Clerk's Correspondence |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |
| <input type="checkbox"/> | <input type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Other |

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Completed by Gail Johnson

Date 9/9/10

Completed by _____

Date _____

File # 100916

7/7/2010

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

Re: LIQUOR LICENSE "PCN" REQUEST

Magellan Wine LLC
Dba: The Hidden Vine Wine Bar
447 Battery Street
San Francisco, CA 94111
ABC Pending File # 500977
ACTIVE ABC License #419008

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2010 JUL -8 PM 3:07
BY [Signature]

Dear Clerk of Board:

My name is Alberto De Almeida Jr., and I am a Managing Member of Magellan Wine, LLC. My daytime phone number is: (415) 591-5030. As noted above, our new business address will be: 447 Battery Street, San Francisco, CA 94111, and the business mailing address is: 21 Campbell Place, Danville, CA 94526.

My company currently operates "The Hidden Vine Wine Bar" located at 620 Post Street, San Francisco, and have had an ABC Type 42, On-Sale Beer & Wine Public Premises license #419008 since November 9, 2004.

Unfortunately it has become necessary for us to move out of the Post Street location and we have secured the Battery Street location as our new place of business. While I am pleased that we have been able to run a first class wine bar in our current location, the difficult economy and the condition of our site has required us to move. Our current site is too small and our rent has almost doubled since we opened. The building needs capital improvements and the new owners have not indicated such improvements are forthcoming. We need to move our business to a better location in order to remain viable. I currently have three employees and would hope to hire more at our new location.

On June 26, 2010, we filed our Premises to Premises Transfer application with the California Department of Alcoholic Beverage Control, San Francisco District Office.

Our pending ABC file number is #500977.

Our planned operating hours will be:
12:00pm to 1:00am, Monday through Thursday;
12:00pm to 2:00am, Friday and Saturday;
12:00pm to 10:00pm, Sunday.

I intend to explain in this letter, how the Public Convenience or Necessity would be served by the issuance of the applied for Type 42, On-Sale Beer and Wine Public Premises license, at our new premises located at 447 Battery Street, San Francisco. Our ABC file number and "DBA" are noted above.

My business is a small, first class wine bar that is committed to providing a relaxing atmosphere that is perfect for intimate gatherings with comfortable seating and music that allows conversation. We offer a variety of interesting, small production, and lesser-known wines from California and the world. We also compliment our regular selections with new wine selections from a different wine region of the world each month. Additionally, we have selected specialty microbrews to show the versatility of our other favorite fermented beverage. Lastly, we offer our patrons fine cheeses, cured meats, olives, fruits, breads, and flavored chocolate truffles to accompany our wine and beer selections.

I am proud of the reputation my business has developed since opening and in recent years have been honored to have been selected as the "Best Wine Bar and Best Chill Scene, Best Conversation Bar and Best Romantic Bar" in recent years by "Best of Citysearch."

The proposed location for the new Hidden Vine Wine Bar is in an area of the Financial District that is comprised of mixed business uses with some residential units in the Gateway complex. It will offer us a larger space than where we currently operate and our plans currently call for us to make substantial upgrades to the location including an outdoor bocce ball court for our guests. Our new location will have a much larger food preparation area which should allow us to expand our food menu. We hope to fill the void in the area for a first class wine bar that has existed since The London Wine Bar (which operated two blocks away at 415 Sansome St.) closed two years ago. The London Wine Bar proclaimed itself "America's First Wine Bar" and its closing has been felt by wine lovers throughout the City.

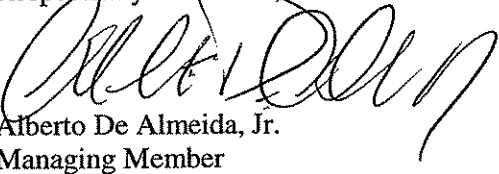
I don't know of any other wine bar in the area or the city that offers patrons the type of experience that my wine bar will offer patrons at this new location.

A copy of our current menu is attached.

I hope the above information establishes the uniqueness of my business and respectfully request that the Board of Supervisors approve a finding that the Public Convenience or Necessity would be served by the issuance the applied for Premises to Premises transfer of my currently Type 42, On-Sale Beer & Wine Public Premises license to this new premises location.

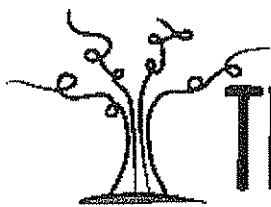
If you need further information, please let me know.

