

## Dapper Nob Hill LLC

Dec 27, 2022

Alisa Somera, Legislative Deputy Director  
San Francisco Board of Supervisors  
1 Dr Carlton B. Goodlett Place  
City Hall, Room 244  
San Francisco, CA. 94102

Re: Liquor License "PCN" Request  
Type 20 Off Sale Beer & Wine, Pending License No: 20-644443  
1198 Pacific Avenue, San Francisco CA 94133

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 20 license. We are wishing to open a store and specialty deli physically located at 1198 Pacific Avenue, San Francisco in Nob Hill. We will sell beer and wine as a market, and also prepare to-go food items as a deli. We will provide a range of fine off-sale food and drink fitting local customer's preferences and needs.

The store is named Dapper Nob Hill. Dapper will not be your run of the mill corner store, ubiquitous to the city. Dapper will celebrate the traditional concept of a corner market – being accessible and selling staples. We will offer freshly made-to-order sandwiches, breakfast sandwiches, salads and avocado toast. We will also have a full-service espresso bar and drip coffee, and a streamlined selection of organic groceries, organic ice cream, organic frozen foods, healthy snacks and crackers, nontoxic cleaning products, laundry detergent, high-quality wine and beer, organic produce, and organic dairy. We will not be selling malt liquor of any sort, and will pride ourselves in carrying an extensive product line of wines.

We will be offering seven signature sandwiches – all made with house-made spreads, seasonal produce, and house-made pickles. We will offer five seasonal rotating salads, and four breakfast sandwich staples. The items offered at the deli will all be sourced from our great local purveyors and vendors. We plan to source bread from the Midwife + Baker, pastries from Neighbor Bakehouse, and coffee from Andytown Roasters in the Sunset. The meats will be sourced from Fra-Mani, Golden Gate Meats and Zoe's. The produce will be sourced from All Star organics, Brokaw Ranch, and Rojas Family Farms.

We feel most corner markets and delis in the city offer subpar commodity and heavily processed products. These run-of-the-mill corner stores tend to always be cluttered, selling sugary drinks and processed junk food. It's usually a disservice to the neighborhood; and we believe that, as operators, it is our responsibility to bring quality products and healthier options to a neighborhood. Not everyone has the luxury to go the supermarket every day. Our responsibility is to affect the fabric of our community and we won't take for granted how we can better the lives of our neighbors. Great neighborhoods like Russian and Nob Hill – where commercial storefronts are scarce – are prime examples of how important it is for an operator to be mindful of the products they sell in their market. Dapper is going to raise the bar on the perception of corner markets and become a neighborhood institution, where the neighbors will relish and be proud to say the shop is in their neighborhood.

1198 Pacific Avenue, San Francisco CA 94133

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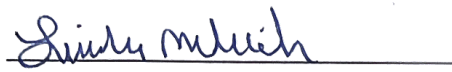
The hours of operation will be 7 am to 9:30 pm Mon-Fri and 7:30 am to 10:00 pm Sat-Sun.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City. Please copy our ABC consultants Paola Hurtado & Jemma Jorel Lester on correspondence going forward.

Paola Horevicz Hurtado | [paola@abclicensecompany.com](mailto:paola@abclicensecompany.com) | 510-788-5881 ext. 3

Jemma Jorel Lester | [jemma@abclicensecompany.com](mailto:jemma@abclicensecompany.com) | 510-788-5881 ext. 2

Sincerely,

A handwritten signature in blue ink that reads "Linda Muhawieh". The signature is written in a cursive style and is positioned above a horizontal line.

Linda Muhawieh, Manager  
Dapper Nob Hill LLC

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BOARD OF SUPERVISORS  
SAN FRANCISCO  
2023 JAN 10 PM 4:17  
BY [Signature]

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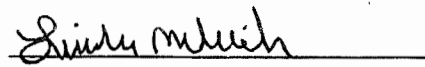
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Sincerely,



Linda Muhawieh, Manager  
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