

**From:** [Crayton, Monique \(BOS\)](#)  
**To:** [CPC.Referrals](#); [Ghanem, Sakher \(POL\)](#); [Ismael Ahmed](#)  
**Cc:** [Alabanza, Analyn@ABC](#); [amarjit.tamber@abc.ca.gov](#); [Goff, David \(POL\)](#); [Dahl, Bryan \(BOS\)](#); [Ebadi, Mahanaz \(BOS\)](#); [Donovan, Dominica \(BOS\)](#); [Tam, Madison \(BOS\)](#); [Sciammas, Charlie \(BOS\)](#); [Chin, Linshao \(BOS\)](#); [Prager, Jackie \(BOS\)](#); [Ho, KC \(BOS\)](#)  
**Subject:** Liquor License Transfer - 15 Ocean Ave - El Chavo Supermercado - BOS File No. 250374  
**Date:** Friday, April 11, 2025 12:40:00 PM

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Greetings,

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

[Referral Letter - Planning and Police Departments – April 11, 2025](#)

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

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Board of Supervisors [File No. 250374](#)

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 May of 2025.**

**I request the Planning Department's response on or before April 18, 2025. 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](mailto:monique.crayton@sfgov.org) | [www.sfbos.org](http://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

DATE: April 11, 2025

TO: Planning Department  
Attn: \_\_\_\_\_  
Phone No. \_\_\_\_\_

AP Block/Lot Nos.: 6955/033  
Zoning: NCD – Excelsior Outer  
Mission Street Neighborhood  
Commercial District – 65 A

TO: Police Department  
Sakher Ghanem  
Phone No. (415) 553-1115

Quad: \_\_\_\_\_  
Record No.: \_\_\_\_\_

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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 May of 2025.

**PLEASE EMAIL YOUR RESPONSE by April 18, 2025, to:**

Monique Crayton, Public Safety and Neighborhood Services Committee Clerk.  
[monique.crayton@sfgov.org](mailto:monique.crayton@sfgov.org) ~ (415) 554-7750

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**Applicant name:** El Chavo Supermercado Corp.

**Business name:** El Chavo Supermercado

**Application address:** 15 Ocean Avenue  
San Francisco, CA 94112

**Applicant contact info:** Ismael Ahmed  
(510) 575-1382  
Ismaelahmed740@gmail.com

**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.)

El Chavo Supermercado Corp.  
15 Ocean Ave,  
San Francisco, CA. 94112  
510-575-1382  
Ismaelahmed740@gmail.com

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BOARD OF SUPERVISORS  
SAN FRANCISCO  
2025 APR 09 AM10:22

04.07.2025

**PUBLIC CONVENIENCE AND NECESSITY**

To Clerk of the Board,

The purpose of this letter is to explain the operation of El Chavo Supermercado to the Department of ABC, and to show Public Convenience and Necessity. We are seeking an approval to transfer an existing Type-21 (off-sale) license.

We currently entered into an agreement to transfer this Type-21 license on April 03, 2025. We are hoping to serve the community every day from 7am to 9pm.

Although the premise is located in what the Department deems a high crime area for alcohol establishments, we feel that the growth of communities from certain countries such as Nicaraguan, Colombian, and Honduran Style Market qualifies for Public Convenience and Necessity, because of the following:

What will set us apart from all other off sale markets is that we sell authentic, Colombian, Peruvian, Honduran, Nicaraguan, and Brazilian style products imported from Peru, Brazil, and Argentina. We are a truly a Southern and Central American Market. Some of our specialty products include, alfajores, aji amarillo, panettone, achiote, rocotto, imported yerba mate, as well as imported chorizos/meat and dulce de leche. These are just a couple of our essential products that differentiates us.

1. The premise is in the Ocean Ave corridor in the City of San Francisco. The clientele will be drawn from residents, employees and customers of this residential-business friendly area of the Mission District and its offices. Recently, there has been a growing interest in imported spirits from these countries and we are trying our best to serve our community and give them what they request. We would like this supermarket to be a "one-stop shop" for our community and make it convenient and safe stop to do grocery shopping, especially during these unprecedented times.
2. There are no other Type 21 Authentic true Honduran/Colombian/Nicaraguan Markets themed establishments in the area that will be offering our style of products. Additionally, there has been more openings of restaurants catering from those countries and have been expressing a demand for imported spirits in that area.
3. I will be sending my employees to the "L.E.A.D." training, so my employees will serve my customers responsibly.

I am willing and able to meet anyone with The Department of ABC or the Board of Supervisors to address any concerns that they may have.

Sincerely,  
Ismael Ahmed

**El Chavo Supermercado Corp**  
15 Ocean Ave,  
San Francisco, CA 94112

**APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE**

ABC 211 (6/99)

Frances Barron

213-417-2353

frances@liquorlicense.com

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

File Number: **667836**  
Receipt Number: **2983280**  
Geographical Code: **3800**  
Copies Mailed Date: **March 26, 2025**  
Issued Date:

DISTRICT SERVING LOCATION: **SAN FRANCISCO**First Owner: **EL CHAVO SUPERMERCADO CORP**Name of Business: **EL CHAVO SUPERMERCADO**Location of Business: **15 OCEAN AVE  
SAN FRANCISCO, CA 94110**County **SAN FRANCISCO**Is Premises inside city limits **Yes** Census Tract:Mailing Address: (If different  
from  
premises address) **2539 MISSION ST  
SAN FRANCISCO, CA 94110-2511**Type of license(s): **21** Dropping Partner: Yes ☐ No ☒Transferor's license/name: **605647 / WHOLE FOODS MARKET CALIFORNIA INC**

<u>License Type</u>	<u>Transaction Type</u>	<u>Master</u>	<u>Secondary LT And Count</u>		
21 - Off-Sale General	PER/PRM	Y			
<u>License Type</u>	<u>Transaction Description</u>	<u>Fee Code</u>	<u>Dup</u>	<u>Date</u>	<u>Fee</u>
Application Fee	DBL TRF: PREMISES AND PERSON	NA	0	03/25/25	\$1,525.00
21 - Off-Sale General	ANNUAL FEE	NA	0	03/25/25	\$984.00
Total					\$2,509.00

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: March 24, 2025

Applicant Name(s)

**EL CHAVO SUPERMERCADO CORP**

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BOARD OF SUPERVISORS  
SAN FRANCISCO  
2025 MAR 31 AM 09:02



## Introduction Form

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

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

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

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

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

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

- ☐ Yes    ☐ No

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

Sponsor(s):

Clerk of the Board

Subject:

Liquor License Transfer - 15 Ocean Ave - El Chavo Supermercado

Long Title or text listed:

Hearing to consider that the person-to-person, premise-to-premise transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to El Chavo Supermercado Corp, doing business as El Chavo Supermercado, located at 15 Ocean Avenue (District 11), will serve the public convenience or necessity of the City and County of San Francisco.

250374

Signature of Sponsoring Supervisor:

