

From: [Crayton, Monique \(BOS\)](#)
To: [CPC.Referrals](#); [Froines, Andrew \(POL\)](#); adam@embarcwines.com; richard@embarcwines.com; vanessa@abclicensecompany.com
Cc: [Alabanza, Analyn@ABC](mailto:Alabanza_Analyn@ABC); amarjit.tamber@abc.ca.gov; [Wong, Joanne \(POL\)](#); [Jonas, Stephen \(POL\)](#); [Logan, Sam \(BOS\)](#); [Angulo, Sunny \(BOS\)](#); [Horrell, Nate \(BOS\)](#); [Souza, Sarah \(BOS\)](#); [Yan, Calvin \(BOS\)](#); [Carroll, John \(BOS\)](#)
Subject: Liquor License Issuance - 2 Embarcadero Center - Embarc Wines - BOS File No. 240464
Date: Monday, May 13, 2024 12:39:00 PM

Greetings,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license issuance. I'm referring this matter to you for response via the following linked document:

[Referral Letter - Planning and Police Departments – May 13, 2024](#)

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

- Board of Supervisors [File No. 240464](#)

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.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in June of 2024.

I request the Planning Department's response before May 24, 2024. 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.

Monique C. Crayton (she/her)

Assistant Clerk

Board of Supervisors - Clerk's Office

1 Dr. Carlton B. Goodlett Place, Room 244

San Francisco, CA 94102

(415) 554-7750 | Fax: (415) 554-5163

monique.crayton@sfgov.org | www.sfbos.org

(VIRTUAL APPOINTMENTS) To schedule a “virtual” meeting with me (on Microsoft Teams), please ask and I can answer your questions in real time.

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Department
Attn: _____
Phone No. _____

DATE: May 13, 2024

TO: Police Department
Andrew Froines
Phone No. (415) 837-7254

AP Block/Lot Nos.: 0231/023
Zoning: C-3-O - Downtown- Office
Quad: _____
Record No.: _____

Please submit your response within two weeks. The Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in June of 2024.

PLEASE EMAIL YOUR RESPONSE by May 24, 2024, to:
Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.
monique.crayton@sfgov.org ~ (415) 554-7750

Applicant name: EW BY THE GLASS LLC

Business name: EMBARC WINES

Application address: 2 EMBARCADERO CENTER

Applicant contact info Adam Lovingood
adam@embarcwines.com

richard@embarcwines.com

Vanessa Graves
vanessa@abclicensecompany.com
510-788-5881 ext. 5

PLANNING REVIEW: Approval Denial

Planning Staff Contact: _____
(Please add comments on a trailing page.)

POLICE REVIEW: Approval Denial

(Please add comments in a trailing report.)

EW By The Glass LLC

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2024 APR 29 AM 8:53

BY 

Alisa Somera, Legislative Deputy Director
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
415-554-4445

Re: Liquor License "PCN" Request
Original Type 42, Pending License No: 658214
Prem Address: 2 Embarcadero Center, Suite R2118, San Francisco CA 94111

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 42 license. We are taking over the premises at 2 Embarcadero Center, Suite R2118 and wish to operate as a wine bar, merchant, and social learning space, combining hospitality, education, and curated selections for the every day drinker. Our operations will be unlike discount retailers or anonymous web stores, as we will be engaging neighborhood locals, connoisseurs, and industry professionals in a relaxed and friendly setting.

Our business proves to be necessary in San Francisco, as there is a passion for craft wine, but there is not an appropriate retail establishment to serve the needs of consumers aesthetically, educationally, or personally. Our operations will be a solution to this by being a one-stop shop for all things wine; offering beverage education classes to the general public and trade; offering a private educational event space for individuals and businesses; and creating a fun and comfortable environment to buy, taste, and learn.

Our desired hours of operation are 1:00pm – 8:00pm, each day of the week except Saturday and Sunday. We will vigilantly monitor the surrounding area to ensure the safety of our business and customers at all times and maintain a lawful business. Our co-founder team is a great combination of fantastic sommeliers and savvy business professionals. Our experience in this area has allowed us to cultivate very good relationships with community leaders and members.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Sincerely,



Adam Lovingood, Manager

Please send correspondence to: richard@embarcwines.com, adam@embarcwines.com and vanessa@abclicensecompany.com

VANESSA GRAVES

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

File Number: **658214**
Receipt Number: **2884545**
Geographical Code: **3800**
Copies Mailed Date: **April 16, 2024**
Issued Date:

510 788-5881 x005

DISTRICT SERVING LOCATION: **SAN FRANCISCO**

First Owner: **EW BY THE GLASS, LLC**
Name of Business: **EMBARC WINES**
Location of Business: **2 EMBARCADERO CENTER
SUITE R2118
SAN FRANCISCO, CA 94111**

County **SAN FRANCISCO**

Is Premises inside city limits **Yes** Census Tract: **0105.00**

Mailing Address:(If different from premises address) **2412 HARRISON ST
UNIT 214
SAN FRANCISCO, CA 94110**

Type of license(s): **42** Dropping Partner: Yes ___ No ___

Transferor's license/name:

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
42 - On-Sale Beer And Wine - Public	ORI	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	FEDERAL FINGERPRINTS	NA	2	04/16/24	\$48.00
Application Fee	STATE FINGERPRINTS	NA	2	04/16/24	\$78.00
Application Fee	ADD PRIMARY LICENSE TYPE	NA	0	04/16/24	\$1,065.00
42 - On-Sale Beer And Wine - Pu	ANNUAL FEE	NA	0	04/16/24	\$665.00
Total					\$1,856.00

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

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

STATE OF CALIFORNIA County of SAN FRANCISCO

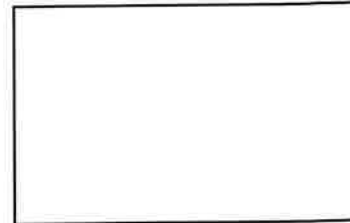
Date: April 16, 2024

Applicant Name(s)

EW BY THE GLASS, LLC

Introduction Form

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



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

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

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

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

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

- Yes No

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

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Issuance - 2 Embarcadero Center - Embarc Wines

Long Title or text listed:

Hearing to consider that the issuance of a Type-42 on-sale beer and wine liquor license to EW BY THE GLASS LLC, doing business as Embarc Wines, located at 2 Embarcadero Center (District 3), will serve the public convenience or necessity of the City and County of San Francisco.

240464

Signature of Sponsoring Supervisor: