

LIQUOR LICENSE REVIEW

TO: Planning Department
AnMarie Rodgers/CTYPLN/SFGOV
Georgia Powell/CTYPLN/SFGOV@SFGOV
Fax No.: (415) 558-6409

File: 160248

TO: Police Department
Inspector Nelly Gordon
Phone: (415) 837-7273

DATE: March 14, 2016

This item is tentatively scheduled to be heard in four to six weeks.

PLEASE EMAIL YOUR RESPONSE BY: April 20, 2016, to Erica Major, Public Safety and Neighborhood Services Committee Clerk.

Erica.Major@sfgov.org - Fax No: 554-7771

Applicant Name: Phithak "Pete" Raxakoul
San Francisco Wine and Cheese, Inc.
and Business Name: (141 Gough Street)
Applicant Address: 141 Gough Street
San Francisco, CA 94102
and Phone No. (510) 604-7547

PLANNING COMMENTS: Approval Denial

POLICE COMMENTS: Approval Denial

Applicant Name and

Daytime phone number: Phithak "Pete" Raxakoul

(510) 6047547
countrycheesecompany@gmail.com

Business Name

And Address: San Francisco Wine and Cheese inc.
141 Gough Street
San Francisco, CA 94102

Business Hours: Monday: CLOSED
Tuesday: 11AM10PM
Wednesday: 11AM10PM
Thursday: 11AM10PM
Friday: 11AM10PM
Saturday: 11AM10PM
Sunday: CLOSED

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2016 MAR 14 PM 12:08
BY [Signature]

February 29, 2016

To Whom it may concern,

My name is Phithak "Pete" Raxakoul, and I am the owner of San Francisco Wine & Cheese Inc. We are a fine food specialty store in Hayes Valley. We have applied to the California Department of Alcoholic Beverage Control (ABC) for a Type21 Off Sale General License. This type of license authorizes the sale of spirits to those at least twenty one years of age for consumption off the premises.

San Francisco Wine & Cheese, Inc. is a fine food specialty store located on Gough St. offering over 180 cheeses from all over the world and over 120 fine wines from local and international vineyards. We also carry other fine food gifts, such as those created by artisanal Bay Area chocolatiers and bakers. We opened in August of 2015, and we were met with open arms from nearby residents who were pleased to have a neighborhood store specializing in unique, high quality local food products not available in most markets.

We want to offer fine spirits to our customers, who have expressed an interest in small, independent distilleries. For example, we've had customers searching for a fine bottle of handcrafted Bourbon to give to their in laws as an anniversary gift. We've have other customers inquire about a specific aperitif to complement a family dinner party. A few business men over the holidays inquired about gift baskets in which they wanted us to include bottles of fine Brandy.

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These customers are affluent, fine food aficionados who are eager to patronize local small businesses and not big box stores. By fulfilling their fine spirit gift requests, we keep these customers shopping in our neighborhood. In addition, stocking only the best products draws other affluent fine food customers to our store and neighborhood. It's good for everyone on the street. The customer who buys a fine bottle of Scotch is often the same customer who buys a painting from the art gallery next store and dines at the well respected restaurant on the corner. It benefits all of the small business owners.

We do not intend to cater to a general liquor store clientele. This is because we are fine food professionals, and we want to share our information and interest with like minded individuals. Our customers are looking for finely crafted, family owned, distilled spirits. We are a family business also. We believe in and want to support that tradition. With this license, we are able to support small, family owned distilleries as well as provide internationally recognized products produced at the highest standards for our customers.

Sincerely,

Phithak "Pete" Raxakoul, Owner

A handwritten signature in blue ink that reads "Phithak Raxakoul". The signature is written in a cursive, flowing style with a large, decorative flourish at the end.