

Angela Calvillo, Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102  
415-554-4445

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2026 APR 27 AM09:31  
JKA

Re: Liquor License “PCN” Request  
Type 21 – 678399

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board’s Public Safety and Neighborhood Services Committee calendar for Public Convenience and Necessity review in connection with our Type 21 Off-Sale General license.

Our business, Del Rio Produce Market, is a neighborhood specialty market located at 2214 Clement Street in San Francisco. We offer a wide variety of grocery items including fresh produce, pantry goods, and beverages, with a focus on affordability and accessibility for the surrounding community.

The Clement Street corridor is a well-established commercial area, however there are limited markets in the immediate vicinity that provide a broad selection of quality grocery items at competitive price points or offer international products from South America, Europe, Russia, India, the Mediterranean and Nepal. Our goal is to serve as a reliable, community-oriented market that meets the everyday needs of local multicultural residents.

We are seeking to add beer, wine, and spirits as a complementary component of our existing grocery operation in order to better serve our customers. Alcohol sales will be clearly secondary to the primary grocery use, with approximately 5–10% of the floor area dedicated to alcohol display. Wine will be offered in a central shelving area, beer will be maintained in refrigerated coolers, and spirits will be kept behind the counter under employee control.

The premises will operate daily from 7:00 a.m. to 9:00 p.m. and will be maintained as a clean, well-managed retail environment. The addition of alcohol is intended to provide convenience for customers completing their regular grocery shopping, rather than to create a destination for alcohol-only purchases.

While the area may be considered overconcentrated, this application differs from typical off-sale establishments in that the business is a full-service neighborhood market with alcohol as an incidental offering. Approval of this license will enhance the availability of essential goods and services in the neighborhood and provide a meaningful convenience to local residents.

We respectfully request a hearing date to consider our application.

Please include our ABC representative, Jemma Jorel Lester, on correspondence scheduling our hearing date. She can be reached via email at [jemma@properpourco.com](mailto:jemma@properpourco.com).

Sincerely,

A handwritten signature in black ink, appearing to be 'R. Shrestha', written in a cursive style.

Ram Shrestha  
President  
Del Rio Produce Market Inc.  
shrestharam50@gmail.com  
(415) 866-5511

**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**

ABC 211 (6/99)

**TO:**Department of Alcoholic Beverage Control  
33 NEW MONTGOMERY STREET  
STE 1230  
SAN FRANCISCO, CA 94105  
(415) 356-6500

File Number: **678399**  
Receipt Number: **3099858**  
Geographical Code: **3800**  
Copies Mailed Date: **April 17, 2026**  
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **DEL RIO PRODUCE MARKET INC.**

Name of Business: **DEL RIO PRODUCE MARKET**

Location of Business: **2214 CLEMENT ST  
SAN FRANCISCO, CA 94121**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract:

Mailing Address:(If different from premises address)

Type of license(s): **21** Dropping Partner: Yes\_\_\_ No

Transferor's license/name: **287507 / HWA MAY MARKET INC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	04/16/26	\$1,565.00
21 - Off-Sale General	ANNUAL FEE	NA	0	04/16/26	\$1,009.00
				Total	\$2,574.00

Have you ever been convicted of a felony? **No**

Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? **No**

STATE OF CALIFORNIA County of SAN FRANCISCO

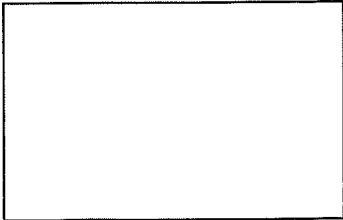
Date: April 16, 2026

Applicant Name(s)

DEL RIO PRODUCE MARKET INC.

**Introduction Form**

*(by a Member of the Board of Supervisors or the Mayor)*



I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee (Ordinance, Resolution, Motion or Charter Amendment)
- 2. Request for next printed agenda (For Adoption Without Committee Reference)  
*(Routine, non-controversial and/or commendatory matters only)*
- 3. Request for Hearing on a subject matter at Committee
- 4. Request for Letter beginning with "Supervisor \_\_\_\_\_ inquiries..."
- 5. City Attorney Request
- 6. Call File No. \_\_\_\_\_ from Committee.
- 7. Budget and Legislative Analyst Request (attached written Motion)
- 8. Substitute Legislation File No. \_\_\_\_\_
- 9. Reactivate File No. \_\_\_\_\_
- 10. Topic submitted for Mayoral Appearance before the Board on \_\_\_\_\_

The proposed legislation should be forwarded to the following (please check all appropriate boxes):

- Small Business Commission     Youth Commission     Ethics Commission
- Planning Commission     Building Inspection Commission     Human Resources Department

General Plan Referral sent to the Planning Department (proposed legislation subject to Charter 4.105 & Admin 2A.53):

- Yes                       No

*(Note: For Imperative Agenda items (a Resolution not on the printed agenda), use the Imperative Agenda Form.)*

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Transfer - 2214 Clement Street - Del Rio Produce Market

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to Del Rio Produce Market Inc., doing business as Del Rio Produce Market located at 2214 Clement Street (District 1), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor:

*Allisa Gomez*