

File No. 190069

Committee Item No. 1

Board Item No. 20

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: March 14, 2019

Board of Supervisors Meeting:

Date: April 2, 2019

Cmte Board

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Introduction Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER

- | | | |
|-------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Applicant Presentation Materials - March 14, 2019</u> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Police Department Response - March 13, 2019</u> |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Protest Letters</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Department Response - January 30, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Referral - January 17, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PC or N Request Letter - January 16, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Form ABC-211 - January 14, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Form ABC-253 - January 3, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Form ABC-257 - December 27, 2018</u> |

Prepared by: John Carroll

Date: March 8, 2019

Prepared by: John Carroll

Date: March 21, 2019

1 [Liquor License Transfer - 465 Hayes Street - The Epicurean Trader]

2
3 **Resolution determining that the transfer of a Type-21 off-sale general beer, wine,**
4 **and distilled spirits liquor license to The Epicurean Trader, LLC, doing business**
5 **as The Epicurean Trader, located at 465 Hayes Street (District 5), will serve the**
6 **public convenience or necessity of the City and County of San Francisco, in**
7 **accordance with California Business and Professions Code, Section 23958.4; and**
8 **requesting that the California Department of Alcoholic Beverage Control impose**
9 **conditions on the issuance of the license.**

10
11 WHEREAS, The Epicurean Trader, LLC is seeking the transfer of a Type-21 off-
12 sale general beer, wine, and distilled spirits liquor license to do business as The
13 Epicurean Trader located at 465 Hayes Street (District 5); and

14 WHEREAS, The Planning Department has verified that the area is properly
15 zoned and recommends approval; and

16 WHEREAS, The Police Department has filed two protests and zero letters of
17 support with the Department of Alcoholic Beverage Control under California Business
18 and Professions Code, Section 24013, and recommends that the Department of
19 Alcoholic Beverage Control issue the liquor license with conditions; and

20 WHEREAS, The conditions recommended by the Police Department are the
21 following: 1) sales, service, and consumption of alcoholic beverages shall be permitted
22 only between the hours of 8:00 a.m. and 11:00 p.m. daily; 2) petitioner(s) shall actively
23 monitor the area under their control in an effort to prevent the loitering of persons on
24 any property adjacent to the licensed premises as depicted on the most-recently-
25 certified ABC-253; 3) no noise shall be audible at any nearby residence; and 4) the

1 petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the
2 premise over which they have control, as depicted on ABC-253; now, therefore, be it

3 RESOLVED, That in accordance with California Business and Professions Code,
4 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
5 hereby determines that the transfer of a Type-21 off-sale general beer, wine, and
6 distilled spirits liquor license to The Epicurean Trader, LLC, doing business as The
7 Epicurean Trader, located at 465 Hayes Street (District 5), will serve the public
8 convenience or necessity of the City and County of San Francisco; and, be it

9 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
10 San Francisco hereby endorses and adopts the recommendations of the Police
11 Department listed above and recommends that the Department of Alcoholic Beverage
12 Control issue the license with those conditions.

The Epicurean Trader is a respected retailer in the San Francisco community with two other markets in the Bernal Heights and Cow Hollow neighborhoods of San Francisco. We are a husband-and-wife run business and are completely independent with no outside investors.

Our current markets have a five-star rating across all online review sites (Yelp.com, Facebook, Foursquare, Google) and have been recognized in publications like Sunset Magazine and San Francisco Magazine for our dedication to small, local producers as well as being a great addition to San Francisco neighborhoods. The residents of Bernal Heights and Cow Hollow are thrilled to have us as part of their neighborhood and as part of the weekly shopping routine.

Below are a few quotes from our guests to highlight the impact that we can have on a local community:

- Rebecca S.: "A fantastic addition to the neighborhood"
- Carly C.: "Such an amazing addition to Union Street. They have a wide variety selection ranging from meats, cheeses, wines, spirits, etc. I was surprised by the high quality and specialty items that you can't get anywhere close by. I will definitely be adding this store to my regular shopping list!"
- Claire V. "Great addition to neighborhood - panini sandwiches especially good. A gourmet food shop was needed."
- Matt M. "An amazing selection of pretty much everything they carry. My personal favorites are Tartine Bakery bread, and Bi-Rite Creamery ice cream. 5 stars for a very welcome addition to the neighborhood!"
- Ron C. "One of my favorite things is their sandwiches--a welcome addition to the fare on Union St. To top it all off, they even have fresh Tartine Bakery bread and pastries...what more could you ask for?"

Currently there are 1,286 residences within 500 feet of the proposed location, which may account for a population of over 3,000 people. Yet, there is nowhere for residents to purchase affordable, organic fruit and vegetables as well as other staples like fresh bread, milk and organic heirloom beans and grains.

Since we announced our plan to open in Hayes Valley we have been inundated with calls and emails from local residents stating how excited they are to have a grocery store close to their homes where they can purchase affordable and high-quality food.

We have designed the Hayes Valley location specifically with the neighborhood in mind and feedback from local residents. We are dedicating a significant portion of the store to 'weekly grocery needs' and aim to provide these weekly necessities at the lowest margin possible.

Less than 5% of the total square footage of the space is dedicated to the sale of alcoholic beverages, with the remainder focused on organic, quality food and pantry items, many of them made locally by San Franciscan artisans.

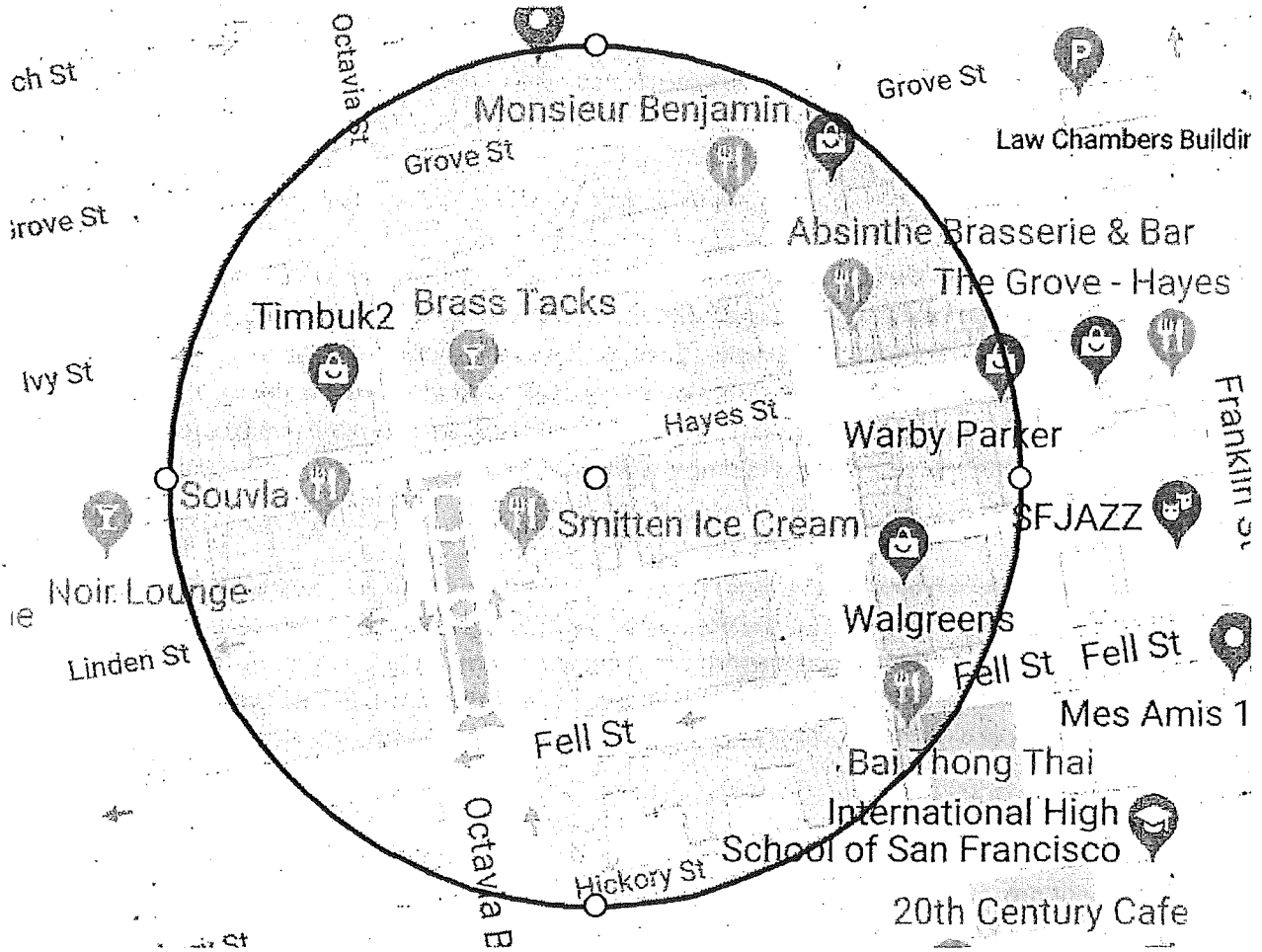
Despite alcohol being a small percentage of our overall business, it is important to the overall economics of our store format and our ability to pay our employees a 'livable wage' (above the minimum wage) and the high rents that San Francisco commands. In order for us to provide high-quality, organic and healthy produce, meats and staples to the Hayes Valley neighborhood at affordable prices, we need to be able to offer higher-margin, non-perishable items such as alcohol and specialty items to help pay the bills. Without the margins on alcohol the we simply would not be able to survive.

Like all the categories we serve, we take a lot of pride in the selection of our alcohol and don't simply look to carry cheap, low-quality liquor for the purpose of only getting intoxicated. We focus on smaller producers that care about authentic craftsmanship and quality raw materials. In fact, our dedication to quality has earned several accolades for our selection, including: '*Best Spirits Store in The San Francisco Bay Area*' by San Francisco Magazine; '*Best Neighborhood Wine Shop*' by Yelp amongst others.

We hope that you will support our bid to move into Hayes Valley and provide the community with quality grocery options.

Regards,

Mat & Holly (founders/owners)



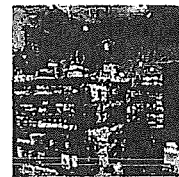
There are no other markets within a 500 foot radius of the proposed location. In addition, there is nowhere currently in the Hayes Valley neighborhood to shop for weekly essentials, such as fresh bread, organic fruits and vegetables.



Rating ▾ Hours ▾

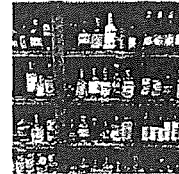
The Epicurean Trader

4.6 ★★★★★ (71) · Gourmet grocery store
 401 Cortland Ave · (415) 872-9484
 Open · Closes 8PM



The Epicurean Trader

5.0 ★★★★★ (38) · Gourmet grocery store
 1909 Union St · (415) 780-1628
 Open · Closes 9PM
 Cozy shop for artisanal spirits & foods



THE EPICUREAN TRADER – SMALL BATCH ARTISAN GOODS

<https://theepicureantrader.com/> ▾

©The Epicurean Trader. All rights reserved. Our site uses cookies. Learn more about our use of cookies: [cookie policy](#). ACCEPT. PRE ORDER YOUR ...

The Epicurean Trader - 137 Photos & 87 Reviews - Specialty Food ...

<https://www.yelp.com> ▾ Food ▾ Grocery ▾

★★★★★ Rating: 5 - 87 reviews - Price range: \$\$

87 reviews of The Epicurean Trader "There's that fun store called Whole ... I have only been to this location , but I drive by the union street store , have to pop in ...

The Epicurean Trader - 107 Photos & 41 Reviews - Beer, Wine ...

<https://www.yelp.com> ▾ Food ▾ Specialty Food ▾

★★★★★ Rating: 4.5 - 41 reviews - Price range: \$\$\$

41 reviews of The Epicurean Trader "I look forward to a return visit when I have ... Of the two locations, this one is customer unfriendly while the Cortland Street ...

The Epicurean Trader - Home | Facebook

<https://www.facebook.com> ▾ ... ▾ San Francisco, California ▾ Wine, Beer & Spirits Store ▾

★★★★★ Rating: 5 - 26 votes

The Epicurean Trader - 401 Cortland Ave, San Francisco, California 94110 - Rated 5 based on 26 Reviews "Small batch rum, bourbon, whiskey, gin and more..."




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience or
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Rafael Mandelman
Supervisor Catherine Stefani
Supervisor Shamman Walton

From: Lt. Georgia Sawyer #1565 
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: March 13, 2019

Subject: P.C.N. Investigation Regarding: The Epicurean Trader, LLC
DBA: The Epicurean Trader
465 Hayes Street
San Francisco, CA. 94102-4308.

The Epicurean Trader, LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) and Type 86 (Instructional Tasting license) license to be located at 465 Hayes Street (located Octavia St and Gough St.)

Hours of Operation:

8:00 a.m. to 11:00 p.m. daily

Digest:

The Epicurean Trader would like to operate a specialty grocery and instructional tasting located at 465 Hayes Street. If approved, this license will allow the Epicurean Trader to sell Off-Sale General and Instructional tasting.

Letters of Protest

2

Letters of Support

0

Police Calls for Service:

From January 2018 to January 2019

2 calls for service

Police Reports:

From January 2018 to January 2019

0 police reports

San Francisco Plot Information:

This premise is located in Plot: 558

A High Crime area is defined as 102 or more police reports in a plot for the year of 2018.

This plot had 226 police reports for 2018, which is 124 more than the Citywide "High Crime" average

State Census Tract Information:

This premise is located in Census Tract: 162
Population for this tract is: 2,541

On-sale license authorized by census tract: 9
Active on-sale licenses: 44 with 0 pending

Off-sale licenses authorized by census tract: 2
Active off-sale licenses: 6 with 0 pending

Departmental Recommendation:

Points of consideration: 2 (Nativity of our lord church & Patricia's green park)

No opposition from Northern Station.

Applicant premise is located in a "High Crime" area.

Applicant premise is located in a "High Concentration" area.

2 - Protest.

0 - Support

ALU Recommendation: Approval with following conditions:

Conditions for Type 21- Off Sale General; 86-Instructional Tasting

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 8:00 a.m. and 11:00 p.m. daily.
2. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.
3. No noise shall be audible at any nearby residence.
4. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premise over which they have control, as depicted on ABC-253.

It should be noted that as of March 13, 2019 the applicant had not agreed to the above listed recommended conditions.

We acknowledge that we are willing
to accept these conditions:

Signed: 

3 of 3

Matthew Pond, owner

Google Maps 465 Hayes St



<https://www.google.com/maps/place/465+Hayes+St,+San+Francisco,+CA+94102/@37.7769644,-122.4236001,18z/data=!4m5!3...> 3/13/19

Google Maps 450 Hayes St



Image capture: Sep 2018 © 2019 Google

San Francisco, California

Google

Street View - Sep 2018

<https://www.google.com/maps/place/465+Hayes+St,+San+Francisco,+CA+94102/@37.7767844,-122.4239732,3a,75y,163.92h,91...> 3/13/19

Carroll, John (BOS)

From: Carroll, John (BOS)
Date: Wednesday, March 13, 2019 12:17 PM
To: Mandelman, Rafael (BOS); Mundy, Erin (BOS)
Subject: FW: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader


Categories: 2019.03.14 - PSNS, 190069

Good afternoon, Chair Mandelman.

I'm forwarding the below to you for agenda item 1 tomorrow. Supervisors Stefani and Walton will receive their own copies on separate messages in a few minutes.

Best to you,

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445

 [Click here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

[Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy. SPQSF

From: Carroll, John (BOS)
Sent: Wednesday, March 13, 2019 12:15 PM
To: 'Mat Pond' <mat@theepicureantrader.com>
Cc: 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; 'Arnel.Junio@abc.ca.gov' <Arnel.Junio@abc.ca.gov>; Adina, Seema (CPC) <seema.adina@sfgov.org>; CPC.Referrals <CPC.Referrals@sfgov.org>; Powell, Georgia (CPC) <georgia.powell@sfgov.org>; Cancino, Juan Carlos (BOS) <juancarlos.cancino@sfgov.org>; Remski, Derek (BOS) <derek.remski@sfgov.org>; Simley, Shakirah (BOS) <shakirah.simley@sfgov.org>; Gordon, Nelly (POL) <nelly.gordon@sfgov.org>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>
Subject: RE: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Good afternoon,

The Police Department has completed their review of the subject public convenience or necessity request, and has forwarded their recommendation for approval with conditions. I have also received copies of 2 protest

letters filed against the service premise, and a copy of a form ABC-257, depicting the service premise boundaries. For your convenience, I have their review available from the link below:

[Police Department Response - March 13, 2019](#)

[Protest Letters - Received March 13, 2019](#)

[Form ABC-257 - Received March 13, 2019](#)

The Police Department's ALU is recommending approval with the following conditions:

- 1) sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 8:00 a.m. and 11:00 p.m. daily;
- 2) petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most-recently-certified ABC-253;
- 4) no noise shall be audible at any nearby residence; and
- 3) the petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premise over which they have control, as depicted on ABC-253.

The Police Department reports that they have not received signed agreement with the proposed conditions from the applicant.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190069](#)

This request for findings of public convenience or necessity will be heard as agenda item number 1 during tomorrow's Public Safety and Neighborhood Services Committee.

Thanks for the review.

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy. SPQSF

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Wednesday, March 13, 2019 12:18 PM
To: Stefani, Catherine (BOS); Miller Hall, Ellie (BOS)
Subject: FW: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader


Categories: 190069, 2019.03.14 - PSNS

Good afternoon, Vice Chair Stefani.

I'm forwarding the below to you for agenda item 1 tomorrow. Supervisors Mandelman and Walton will receive their own copies on separate messages in a few minutes.

Best to you,

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

[Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy. SPQSF

From: Carroll, John (BOS)
Sent: Wednesday, March 13, 2019 12:15 PM
To: 'Mat Pond' <mat@theepicureantrader.com>
Cc: 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; 'Arnel.Junio@abc.ca.gov' <Arnel.Junio@abc.ca.gov>; Adina, Seema (CPC) <seema.adina@sfgov.org>; CPC.Referrals <CPC.Referrals@sfgov.org>; Powell, Georgia (CPC) <georgia.powell@sfgov.org>; Cancino, Juan Carlos (BOS) <juancarlos.cancino@sfgov.org>; Remski, Derek (BOS) <derek.remski@sfgov.org>; Simley, Shakirah (BOS) <shakirah.simley@sfgov.org>; Gordon, Nelly (POL) <nelly.gordon@sfgov.org>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>
Subject: RE: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Good afternoon,

The Police Department has completed their review of the subject public convenience or necessity request, and has forwarded their recommendation for approval with conditions. I have also received copies of 2 protest

letters filed against the service premise, and a copy of a form ABC-257, depicting the service premise boundaries. For your convenience, I have their review available from the link below:

[Police Department Response - March 13, 2019](#)

[Protest Letters - Received March 13, 2019](#)

[Form ABC-257 - Received March 13, 2019](#)

The Police Department's ALU is recommending approval with the following conditions:

- 1) sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 8:00 a.m. and 11:00 p.m. daily;
- 2) petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most-recently-certified ABC-253;
- 3) the petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premise over which they have control, as depicted on ABC-253.
- 4) no noise shall be audible at any nearby residence; and

The Police Department reports that they have not received signed agreement with the proposed conditions from the applicant.


I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190069](#)

This request for findings of public convenience or necessity will be heard as agenda item number 1 during tomorrow's Public Safety and Neighborhood Services Committee.

Thanks for the review.

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy. SPQSF

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Wednesday, March 13, 2019 12:19 PM
To: Walton, Shamann (BOS); Gee, Natalie (BOS)
Subject: FW: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Categories: 2019.03.14 - PSNS, 190069

Good afternoon, Supervisor Walton.

I'm forwarding the below to you for agenda item 1 tomorrow. Chair Mandelman and Vice Chair Stefani will receive their own copies on separate messages in a few minutes.

Best to you,

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445



Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

[Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy. SPQSF

From: Carroll, John (BOS)
Sent: Wednesday, March 13, 2019 12:15 PM
To: 'Mat Pond' <mat@theepicureantrader.com>
Cc: 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; 'Arnel.Junio@abc.ca.gov' <Arnel.Junio@abc.ca.gov>; Adina, Seema (CPC) <seema.adina@sfgov.org>; CPC.Referrals <CPC.Referrals@sfgov.org>; Powell, Georgia (CPC) <georgia.powell@sfgov.org>; Cancino, Juan Carlos (BOS) <juancarlos.cancino@sfgov.org>; Remski, Derek (BOS) <derek.remski@sfgov.org>; Simley, Shakirah (BOS) <shakirah.simley@sfgov.org>; Gordon, Nelly (POL) <nelly.gordon@sfgov.org>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>
Subject: RE: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Good afternoon,

The Police Department has completed their review of the subject public convenience or necessity request, and has forwarded their recommendation for approval with conditions. I have also received copies of 2 protest

letters filed against the service premise, and a copy of a form ABC-257, depicting the service premise boundaries. For your convenience, I have their review available from the link below:

[Police Department Response - March 13, 2019](#)

[Protest Letters - Received March 13, 2019](#)

[Form ABC-257 - Received March 13, 2019](#)

The Police Department's ALU is recommending approval with the following conditions:

- 1) sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 8:00 a.m. and 11:00 p.m. daily;
- 2) petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most-recently-certified ABC-253;
- 3) the petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premise over which they have control, as depicted on ABC-253.
- 4) no noise shall be audible at any nearby residence; and

The Police Department reports that they have not received signed agreement with the proposed conditions from the applicant.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190069](#)

This request for findings of public convenience or necessity will be heard as agenda item number 1 during tomorrow's Public Safety and Neighborhood Services Committee.

Thanks for the review.

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy. SPQSF




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience or
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Rafael Mandelman
Supervisor Catherine Stefani
Supervisor Shamman Walton

From: Lt. Georgia Sawyer #1565 
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: March 13, 2019

Subject: P.C.N. Investigation Regarding: The Epicurean Trader, LLC
DBA: The Epicurean Trader
465 Hayes Street
San Francisco, CA. 94102-4308

The Epicurean Trader, LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 21 (Off-Sale General) and Type 86 (Instructional Tasting license) license to be located at 465 Hayes Street (located Octavia St and Gough St.)

Hours of Operation:

8:00 a.m. to 11:00 p.m. daily

Digest:

The Epicurean Trader would like to operate a specialty grocery and instructional tasting located at 465 Hayes Street. If approved, this license will allow the Epicurean Trader to sell Off-Sale General and Instructional tasting.

Letters of Protest

2

Letters of Support

0

Police Calls for Service:

From January 2018 to January 2019

2 calls for service

Police Reports:

From January 2018 to January 2019

0 police reports

San Francisco Plot Information:

This premise is located in Plot: 558

A High Crime area is defined as 102 or more police reports in a plot for the year of 2018.

This plot had 226 police reports for 2018, which is 124 more than the Citywide "High Crime" average

State Census Tract Information:

This premise is located in Census Tract: 162

Population for this tract is: 2,541

On-sale license authorized by census tract: 9

Active on-sale licenses: 44 with 0 pending

Off-sale licenses authorized by census tract: 2

Active off-sale licenses: 6 with 0 pending

Departmental Recommendation:

Points of consideration: 2 (Nativity of our lord church & Patricia's green park)

No opposition from Northern Station.

Applicant premise is located in a "High Crime" area.

Applicant premise is located in a "High Concentration" area.

2 - Protest.

0 - Support.

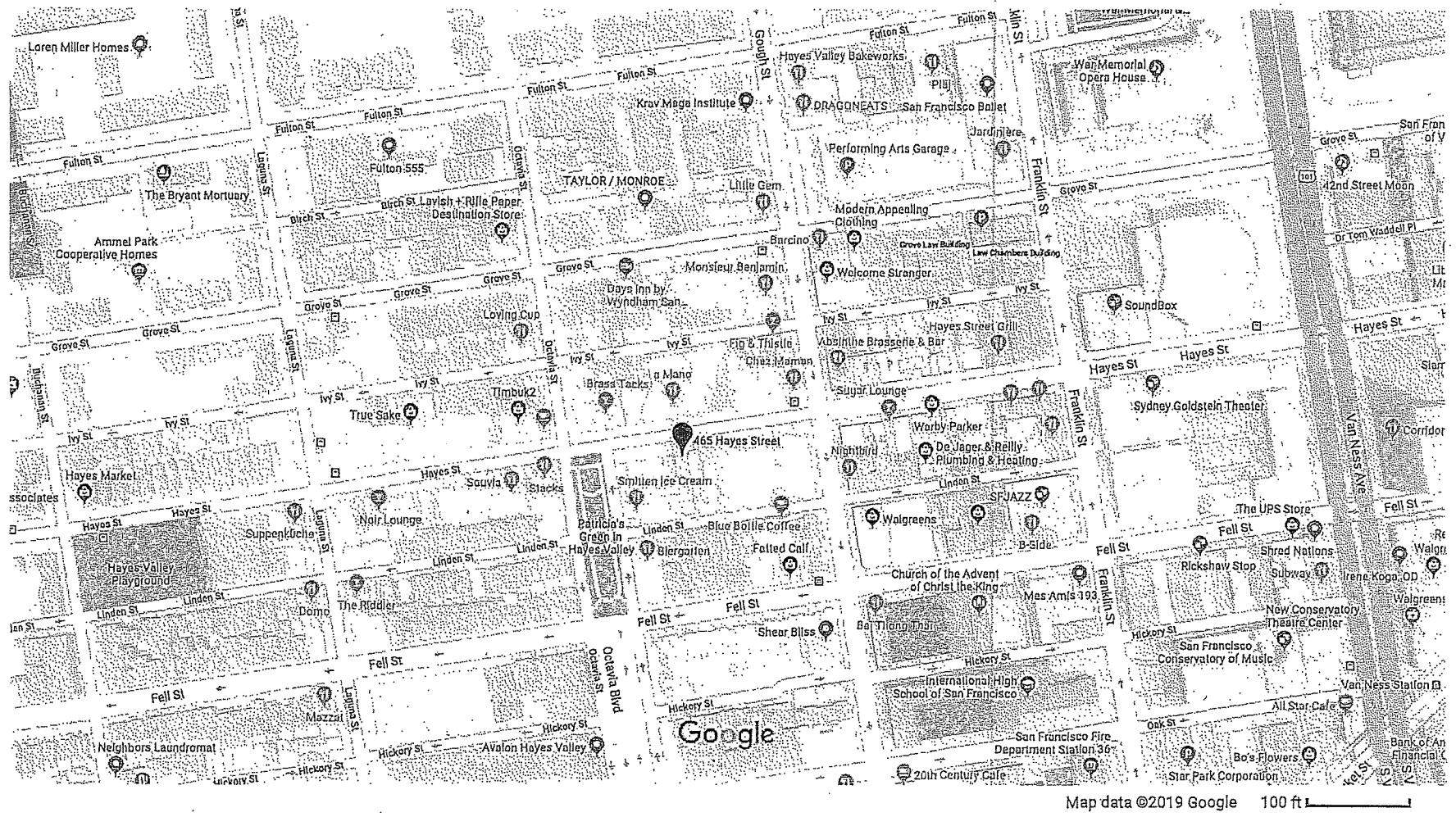
ALU Recommendation: Approval with following conditions:

Conditions for Type 21- Off Sale General, 86-Instructional Tasting

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 8:00 a.m. and 11:00 p.m. daily.
2. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.
3. No noise shall be audible at any nearby residence.
4. The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premise over which they have control, as depicted on ABC-253.

It should be noted that as of March 13, 2019 the applicant had not agreed to the above listed recommended conditions.

Google Maps 465 Hayes St



1880

Google Maps 450 Hayes St

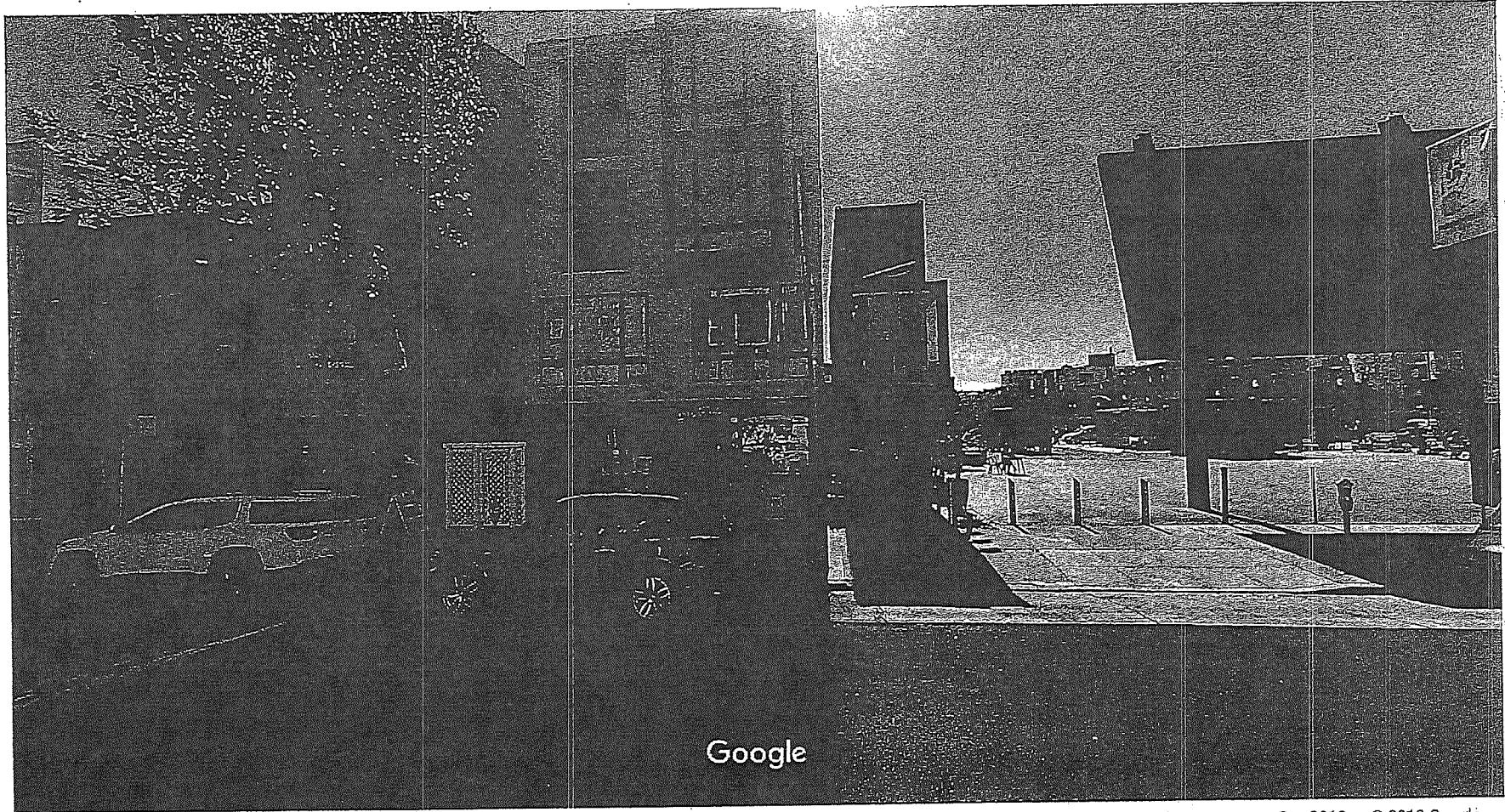


Image capture: Sep 2018 © 2019 Google

San Francisco, California

Google

Street View - Sep 2018

1881

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

COPY State of California

- Refer to Form ABC-510, Information Regarding ABC License Application and Protests (Rev. April 2010), before completing and submitting your protest. The ABC-510 is located at www.abc.ca.gov and in each district office.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter whether or not your protest is accepted.
- If the Department recommends licensure, you will be afforded the opportunity to request a hearing on your protest.
- If a hearing is scheduled as to whether or not a license should be granted, you or your authorized representative will need to attend the hearing to testify and/or present evidence to support your protest, or your protest will be deemed abandoned.
- All protests submitted to the ABC are public records and are open to inspection pursuant to the California Public Records Act (CPRA), (Gov. Code sec. 6254 et seq.)
- A copy of all valid and verified protests (ABC-510-A) and Protestants/Complainant's Declaration (ABC-128) will be provided to the applicant as part of the licensing process.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

Epicurean Trader, LLC the DBA Epicurean Trader The
(Name(s) of Applicant(s))

For premises at:

465 Hayes Street, San Francisco, CA 94102
(Exact address of proposed premises)

on the grounds that:

1) the application for license(s) Type 21 ^{and 86} where issues would result in or add to an undue concentration of licenses Section 23958

2) where there presently exists an undue concentration of licenses as defined by Section 23958.4

3) where the proposed premises are located in a high crime reporting district Section 23958.4 (c)

therefore issuance of license(s) would be contrary to public welfare and morals and submit that these licenses be denied.

Check here if additional sheets attached

I, John Nalty, declare under penalty of perjury:
PRINT (Name of Protestant)

- (1) That I am the Protestor herein;
- (2) That I have read the above protest and know the contents thereof; and
- (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

PROTESTANT'S SIGNATURE

TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State)

DATE SIGNED

San Francisco, CA
P. O. Box 421949 San Francisco, CA 94142-1949
PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

1/18/2019

COPY

Page 2.

Additional concerns about the 465 Hayes Street request for a Type 21 and 86 liquor licenses.

LICENSEE HAS NOT POSTED NOTIFICATION AT 465 Hayes Street for the public.

Review all consideration points including parking lot, near open space and public parks.

Conditions for approval for consideration.

Sales of alcoholic beverages shall be permitted between the hours of 7:00 am to 10pm daily.

No more than 5% of the square footage of the premise will be used for the display of the alcoholic beverages.

Sales of beer or malt beverages in quantities of 40oz, or similar size containers is prohibited.

No prepackaged beer or malt beverages shall be sold as a single unit.

Liquor licensee holder should be instructed on good neighbor policies for neighborhood, city and state.

Wine shall not be sold in bottles or containers smaller than 750 ml.

Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee as depicted on the ABC-257.

The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.

RECEIVED

JAN 18 2019

Dept of Alcoholic Beverage Control
San Francisco

John Nutty
1/18/2019

PROTEST AGAINST ALCOHOLIC BEVERAGE LICENSE APPLICATION

COPY State of California

- Refer to Form ABC-510, Information Regarding ABC License Application and Protests (Rev. April 2010), before completing and submitting your protest. The ABC-510 is located at www.abc.ca.gov and in each district office.
- Please print legibly or type. Incomplete and/or illegible information will cause the protest to be rejected.
- You will be notified by letter whether or not your protest is accepted.
- If the Department recommends licensure, you will be afforded the opportunity to request a hearing on your protest.
- If a hearing is scheduled as to whether or not a license should be granted, you or your authorized representative will need to attend the hearing to testify and/or present evidence to support your protest, or your protest will be deemed abandoned.
- All protests submitted to the ABC are public records and are open to inspection pursuant to the California Public Records Act (CPRA), (Gov. Code sec. 6254 et seq.)
- A copy of all valid and verified protests (ABC-510-A) and Protestant's/Complainant's Declaration (ABC-128) will be provided to the applicant as part of the licensing process.

I hereby protest the issuance of a license under the Alcoholic Beverage Control Act to:

Epicurean Trader, LLC the DBA Epicurean Trader The
(Name(s) of Applicant(s))

For premises at:

465 Hayes Street, San Francisco, CA 94102
(Exact address of proposed premises)

on the grounds that:

and 96

1) the application for license(s) Type 21 where issues would result in or add to an undue concentration of licenses Section 23958

2) where there presently exists an undue concentration of licenses as defined by Section 23958.4

3) where the proposed premises are located in a high crime reporting district Section 23958.4 (c)

RECEIVED

JAN 18 2019

Alcoholic Beverage Control
San Francisco

therefore issuance of license(s) would be contrary to public welfare and morals and submit that these licenses be denied.

Check here if additional sheets attached

I, Michael Nulty, declare under penalty of perjury:
PRINT (Name of Protestant)

- (1) That I am the Protestant herein;
- (2) That I have read the above protest and know the contents thereof; and
- (3) That the same is true of my own knowledge except as to those matters which are therein stated on information and belief, and as to those matters I believe to be true.

Michael Nulty

PROTESTANT'S SIGNATURE

TELEPHONE NUMBER (Optional & non-public)

SIGNED AT (City and State)

San Francisco, CA

DATE SIGNED

PROTESTANT'S ADDRESS (Full address - Street name & number, Unit or Apt. No., City, State, & Zip Code)

P.O. Box 420846, San Francisco, CA 94142-0846

1/18/19

COPY

Page 2.

Additional concerns about the 465 Hayes Street request for a Type 21 and 86 liquor licenses.

LICENSEE HAS NOT POSTED NOTIFICATION AT 465 Hayes Street for the public.

Review all consideration points including parking lot, near open space and public parks.

Conditions for approval for consideration.

Sales of alcoholic beverages shall be permitted between the hours of 7:00 am to 10pm daily.

No more than 5% of the square footage of the premise will be used for the display of the alcoholic beverages.

Sales of beer or malt beverages in quantities of 40oz, or similar size containers is prohibited.

No prepackaged beer or malt beverages shall be sold as a single unit.

Liquor licensee holder should be instructed on good neighbor policies for neighborhood, city and state.

Wine shall not be sold in bottles or containers smaller than 750 ml.

Loitering (loitering is defined as "to stand idly about; linger aimlessly without lawful business") is prohibited on any sidewalks or property adjacent to the licensed premises under the control of the licensee as depicted on the ABC-257.

The petitioner(s) shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control.

Michael Neely
1/18/19

RECEIVED

JAN 18 2019

Dept of Alcoholic Beverage Control
San Francisco

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Wednesday, January 30, 2019 11:14 AM
To: Gordon, Nelly (POL); George, Gigi (POL); Macchi, Patrick (POL)
Cc: 'Mat Pond'; 'Gebb, Justin@ABC'; 'Meyer, Rose @ABC'; 'Arnel.Junio@abc.ca.gov'; Adina, Seema (CPC); CPC.Referrals; Powell, Georgia (CPC); Mundy, Erin (BOS); Cancino, Juan Carlos (BOS); Remski, Derek (BOS); Simley, Shakirah (BOS)
Subject: RE: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader
Categories: 190069

Good morning,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For you convenience, I have their review available from the link below:

[Planning Dept. Response - Received January 30, 2019](#)

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for their consideration in the license matter.


The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in March of 2019.

I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190069](#)

Thanks for the review.

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415) 554-4445

 Click [here](#) to complete a Board of Supervisors Customer Service Satisfaction form.

The [Legislative Research Center](#) provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

Disclosures: Personal information that is provided in communications to the Board of Supervisors is subject to disclosure under the California Public Records Act and the San Francisco Sunshine Ordinance. Personal information provided will not be redacted. Members of the public are not required to provide personal identifying information when they communicate with the Board of Supervisors and its committees. All written or oral communications that members of the public submit to the Clerk's Office regarding pending legislation or hearings will be made available to all members of the public for inspection and copying. The Clerk's Office does not redact any information from these submissions. This means that personal information—including names, phone numbers, addresses and similar information that a member of the public elects to submit to the Board and its committees—may appear on the Board of Supervisors website or in other public documents that members of the public may inspect or copy. SPQSF

From: Carroll, John (BOS)

Date: Thursday, January 17, 2019 2:35 PM

To: CPC.Referrals <CPC.Referrals@sfgov.org>; Gordon, Nelly (POL) <nelly.gordon@sfgov.org>; Powell, Georgia (CPC) <georgia.powell@sfgov.org>

Cc: 'mat@ethepicureantrader.com' <mat@ethepicureantrader.com>; Mundy, Erin (BOS) <erin.mundy@sfgov.org>; Cancino, Juan Carlos (BOS) <juancarlos.cancino@sfgov.org>; Remski, Derek (BOS) <derek.remski@sfgov.org>; Simley, Shakirah (BOS) <shakirah.simley@sfgov.org>; 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>

Subject: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Good afternoon,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. This matter is being referred to you for response via the following linked document:

[Referral Letter - Planning and Police Departments - January 17, 2019](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190069](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

I request the Planning Department's response before March 1, 2019. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

[Liquor License Public Convenience or Necessity Request](#)

Thanks for the review.

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415)554-4445

RECEIVED

JAN 17 2019

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
NEIGHBORHOOD PLANNING

LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL



TO: Planning Department
Georgia Powell
Phone No. (415) 558-6371

DATE: January 17, 2019

TO: Police Department
Inspector Nelly Gordon
Phone No. (415) 837-7273

AP Block/Lot Nos.: 0817/069
Zoning: NCT - Hayes NCT; 40X
Quad: NE Planning Team

Record No.: 2019-000771 MIS

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: March 1, 2019, to John Carroll,
Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: The Epicurean Trader, LLC

Business name: The Epicurean Trader

Application address: 465 Hayes Street
San Francisco, CA 94102

Applicant contact info: Mat Pond and Holly McDell
415-602-3407
mat@thepicureantrader.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: SEEMA ADINA - 415-575-8722

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.

Powell, Georgia (CPC)

From: Adina, Seema (CPC)
Sent: Wednesday, January 30, 2019 9:23 AM
To: Carroll, John (BOS); Powell, Georgia (CPC)
Subject: RE: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Hi John:

Recommend approval of ABC Type 21 + 86 liquor license, in conjunction with a Specialty Grocery (d.b.a. The Epicurean Trader), principally permitted in the Hayes NCT per Planning Code Section 761. 311 not required for Specialty Grocery. Retail liquor sales and tasting area shall occupy less than 15% of the gross square footage of the establishment including all areas devoted to the display and sale of alcoholic beverages.

Thank you,

Seema

From: Carroll, John (BOS)
Sent: Thursday, January 17, 2019 2:35 PM
To: CPC.Referrals <CPC.Referrals@sfgov.org>; Gordon, Nelly (POL) <nelly.gordon@sfgov.org>; Powell, Georgia (CPC) <georgia.powell@sfgov.org>
& 'mat@ethepicureantrader.com' <mat@ethepicureantrader.com>; Mundy, Erin (BOS) <erin.mundy@sfgov.org>; Cancino, Juan Carlos (BOS) <juancarlos.cancino@sfgov.org>; Remski, Derek (BOS) <derek.remski@sfgov.org>; Simley, Shakirah (BOS) <shakirah.simley@sfgov.org>; 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>
Subject: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Good afternoon,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. This matter is being referred to you for response via the following linked document:

[Referral Letter - Planning and Police Departments - January 17, 2019](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190069](#)

After receiving review from the Planning and Police Departments, the Public Safety and Neighborhood Services Committee may hear and consider public convenience or necessity findings for the application, to be forwarded to the California Department of Alcoholic Beverage Control for consideration in the license matter.

I request the Planning Department's response before March 1, 2019. Please confirm receipt of this message.

You may review the fact sheet for public convenience or necessity requests from the San Francisco Board of Supervisors via the following link:

Liquor License Public Convenience or Necessity Request

Thanks for the review.

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415)554-4445



January 16th, 2019

ATTN: CLERK OF THE BOARD

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

RE: TYPE 21 & TYPE 86 APPLICATION

465 Hayes Street dba THE EPICUREAN TRADER
San Francisco CA 94102

(Transferring from: 2111 – 15 Hayes Street, San Francisco CA 94117, License# 343868)

ATTN: CALIFORNIA ALCOHOLIC BEVERAGE CONTROL and SAN FRANCISCO BOARD OF SUPERVISORS

The Epicurean Trader is a husband-and-wife owned and operated specialty food store. We currently have two San Francisco locations, in the Bernal Heights and Cow Hollow neighborhoods.

We offer small batch, artisanal food products across a number of categories including: farmstead cheeses & charcuterie; oils and vinegars; tea and coffee; herbs and spices; chocolate and confectionery; and other pantry items.

Our store supports small, local artisans who produce high quality, hand crafted products but don't have the production capacity, brand awareness or marketing budget to work with larger, higher volume supermarkets. We see our store as an incubator for the next generation of food producers, who will help push their respective crafts forward in a positive way.

We have tremendous respect for our vendors and work with them directly, versus using distributors like as the majority of other markets in San Francisco. We are proud to be the exclusive retailer for Tartine Bakery and Bi-Rite Creamery. We host regular demonstration and sampling events in-store to help educate our customers about the people and craftsmanship behind the products we sell.

Our existing locations have received several accolades since opening, including:

- #1 Rated Specialty Food store in San Francisco by Yelp.com
- #1 Gourmet Shop in San Francisco by Foursquare
- Featured as a "must see" in Saveur Magazine's 'Culinary Guide to San Francisco'
- Named the 'Best Neighborhood Market in San Francisco' by Pure Wow
- Named the 'Best Spirits Store in the San Francisco Bay Area' by San Francisco Magazine

RECEIVED
FEB 16 2019

Alcohol sales are expected to be a minor percentage of overall sales, but an important part of our mission to bring awareness of small producers across both food and drink categories. We support small production wine producers both domestically and internationally, we support craft beers from local breweries, and distilled spirits from micro-distilleries, many of whom distill their products here in San Francisco!

Through the ABC Liquor Licensing process, we have already reached out to our local Board of Supervisors representative, local neighborhood committees, the San Francisco Police Department Alcohol Liaison Unit, and sent out a mailing to residents within 500 feet of the store and posted a notification in the front window of the proposed location.

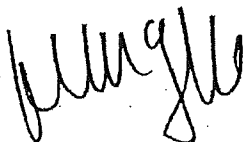
Not only have we not had any complaints about our plans to convert the location into a specialty market, we have had neighbors call the ABC to express their delight that there would be more options to purchase organic, locally produced foods on Hayes Street (currently there are none).

We have already been through the PCN process in order to open our Union Street store, which has proven to be a welcome addition to the Cow Hollow neighborhood. Our existing stores have received 5 stars with 120 reviews on Yelp, which demonstrates the support the local community has for our store and our mission. We hope that the local residents around Hayes Valley will provide a similar support.

The hours of operation are anticipated to be 7.30am – 10pm daily.

We respectfully request your support of our proposed new location on Hayes Street as we feel it will serve as a "Public Convenience and Necessity", not only for the local residents around Hayes Street, but also citywide for all the small, local food businesses in San Francisco that we support that very few other retailers in San Francisco are willing to.

Sincerely,



Mat Pond and Holly McDell
Owners

T: 415 602 3407

E: mat@theepicureantrader.com

M: The Epicurean Trader, 21 Putnam Street, San Francisco CA 94110

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

EPICUREAN TRADER LLC THE.

2. PREMISES ADDRESS (Street number and name, city, zip code)

465 Hayes St San Francisco CA 94102-4308

3. LICENSE TYPE

21,86

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 Specialty 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 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 | |

Other - describe: 21-Off-Sale General- Specialty Grocery; 86- Instructional Tasting

5. COUNTY POPULATION

2,541/883,963

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

286 On-Sale Off-Sale

8. CENSUS TRACT NUMBER

162

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

B On-Sale Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

44 On-Sale 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?)

- Yes, the number of existing licenses exceeds the number allowed
- No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

558

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

51,848

16. AVERAGE NO. OF OFFENSES PER DISTRICT

79

17. 120% OF AVERAGE NUMBER OF OFFENSES

95

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

141

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)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
- 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)

- 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.
- 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.
- 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)

Ext

ABC-245 (rev. 01-11)

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

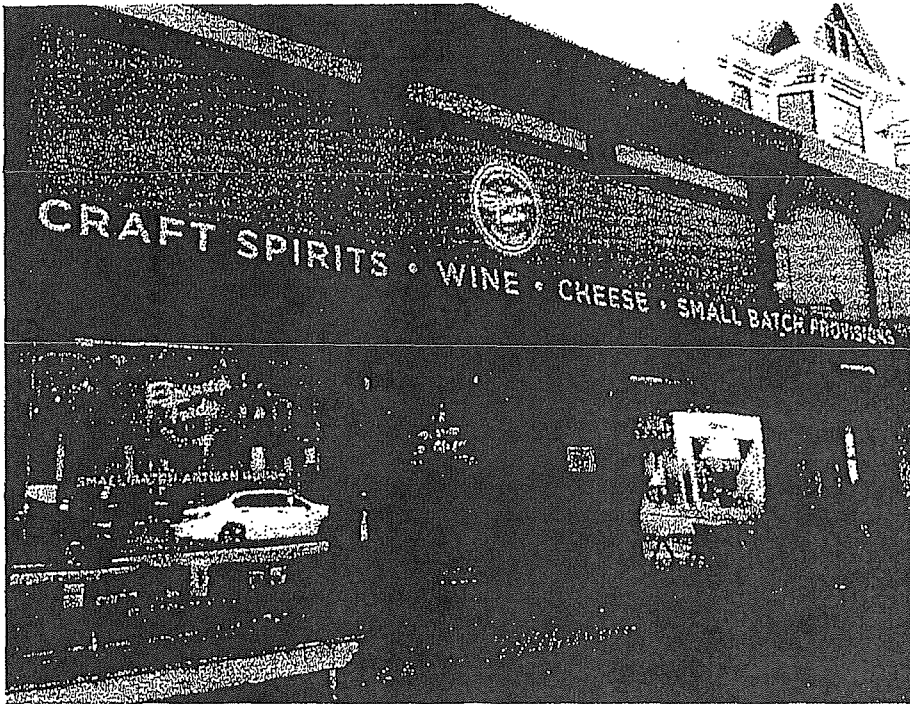
29. CITY/COUNTY OFFICIAL SIGNATURE

30. DATE SIGNED

ABC-245 REVERSE (rev. 01-11)

<https://hoodline.com/2017/04/cow-hollow-s-new-epicurean-trader-offers-artisanal-eats-spirits-more>

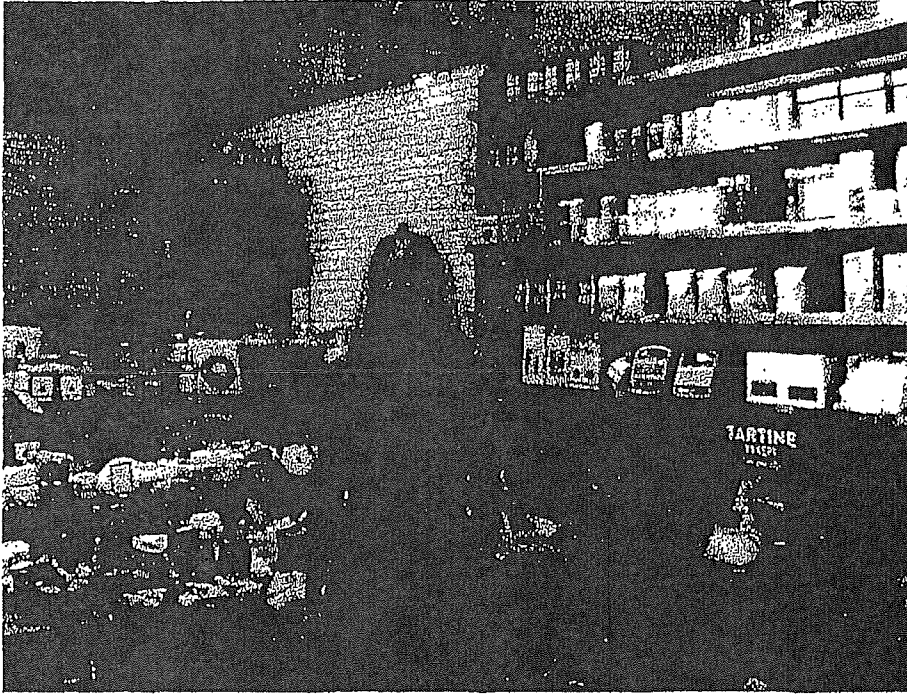
Cow Hollow's New 'Epicurean Trader' Offers Artisanal Eats, Spirits, & More



Photos: Shirin Jones/Hoodline
Fri. April 7, 2017, 9:00am

by Shirin Jones
Neighborhoods
Cow Hollow

Seeking a change, Holly and Mat McDell left their home in Sydney, Australia nine years ago and moved to San Francisco. Over the years, the couple lived in both Cow Hollow and Bernal Heights, and now, their business The Epicurean Trader can be found in both locations.



Holly McDell inside the Cow Hollow store.

Like the original location in Bernal Heights (401 Cortland Ave.), which opened in 2015, the Cow Hollow Epicurean Trader specializes in "small-batch artisan goods" from local and international producers, including cheese, bread, pasta, charcuterie, chocolates, jams, wine, craft beer, and spirits.

There's also a small selection of fresh produce, and a few housewares, such as candles, vases, and dinner napkins.

Everything in the store is researched, selected, and taste-tested by the McDells, which isn't always as easy as it sounds. "Keeping up with exciting food trends and tasting all the food products can be challenging," Holly explains. "It is a really fun task, but it's time-consuming."



Mat, who ran the global franchise business for Levi's, and Holly, an interior architect who most recently worked as the creative director for Popchips, used their design expertise to create the store of their dreams.

"We pay attention to the retail experience," Holly explained. "We want this to be a place where people take their time shopping."



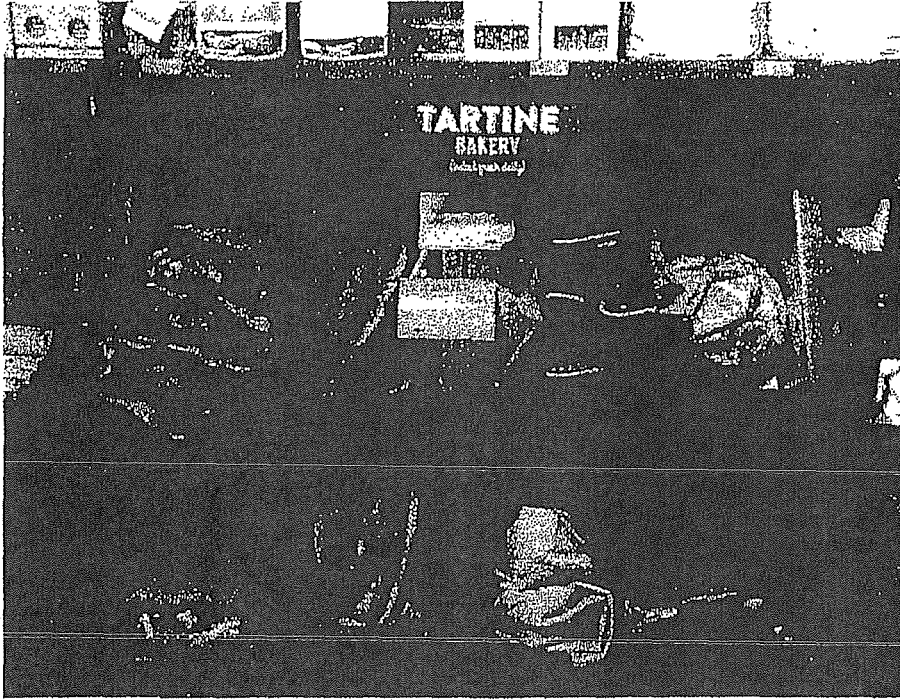
Cheese and charcuterie are two of the store's most popular items, and the Cow Hollow location has an expanded selection compared to the original, Holly says.

The store also stocks a few sought-after East Coast items that many local retailers don't carry, including chocolates from Brooklyn-based Malvi and cheese from Greenwich Village's Murray's Cheese.

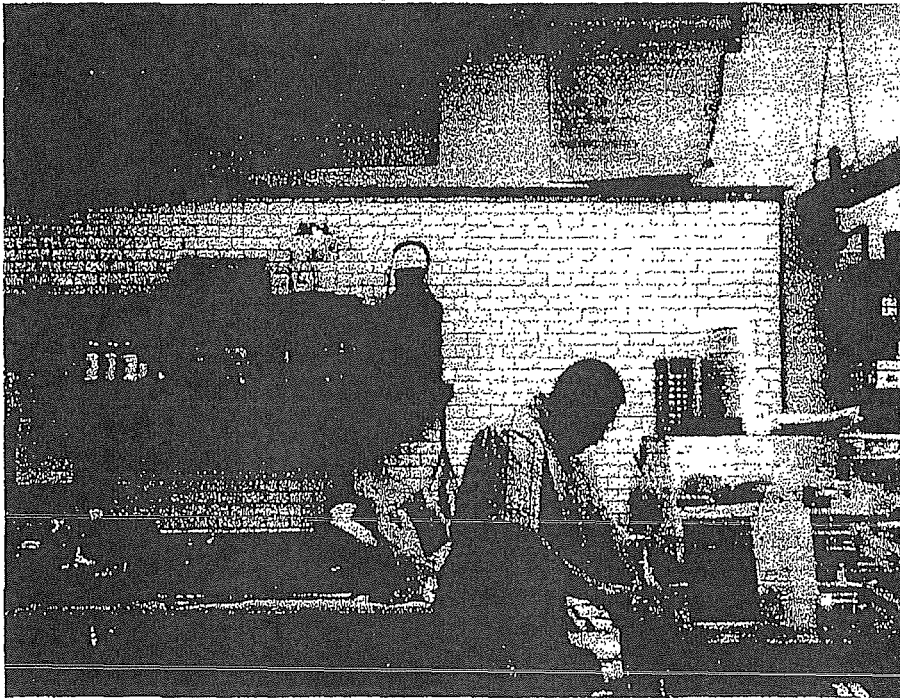


There are also some hard-to-find items from local purveyors, particularly Tartine Bakery bread and Bi-Rite Creamery ice cream, which the Epicurean Trader will begin carrying in June.

Gourmet cotton candy from local company Sugar & Spun is also among the store's most popular items.



The shop also offers prepared food, including grab-and-go sandwiches and salads, a menu of fresh panini, and Humphry Slocombe ice cream by the scoop.



And for those seeking a drink, there's a wide selection of beer, wine, and spirits, with an emphasis on hard-to-find craft whiskies, Scotch, and mezcal.

The store offers regular beer, wine, and spirits tastings on Fridays and Saturdays from 5:30pm-7:30pm; you can sign up for their e-newsletter to stay abreast of the latest.

"Ultimately, we want to be a platform for [producers] to be discovered by other people who think their product is as great as we do," Holly says. "San Franciscans get really excited about supporting that, and supporting our concept."

The Epicurean Trader is open Monday-Wednesday and Sunday from 10am-9pm, and Thursday-Saturday, from 10am-10pm.

Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)
 ABC 211 (6/99)

State of California

Ms. Amanda BAIRD,

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

File Number: 602484
 Receipt Number: 2547687
 Geographical Code: 3800
 Copies Mailed Date: January 9, 2019
 Issued Date:

Consultant
(415) 299-2964

2019 JAN 14 AM 11:10

DISTRICT SERVING LOCATION: SAN FRANCISCO
 First Owner: EPICUREAN TRADER, LLC THE
 Name of Business: EPICUREAN TRADER THE
 Location of Business: 465 HAYES ST
SAN FRANCISCO, CA 94102-4308
 County: SAN FRANCISCO

Is Premise inside city limits? Yes Census Tract 0162.00

Mailing Address:
 (If different from
 premises address)

Type of license(s): 21, 86

Transferor's license/name: 343868 / DASOVIC, DIANE CAROL Dropping Partner: Yes No

| License Type | Transaction Type | Fee Type | Master | Dup | Date | Fee |
|-------------------------------|-----------------------------|----------|--------|-----|----------|------------|
| 21 - Off-Sale General | PERSON-TO-PERSON TRANSFER | NA | Y | 0 | 01/08/19 | \$1,250.00 |
| 21 - Off-Sale General | ANNUAL FEE | NA | Y | 0 | 01/08/19 | \$670.00 |
| 21 - Off-Sale General | PREMISE TO PREMISE TRANSFER | NA | Y | 0 | 01/08/19 | \$100.00 |
| 86 - Instructional Tasting Li | ORIGINAL FEES | NA | N | 0 | 01/09/19 | \$300.00 |
| 86 - Instructional Tasting Li | ANNUAL FEE | NA | Y | 0 | 01/08/19 | \$300.00 |
| Total | | | | | | \$2,620.00 |

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

Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: January 8, 2019

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed-transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

EPICUREAN TRADER, LLC THE



California Department of Alcoholic Beverage Control
License Query System Summary as of 01/15/2019

| | |
|----------------------------|---------------------------|
| License Information | |
| License Number: | 602484 |
| Primary Owner: | EPICUREAN TRADER, LLC THE |
| ABC Office of Application: | 24 - SAN FRANCISCO |

| |
|----------------------|
| Business Name |
| EPICUREAN TRADER THE |

| |
|--|
| Business Address |
| 465 HAYES ST |
| SAN FRANCISCO, CA. 94102 |
| County: SAN FRANCISCO Census Tract: 0162.00 |

| |
|---|
| Licensee Information |
| Licensee: EPICUREAN TRADER, LLC THE |
| Company Information |
| OFFICER: MCDELL, HOLLY KRISTIN (MEMBER) |
| OFFICER: POND, MATTHEW JAMES (MEMBER) |
| MEMBER: MCDELL, HOLLY KRISTIN |
| MEMBER: POND, MATTHEW JAMES |

| | | | | | |
|----------------------------------|------------------------------------|------------------|-------------|-----------|-----|
| License Types | | | | | |
| 1) License Type: | 21 - OFF-SALE GENERAL | | | | |
| License Type Status: | PENDING | | | | |
| Status Date: | 08-JAN-2019 | Term: | 12 Month(s) | | |
| Original Issue Date: | | Expiration Date: | | | |
| Master: | Y | Duplicate: | 0 | Fee Code: | P40 |
| License Type was Transferred On: | | From: | 21-343868 | | |
| License Type was Transferred On: | | To: | | | |
| 2) License Type: | 86 - INSTRUCTIONAL TASTING LICENSE | | | | |
| License Type Status: | PENDING | | | | |
| Status Date: | 08-JAN-2019 | Term: | 12 Month(s) | | |
| Original Issue Date: | | Expiration Date: | | | |
| Master: | Y | Duplicate: | 0 | Fee Code: | P40 |
| License Type was Transferred On: | | From: | 21-343868 | | |
| License Type was Transferred On: | | To: | | | |

| |
|---|
| Operating Restrictions |
| ... No Operating Restrictions found ... |

| |
|---|
| Disciplinary Action |
| ... No Active Disciplinary Action found ... |

| |
|---------------------------------------|
| Disciplinary History |
| ... No Disciplinary History found ... |

| |
|--|
| Holds |
| Hold Date: 08-JAN-2019 Type: FORM 220 |

| |
|---|
| Escrows |
| Escrow: ABC ESCROW, 2222 DAMON ST LOS ANGELES, CALIFORNIA 90021 |

For a definition of codes, view our glossary.

**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Georgia Powell
Phone No. (415) 558-6371

DATE: January 17, 2019

TO: Police Department
Inspector Nelly Gordon
Phone No. (415) 837-7273

AP Block/Lot Nos.: 0817/069
Zoning: NCT - Hayes NCT; 40X
Quad: NE Planning Team
Record No.: _____

Please submit your response in four to six weeks for the matter to be heard.
PLEASE EMAIL YOUR RESPONSE BY: March 1, 2019, to John Carroll,
Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org - Phone No: 554-4445

Applicant name: The Epicurean Trader, LLC

Business name: The Epicurean Trader

Application address: 465 Hayes Street
San Francisco, CA 94102

Applicant contact info: Mat Pond and Holly McDell
415-602-3407
mat@theepicureantrader.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.



January 16th, 2019

ATTN: CLERK OF THE BOARD

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

RE: TYPE 21 & TYPE 86 APPLICATION

465 Hayes Street dba THE EPICUREAN TRADER
San Francisco CA 94102

(Transferring from: 2111 – 15 Hayes Street, San Francisco CA 94117, License# 343868)

ATTN: CALIFORNIA ALCOHOLIC BEVERAGE CONTROL and SAN FRANCISCO BOARD OF SUPERVISORS

The Epicurean Trader is a husband-and-wife owned and operated specialty food store. We currently have two San Francisco locations, in the Bernal Heights and Cow Hollow neighborhoods.

We offer small batch, artisanal food products across a number of categories including: farmstead cheeses & charcuterie; oils and vinegars; tea and coffee; herbs and spices; chocolate and confectionery; and other pantry items.

Our store supports small, local artisans who produce high quality, hand crafted products but don't have the production capacity, brand awareness or marketing budget to work with larger, higher volume supermarkets. We see our store as an incubator for the next generation of food producers, who will help push their respective crafts forward in a positive way.

We have tremendous respect for our vendors and work with them directly, versus using distributors like as the majority of other markets in San Francisco. We are proud to be the exclusive retailer for Tartine Bakery and Bi-Rite Creamery. We host regular demonstration and sampling events in-store to help educate our customers about the people and craftsmanship behind the products we sell.

Our existing locations have received several accolades since opening, including:

- #1 Rated Specialty Food store in San Francisco by Yelp.com
- #1 Gourmet Shop in San Francisco by Foursquare
- Featured as a "must see" in Saveur Magazine's 'Culinary Guide to San Francisco'
- Named the 'Best Neighborhood Market in San Francisco' by Pure Wow
- Named the 'Best Spirits Store in the San Francisco Bay Area' by San Francisco Magazine

J

JAN 16 2019 PM 1:03

Alcohol sales are expected to be a minor percentage of overall sales, but an important part of our mission to bring awareness of small producers across both food and drink categories. We support small production wine producers both domestically and internationally, we support craft beers from local breweries, and distilled spirits from micro-distilleries, many of whom distill their products here in San Francisco!

Through the ABC Liquor Licensing process, we have already reached out to our local Board of Supervisors representative, local neighborhood committees, the San Francisco Police Department Alcohol Liaison Unit, and sent out a mailing to residents within 500 feet of the store and posted a notification in the front window of the proposed location.

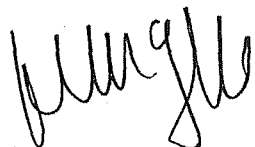
Not only have we not had any complaints about our plans to convert the location into a specialty market, we have had neighbors call the ABC to express their delight that there would be more options to purchase organic, locally produced foods on Hayes Street (currently there are none).

We have already been through the PCN process in order to open our Union Street store, which has proven to be a welcome addition to the Cow Hollow neighborhood. Our existing stores have received 5 stars with 120 reviews on Yelp, which demonstrates the support the local community has for our store and our mission. We hope that the local residents around Hayes Valley will provide a similar support.

The hours of operation are anticipated to be 7.30am – 10pm daily.

We respectfully request your support of our proposed new location on Hayes Street as we feel it will serve as a "Public Convenience and Necessity", not only for the local residents around Hayes Street, but also citywide for all the small, local food businesses in San Francisco that we support that very few other retailers in San Francisco are willing to.

