


Ales Unlimited, LLC
Dba Ales Unlimited
2398 Webster Street
San Francisco, CA 94115

May 16th, 2023

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

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2023 MAY 18 PM 2:35
BY 

Dear Board of Supervisors,

We respectfully request your support in a Type 42 Premise to Premise Transfer (ABC License #568319) to be added to our current Type 21 License (ABC License #520456).

In April 2023 we received an Eviction Notice at the premises where our ABC license #568319 is attached. The Bldg. got foreclosed during the pandemic and the new landlord did neglect the bldg. and a Task Force was send out. Supervisor Dean Preston and his Legislative Aide, Kyle Smeallie visited our location in the past and have been trying to support us to stay at the location. We also had support from Deputy City Attorney, Wade Chow but unfortunately, we not been able to communicate with the landlord for almost a year to find a resolution.

Please accept this letter as a part of our PCN application for the Type 42 Premise to Premise transfer. We have completed the application with the ABC on March 6th, 2023, and all fees are paid and up to date. We also have completed the appropriate mailings to residents within 500 feet and on March 6th, 2023, same day as the filling of the application, we posted our application on front window of our Business. Our license representative at ABC, Ethan McGriff, said that the only missing link would be ABC-245, Part 3 to be filled out by The Board of Supervisors.

We hold the Type 21 license at our location since July 3rd, 2009. Our hours of operation are Daily from 10am to 10pm. The hours will remain the same when we add the Type 42 license. We had the Type 42 license at the location where we got evicted since July 25th, 2016. Both locations never had any infractions.

With Type 21 license at our current location our distributors, winery and beer representatives are unable to provide us with sufficient tastings to materially help our business to grow and generate revenue to compensate for the steady rent increase in San Francisco. After speaking to ECN and CPC we been advised to transfer our Type 42 license to our existing location which has the Type 21 license so that we could offer Wine and Beer tastings too our customers and schedule educational lesson from our suppliers. Tastings is necessary for us since we sell many small batch wines, and we focus on product lines from smaller producers which most patrons are unfamiliar with. We would need to be able to serve them a glass or flight of wines or beers

to taste in order to show them a selection of what we offer. About 60% of our products are from Northern California.


We had to make minor changes to our store layout to accommodate the Type 42 license, which ABC already reviewed. This upgrade to our store will have no negative impact to the community as we already been asked when we would start offering the service since existing customers and neighbors seen the posting at our store and the letter, we send out to notify them.

Richard Sucre, Deputy Director San Francisco Planning has reviewed our proposal and advised us that we do not need a conditional use permit at our location.

The quality of our wine and beer selection over the past 14 years is both exquisite and unique. Our new marketing is targeted to our patrons in Pacific Heights and adding beer and wine tasting will enhance our unique lineup and we hope to increase traffic. Our patrons will be able to sample and purchase and enjoy our unique lineup at home.

We believe the Type 42 license is essential to our survival so clients can purchase tasted wines or beer before committing on buying a bottle or case.

Respectfully,

A handwritten signature in black ink, appearing to read "Steve Sub". The signature is written in a cursive, flowing style.

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