Respectfully Submitted,



Alberto De Almeida, Jr.
Managing Member

Attachment: Menu copy



The Hidden Vine WINE BAR

[About](#) | [Menu](#) | [Events](#) | [Location](#)

San Francisco's secret wine bar on ½ Cosmo Place

The Hidden Vine Wine Bar is committed to offering a variety of interesting, small production, and lesser-known wines from California and the world. Our relaxing atmosphere is perfect for intimate gatherings with comfortable seating and music that allows conversation.

We believe that wine is a delicious beverage that is best served with good friends (or new friends!) and kept in the perspective that life is to be enjoyed. Join us for great wines, fine cheeses, and good times!

A few people have found our cozy, hidden spot...

Zagat, San Francisco Nightlife 2008/09



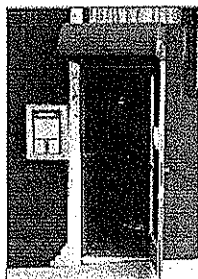
"Explore new worlds of reds and whites from mostly small producers at this snug nook with cushy seats and low ceilings below street level off the Fitzgerald Hotel's lobby; an enthusiastic, unpretentious staff pours 30 by the glass and, in addition to California-heavy offerings, spotlights flights from different far-flung regions. . . . It's just the place for a charcuterie or cheese platter and quiet conversation."

Citysearch

Best of Citysearch 2008: Best Romantic Date Spot
Best of Citysearch 2007: Best Wine Bar and Best Romantic Bar
Best of Citysearch 2006: Best Wine Bar and Best Chill Scene
Best of Citysearch 2005: Best Wine Bar and Best Conversation Bar

San Francisco Magazine, January 2007 & October 2005 (can you believe they put us in a category with the bars at the Big Four and Four Seasons?!)

Best of the Bay/SF Bay Guardian 2007: Best wines by the glass



Wine Spectator, October 2006

San Francisco Chronicle, November 17, 2006

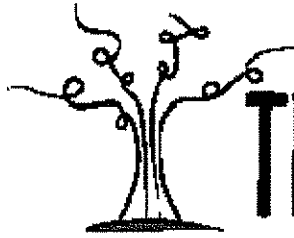
San Francisco 7X7 Magazine, October 2005

Cooking with Amy, August 17, 2005

Daily Candy, June 8, 2005 & December 27, 2005 (They considered us a favorite of 2005!)

Yelp! (whenever someone feels like posting...)

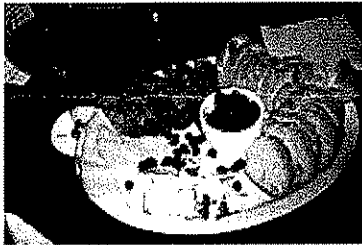
Copyright © The Hidden Vine | ½ Cosmo Place, San Francisco, CA 94109 | (415) 674-3567



The Hidden Vine WINE BAR

[About](#) | [Menu](#) | [Events](#) | [Location](#)

Take a world tour in a wine glass...



We serve approximately 35 wines by the glass and our climate-controlled wine cellar holds a selection of approximately 100 bottles. We will always carry a solid list of California wines by the glass and bottle, and will complement these wines with new selections from a different wine region of the world each month. We offer structured tasting flights to highlight select wines by the glass from California and our featured region. Check our Events page for upcoming regions.

Additionally, we have selected specialty microbrews to show the versatility of our other favorite fermented beverage.

Current by-the-glass wines include:

Sparkling

NV Tenuta di Collalbrigo Prosecco Rosé Veneto, Italy
2007 Raventos Cava Rosé Reserva Cava (Penedés, Spain)

White

2007 Wimmer-Czerny Traminer Trio 'Mitterweg' Wagram (Austria)
1996 Berres Riesling Spätlese 'Zeltinger Himmelriech' Mosel-Saar-Ruwer (Germany)
2008 Château Tour de Mirambeau Reserve Entre-Deux-Mers (Bordeaux, France)
2007 Carica Sauvignon Blanc 'Kick Ranch' Sonoma County
2008 Terredigiumaria Inzolia Sicily (Italy)
2005 Domaine Caillot Santenay Blanc AOC Beaune (Burgundy, France)
2007 Gambrinus 'Marca Trevigiana' (Manzoni Bianco) Veneto (Italy)
2007 Martin Ray Rosé (Grenache/Syrah), Russian River
2007 Tandem Chardonnay 'Manchester Ridge Vineyard' Mendocino Ridge
2006 La Colobera 'Derthona' (Timorasso) Colli Tortonesi (Piedmont, Italy)

Red

2007 Renato Ratti Dolcetto d'Alba 'Colombè' Piedmont (Italy)
2008 Balletto Pinot Noir 'Estate' Russian River (Sonoma)
2007 Tandem Pinot Noir 'Auction Block' Russian River (Sonoma)
2004 Michel Gay Aloxe-Corton Vieilles Vignes Beaune (Burgundy, France)
2007 Iby 'Classic' Zweigelt Mittelburgundland (Austria)
2005 Castellare Chianti Classico DOCG Castellina (Tuscany, Italy)
2007 Luciano Landi Lacrima di Morro d'Alba 'Gavigliano' Marche (Italy)
2005 Cristia Vacqueyras AOC Rhone Valley (France)

2005 Chionetti Dolcetto di Dogliani 'San Luigi' DOC Piedmont (Italy)
 2004 Michel Gay Beaune-Grèves 1^{er} Cru Beaune (Burgundy, France)
 2006 Pelissero Barbaresco 'Nubiola' DOCG Barbaresco (Piedmont, Italy)
 2007 Brigaldara Valpolicella DOC Veneto (Italy)
 2006 Balletto Zinfandel 'Estate' Russian River (Sonoma)
 2007 Wertzberger Grenache-Syrah McDowell Valley
 Cascina Chicco Barbera d'Alba 'Granera Alta' DOC Canele (Piedmont, Italy)
 2003 Villa Gresti di San Leonardo (Merlot/Carmenere) IGT Vigneti delle Dolomiti (Italy)
 2007 G. Rizzardi Valpolicella Superiore Ripasso 'Pojega' DOC Veneto (Italy)
 2006 Ramos Pinto 'Adriano' Douro Valley (Portugal)
 2003 Guelbenzu 'EVO' (Cabernet Sauvignon/Merlot/Tempranillo) Ribera del Queiles (Spain)
 2005 Domino Dostares 'Estay' (Prieto Picudo) Castilla-León (Spain)
 2006 Wertzberger Merlot 'Monson Vineyard' Alexander Valley (Sonoma)
 2005 Malvira Nebbiolo Langhe DOC Canale (Piedmont, Italy)
 2006 Serradenari Barbera d'Alba DOC La Morra (Piedmont, Italy)
 2000 Solaria Brunello di Montalcino DOCG Montalcino (Tuscany, Italy)

Dessert

2007 M. Chapoutier Banyuls AOC Banyuls (Roussillon, France)
 2000 Delaforce Porto Oporto (Portugal)
 1996 Ronchi di Cialla Picolit di Cialla Colli Orientali (Friuli, Italy)
 2000 Chat. Derezsla Tokaji Aszú 3 Puttonyos Tokaj (Hungary)
 2005 Luciano Landi Passito Lacrima di Morro d'Alba Marche (Italy)
 2000 Schlumberger Gewurtztraminer 'Cuvee Christine' Vendanges Tardives Alsace (France)

And something to accompany your wine...

Fine cheeses, cured meats, olives, fruits, breads, and flavored chocolate truffles are available to accompany our wine and beer selections. We could not serve our cheese or sausage selections without McQuade's Celtic Chutney!

Our current selections include:

Cypress Grove- Humboldt Fog / Arcata, California
 Ibérico / Spain
 Great Hill Blue / Marion, Massachusetts
 Alta Langa 'La Tur' / Piedmont, Italy
 Palacios Spanish Lomo Embuchado
 Bernina Bresaola
 Fra' Mani Campagnola Pâté
 Fra' Mani Salame Gentile
 French Oil Cured Black Olives
 Sicilian Castelvetro Green Olives
 French Green Provençal Olives with Herbes de Provence
 Five Star Chocolate Truffles

We serve all selections until last call (or we run out of plates)!

RECEIVED

LIQUOR LICENSE REVIEW

JUL 14 2010
CITY & COUNTY OF S.F.

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Janice Shambra
Fax No: 558-6409

File: 100916

NE
MB# 1000729

TO: Inspector Dave Falzon
Ken Stocker
Police Department
Fax No: 970-3088

Block/Lot
0206 / 002

DATE: July 14, 2010

Zoning
C-3-0

This item is scheduled to be heard at a meeting on August 9, 2010. PLEASE
E-MAIL YOUR RESPONSE BY: July 30, 2010 Victor Young, Clerk of City
Operations and Neighborhood Services Committee.

Fax No: 554-7714 / victor.young@sfgov.org

Applicant Name: Alberto De Almeida Jr
and Business Name: Magellan wine, LLC dba The Hidden Vine Wine Bar

Applicant Address: 447 Battery St

and Phone No. 415-591-5030

PLANNING COMMENTS: Approval Denial

*Per Planning Code Section 218(b)
Rick [unclear] 7/23/10
Rick [unclear]*

POLICE COMMENTS: Approval Denial