Sincerely,



Mat Pond and Holly McDell
Owners

T: 415 602 3407

E: mat@theepicureantrader.com

M: The Epicurean Trader, 21 Putnam Street, San Francisco CA 94110

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

EPICUREAN TRADER LLC THE

2. PREMISES ADDRESS (Street number and name, city, zip code)

465 Hayes St San Francisco, CA 94102-4308

3. LICENSE TYPE

21,86

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 Specialty 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 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 | |

Other - describe: 21-Off-Sale General- Specialty Grocery; 86- Instructional Tasting

5. COUNTY POPULATION

2,541/883,963

6. TOTAL NUMBER OF LICENSES IN COUNTY

On-Sale Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

286 On-Sale Off-Sale

8. CENSUS TRACT NUMBER

162

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

8

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

44

On-Sale 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?)

- Yes, the number of existing licenses exceeds the number allowed
 No, the number of existing licenses is lower than the number allowed

12. DOES LAW ENFORCEMENT AGENCY MAINTAIN CRIME STATISTICS?

- Yes (Go to Item #13) No (Go to Item #20)

13. CRIME REPORTING DISTRICT NUMBER

558

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

51,848

16. AVERAGE NO. OF OFFENSES PER DISTRICT

79

17. 120% OF AVERAGE NUMBER OF OFFENSES

95

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

141

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)

- Yes, the total number of offenses in the reporting district equals or exceeds the total number in item #17
 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)

- 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.
- 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.
- 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.

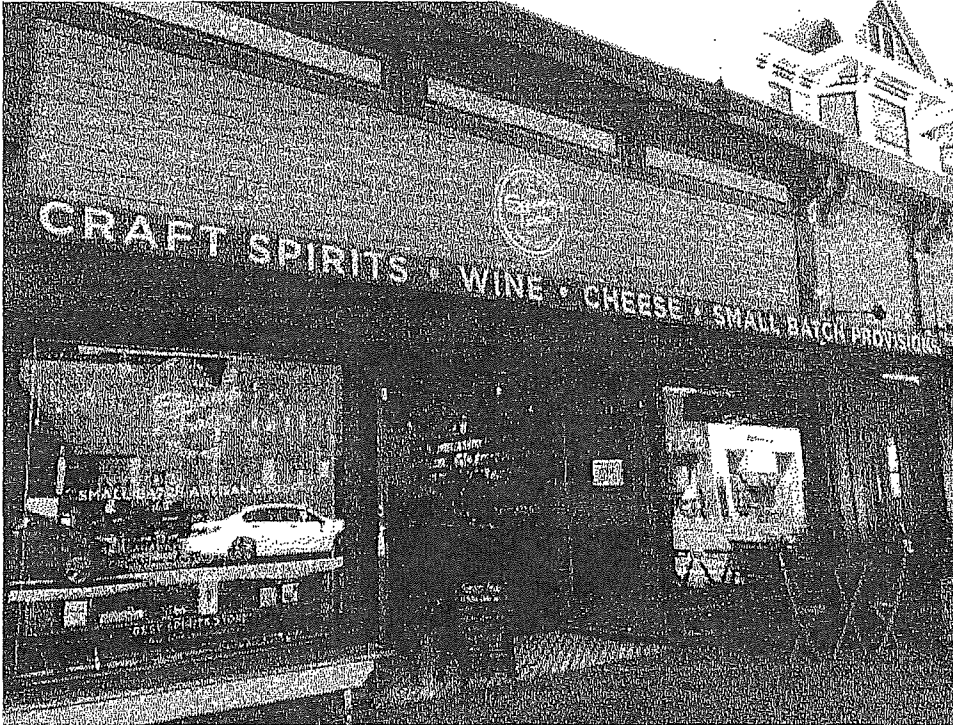
Governing Body/Designated Subordinate Name: Board of Supervisors

FOR DEPARTMENT USE ONLY

PREPARED BY (Name of Department Employee)

<https://hoodline.com/2017/04/cow-hollow-s-new-epicurean-trader-offers-artisanal-eats-spirits-more>

Cow Hollow's New 'Epicurean Trader' Offers Artisanal Eats, Spirits, & More



Photos: Shirin Jones/Hoodline
Fri. April 7, 2017, 9:00am

by Shirin Jones
Neighborhoods
Cow Hollow

Seeking a change, Holly and Mat McDell left their home in Sydney, Australia nine years ago and moved to San Francisco. Over the years, the couple lived in both Cow Hollow and Bernal Heights, and now, their business The Epicurean Trader can be found in both locations.



Holly McDell inside the Cow Hollow store.

Like the original location in Bernal Heights (401 Cortland Ave.), which opened in 2015, the Cow Hollow Epicurean Trader specializes in "small-batch artisan goods" from local and international producers, including cheese, bread, pasta, charcuterie, chocolates, jams, wine, craft beer, and spirits.

There's also a small selection of fresh produce, and a few housewares, such as candles, vases, and dinner napkins.

Everything in the store is researched, selected, and taste-tested by the McDells, which isn't always as easy as it sounds. "Keeping up with exciting food trends and tasting all the food products can be challenging," Holly explains. "It is a really fun task, but it's time-consuming."



Mat, who ran the global franchise business for Levi's, and Holly, an interior architect who most recently worked as the creative director for Popchips, used their design expertise to create the store of their dreams.

"We pay attention to the retail experience," Holly explained. "We want this to be a place where people take their time shopping."



Cheese and charcuterie are two of the store's most popular items, and the Cow Hollow location has an expanded selection compared to the original, Holly says.

The store also stocks a few sought-after East Coast items that many local retailers don't carry, including chocolates from Brooklyn-based Malvi and cheese from Greenwich Village's Murray's Cheese.



There are also some hard-to-find items from local purveyors, particularly Tartine Bakery bread and Bi-Rite Creamery ice cream, which the Epicurean Trader will begin carrying in June.

Gourmet cotton candy from local company Sugar & Spun is also among the store's most popular items.



The shop also offers prepared food, including grab-and-go sandwiches and salads, a menu of fresh panini, and Humphry Slocombe ice cream by the scoop.



And for those seeking a drink, there's a wide selection of beer, wine, and spirits, with an emphasis on hard-to-find craft whiskies, Scotch, and mezcal.

The store offers regular beer, wine, and spirits tastings on Fridays and Saturdays from 5:30pm-7:30pm; you can sign up for their e-newsletter to stay abreast of the latest.

"Ultimately, we want to be a platform for [producers] to be discovered by other people who think their product is as great as we do," Holly says. "San Franciscans get really excited about supporting that, and supporting our concept."

The Epicurean Trader is open Monday-Wednesday and Sunday from 10am-9pm, and Thursday-Saturday, from 10am-10pm.

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

Ms. Amanda BAIRD, Consultant

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

File Number: 602484
Receipt Number: 2547687
Geographical Code: 3800
Copies Mailed Date: January 9, 2019
Issued Date:

(415) 299-2964

2019 JAN 14 AM 11:10

DISTRICT SERVING LOCATION: SAN FRANCISCO
First Owner: EPICUREAN TRADER, LLC THE
Name of Business: EPICUREAN TRADER THE
Location of Business: 465 HAYES ST
SAN FRANCISCO, CA 94102-4308
County: SAN FRANCISCO
Is Premise inside city limits? Yes

Census Tract 0162.00

Mailing Address:
(If different from
premises address)

Type of license(s): 21, 86

Transferor's license/name: 343868 / DASOVIC, DIANE CAROL Dropping Partner: Yes No

Table with columns: License Type, Transaction Type, Fee Type, Master, Dup, Date, Fee. Rows include Off-Sale General, Instructional Tasting License, and Annual Fees.

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
Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA County of SAN FRANCISCO Date: January 8, 2019

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true; (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s) EPICUREAN TRADER, LLC THE
Applicant Signature(s)

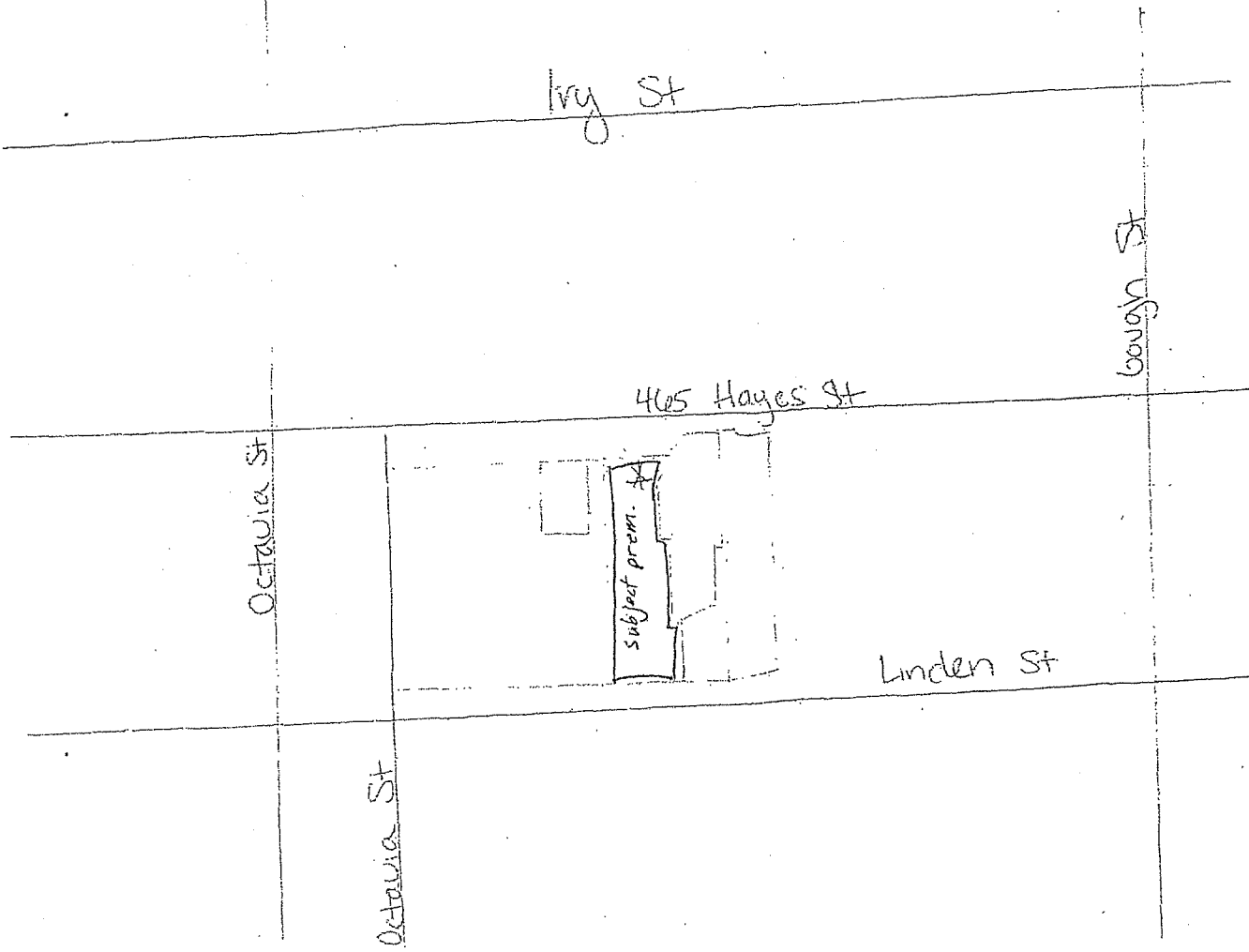
SUPPLEMENTAL DIAGRAM

Instructions to Applicant:

Draw a sketch of the area on which the licensed premises is or will be located. Show adjacent structures and nearest cross streets. *If this is an event for a daily license, catering authorization or miscellaneous use, show the area where sales and consumption of alcoholic beverages will occur. Post a copy of this diagram with Daily License, Catering Authorization or Event Authorization where the event is held. Sales and consumption of alcoholic beverages must be confined to the area designated in the diagram and supervised to prevent violations of the Alcoholic Beverage Control Act.*

| | |
|--|--|
| 1. APPLICANT NAME (Last, first, middle) The Epicurean Trader, LLC | 2. LICENSE TYPE Type 21 - Off Sale General Type 86 - Instructional Tasting License |
| 3. PREMISES ADDRESS (Street number and name, city, zip code) 465 Hayes St, San Francisco CA 94102 | 4. NEAREST CROSS STREET Octavia St |

DIAGRAM



I have read the above instructions and I declare under penalty of perjury that the above diagram is true and correct.

| | |
|---|---------------------------------|
| APPLICANT SIGNATURE <i>[Signature]</i> | DATE SIGNED 12/27/18 |
| FOR ABC USE ONLY | |
| CERTIFIED CORRECT (Signature) N/A | PRINTED NAME INSPECTION DATE |

RECEIVED

JAN - 3 2019

Dept of Alcoholic Beverage Control
San Francisco

Department of Alcoholic Beverage Control
PLANNED OPERATION (RETAIL)

SECTION I - FOR ALL RETAIL APPLICANTS

1. APPLICANT NAME(S)
 The Epicurean Trader, LLC

2. LICENSE TYPE(S)
 Type 21 - Oil Sale General
 Type 88 - Instructional Tasting License

3. PREMISES ADDRESS (Street number and name, city, zip code)
 465 Hayes St, San Francisco CA 94102

4. NEAREST CROSS STREET
 Octavia St

5. TYPE OF BUSINESS (Choose one that best describes the planned operation)

| | | | |
|---|--|--|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafeteria/Hofbrau | <input checked="" type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Private Club |
| <input type="checkbox"/> Deli or Specialty 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 | <input type="checkbox"/> Fraternal Club |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Theater | <input type="checkbox"/> Wine Tasting Room | |
| <input type="checkbox"/> Supermarket | <input type="checkbox"/> Membership Store | <input type="checkbox"/> Service Station | <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Liquor Store | <input type="checkbox"/> Department Store | <input type="checkbox"/> Convenience Market | <input type="checkbox"/> Drive-in Dairy |
| <input type="checkbox"/> Variety/Drug Store | <input type="checkbox"/> Gift Shop/Florist | <input type="checkbox"/> Convenience Market w/Gasoline | |
| <input checked="" type="checkbox"/> Other - describe: Specialty Grocery ✓ | | | |

6. PATRON CAPACITY: 35

7. SURROUNDING AREA
 Commercial Rural
 Residential Industrial
 Other

8. PREMISES IS LOCATED IN
 Free Standing Building
 Shopping Center (Name):
 Dept of Alcoholic Beverage Control San Francisco

10 Units or Less More than 10 Units

9. FOOD SERVICE
 None Minimal Full Meals

10. PARKING LOT? Yes No

11. PATRON SIDEWALK Yes No

12. WILL YOU HIRE A MANAGER? (Rule 57.5) Yes No

13. WILL YOU HAVE A FOOD LESSEE? (Rule 57.7) Yes No

14. MEAL TYPE
 Dinner House Seafood
 Fast Food/Deli Other
 Pizza/Pasta

15. TYPE OF FOOD
 American Greek Indian French
 Chinese Korean Italian Thai
 Japanese Other

16. HOURS OF FOOD SERVICE
 BREAKFAST HOURS From: N/A To: N/A
 LUNCH HOURS From: N/A To: N/A
 DINNER HOURS From: N/A To: N/A

17. OPERATING HOURS

| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------------|--------|--------|---------|-----------|----------|--------|----------|
| Opening Time | 7am | 7am | 7am | 7am | 7am | 7am | 7am |
| Closing Time | 11pm | 11pm | 11pm | 11pm | 11pm | 11pm | 11pm |

18. ENTERTAINMENT (One or more may apply. Please describe any entertainment with an asterisk (*) below)

| | | | |
|--|--|---|--|
| <input checked="" type="checkbox"/> None | <input type="checkbox"/> *Amplified Music | <input type="checkbox"/> Patron Dancing | <input type="checkbox"/> Card Room |
| <input type="checkbox"/> Recorded Music | <input type="checkbox"/> *Live Entertainment | <input type="checkbox"/> Bikini/Topless/Exotic | <input type="checkbox"/> Movies |
| <input type="checkbox"/> Juke Box | <input type="checkbox"/> *Floor/Stage Shows | <input type="checkbox"/> Pool/Billiard Tables | <input type="checkbox"/> "Hot Spot"/Lottery |
| <input type="checkbox"/> *Other | <input type="checkbox"/> Karaoke | <input type="checkbox"/> *Amateur/Pro Sports Events | <input type="checkbox"/> Video/Coin-Operated Games |

*Description:

19. PREMISES IS LOCATED ON
 Major Thoroughfare Secondary Street
 Other

20. TYPE OF STRUCTURE
 Single Story Two-Story
 Multi-Story - Number of stories: 4

21. PASS-THROUGH WINDOW? Yes No

22. FIXED BARS? Yes - how many: No

23. WHAT PERCENTAGE OF YOUR TOTAL SALES WILL BE ALCOHOLIC BEVERAGES?
 30%

FOR ABC USE ONLY

24. INFORMATION GIVEN (R-27, R-107, Sec. 25612.5, Sec. 23790.5, etc.)

25. DATE ENTERED INTO CABIN

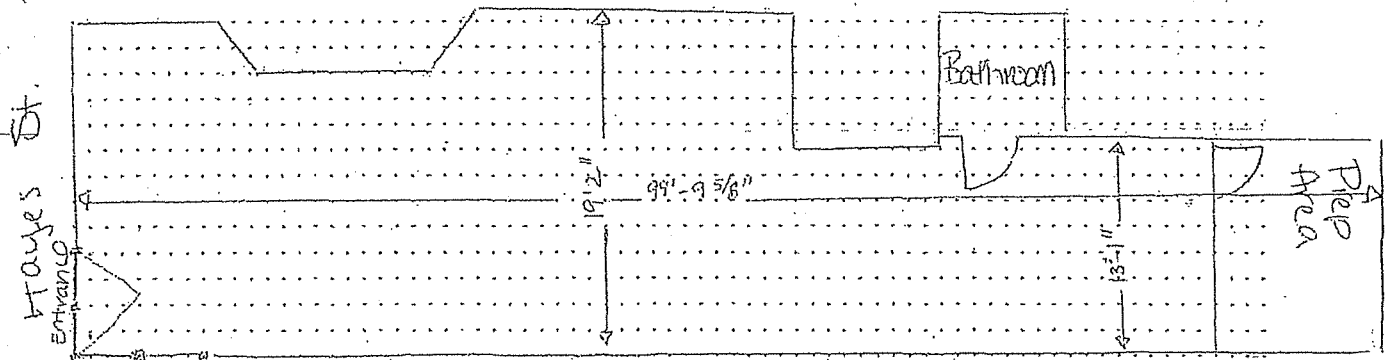
Department of Alcoholic Beverage Control
LICENSED PREMISES DIAGRAM (RETAIL)

State of California

| | |
|--|--|
| 1. APPLICANT NAME (Last, first, middle) The Epicurean Trader, LLC | 2. LICENSE TYPE Type 21 - Off Sale General Type 86 - Instructional Tasting License |
| 3. PREMISES ADDRESS (Street number and name, city, zip code) 465 Hayes St, San Francisco CA 94102 | 4. NEAREST CROSS STREET Octavia St |

The diagram below is a true and correct description of the entrances, exits, interior walls and exterior boundaries of the premises to be licensed, including dimensions and identification of each room (i.e., "storeroom", "office", etc.).

DIAGRAM



RECEIVED
 JAN - 3 2019

Dept of Alcoholic Beverage Control
 San Francisco

It is hereby declared that the above-described boundaries, entrances and planned operation as indicated on the reverse side, will not be changed without first notifying and securing prior written approval of the Department of Alcoholic Beverage Control. I declare under penalty of perjury that the foregoing is true and correct.

| | |
|---|-------------------------|
| APPLICANT SIGNATURE (Only one signature required) <i>[Signature]</i> | DATE SIGNED 12/27/18 |
| FOR ABC USE ONLY | |
| CERTIFIED CORRECT (Signature) | INSPECTION DATE |
| PRINTED NAME | |

ABC-257 (5/05)



California Department of Alcoholic Beverage Control
License Query System Summary as of 01/15/2019

| | |
|----------------------------|---------------------------|
| License Information | |
| License Number: | 602484 |
| Primary Owner: | EPICUREAN TRADER, LLC THE |
| ABC Office of Application: | 24 - SAN FRANCISCO |

| |
|----------------------|
| Business Name |
| EPICUREAN TRADER THE |

| |
|--|
| Business Address |
| 465 HAYES ST |
| SAN FRANCISCO, CA. 94102 |
| County: SAN FRANCISCO Census Tract: 0162.00 |

| |
|---|
| Licensee Information |
| Licensee: EPICUREAN TRADER, LLC THE |
| Company Information |
| OFFICER: MCDELL, HOLLY KRISTIN (MEMBER) |
| OFFICER: POND, MATTHEW JAMES (MEMBER) |
| MEMBER: MCDELL, HOLLY KRISTIN |
| MEMBER: POND, MATTHEW JAMES |

| |
|---|
| License Types |
| 1) License Type: 21 - OFF-SALE GENERAL |
| License Type Status: PENDING |
| Status Date: 08-JAN-2019 Term: 12 Month(s) |
| Original Issue Date: Expiration Date: |
| Master: Y Duplicate: 0 Fee Code: P40 |
| License Type was Transferred On: From: 21-343868 |
| License Type was Transferred On: To: |
| 2) License Type: 86 - INSTRUCTIONAL TASTING LICENSE |
| License Type Status: PENDING |
| Status Date: 08-JAN-2019 Term: 12 Month(s) |
| Original Issue Date: Expiration Date: |
| Master: Y Duplicate: 0 Fee Code: P40 |
| License Type was Transferred On: From: 21-343868 |
| License Type was Transferred On: To: |

| |
|---|
| Operating Restrictions |
| ... No Operating Restrictions found ... |

| |
|---|
| Disciplinary Action |
| ... No Active Disciplinary Action found ... |

| |
|---------------------------------------|
| Disciplinary History |
| ... No Disciplinary History found ... |

| |
|--|
| Holds |
| Hold Date: 08-JAN-2019 Type: FORM 220 |

| |
|--|
| Escrows |
| Escrow: ABC ESCROW, 2222 DAMON ST LOS ANGELES,CALIFORNIA 90021 |

For a definition of codes, view our glossary.

Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp
or meeting date

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

- 1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning "Supervisor [] inquires"
- 5. City Attorney request.
- 6. Call File No. [] from Committee.
- 7. Budget Analyst request (attach written motion).
- 8. Substitute Legislation File No. []
- 9. Reactivate File No. []
- 10. Question(s) submitted for Mayoral Appearance before the BOS on []

se check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission

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

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

The text is listed below or attached:

Hearing to consider that the transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to The Epicurean Trader, LLC, doing business as The Epicurean Trader, located at 465 Hayes Street (District 5), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor:

For Clerk's Use Only:

