

# LIQUOR LICENSE REVIEW

**TO:** Planning Department  
AnMarie Rodgers/CTYPLN/SFGOV  
Georgia Powell/CTYPLN/SFGOV@SFGOV  
Fax No.: (415) 558-6409

**File:** 160818

**TO:** Police Department  
Inspector Nelly Gordon  
Phone: (415) 837-7273

**DATE:** August 8, 2016

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This item is tentatively scheduled to be heard in four to six weeks.

**PLEASE EMAIL YOUR RESPONSE BY:** October 12, 2016, to Erica Major,  
Public Safety and Neighborhood Services Committee Clerk.

[Erica.Major@sfgov.org](mailto:Erica.Major@sfgov.org) - Fax No: 554-7771

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**Applicant Name:** Epicurean Trader, LLC  
The Epicurean Trader  
**and Business Name:** (1909 Street)  
**Applicant Address:** 1909 Union Street, Suite A  
San Francisco, CA 94123  
**and Phone No.** (415) 602-3407

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial

August 4<sup>th</sup> 2016

**ATTN: CALIFORNIA ALCOHOLIC BEVERAGE CONTROL**

33 New Montgomery Street, Suite 1233  
San Francisco, CA 94102

**RE: TYPE 21 & TYPE 86 APPLICATION**

1909 Union Street, Suite A  
San Francisco, CA 94123

*TRANSFER FROM  
200 OCEAN AVE  
SAN FRANCISCO, CA  
94112*

**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 a location on Cortland Avenue in the Bernal Heights neighborhood.

We support small batch, artisanal food products across a number of categories including: farmstead cheeses; charcuterie; oils and vinegars; craft chocolates; loose leaf teas; herbs and spices; and other pantry items.

We support 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 the majority of other markets in San Francisco. We host regular demonstration and sampling events in-store to help educate our customers about the people and the craftsmanship behind the products that we sell.

Our existing location in Bernal Heights has received several accolades since opening, including:

- Featured as a must see in Saveur Magazine's 'Culinary Guide to San Francisco'
- #1 Rated Specialty Food store in San Francisco by Yelp.com
- #3 Gourmet Shop in San Francisco by Foursquare
- 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

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 in the Marina and Pacific Heights, the San Francisco Police Department Alcohol Liaison Unit and sent out a mailing to residents within 500 feet of the store and a notification on the front window of the proposed location for thirty consecutive days.

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*1/60818*

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 quality groceries along Union Street (currently there are none).

Our existing store has received 5.0/5.0 stars on Yelp.com with 34 reviews; and 5.0/5.0 stars on Facebook with 23 reviews which demonstrates the support the local community has for our store and our mission. We hope that the local residents around Union Street will provide a similar support.

The hours of operation are anticipated to be between 9am and 10pm daily.

We respectfully request your support of our proposed new location on Union St as we feel it will serve as a "Public Convenience and Necessity" not only for the local residents around Union 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

P: (415) 602-3407

E: [hello@theepicureantrader.com](mailto:hello@theepicureantrader.com)

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

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**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

**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)

1909 UNION ST STE A SAN FRANCISCO CA 94123-4245

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"/> Deli or Specialty Restaurant | <input type="checkbox"/> Comedy Club       | <input type="checkbox"/> Night Club          |
| <input type="checkbox"/> Cafe/Coffee Shop             | <input type="checkbox"/> Brew Pub          | <input type="checkbox"/> Tavern: Beer        |
| <input type="checkbox"/> Bed & Breakfast:             | <input type="checkbox"/> Theater           | <input type="checkbox"/> Tavern: Beer & Wine |
| <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"/> Liquor Store       | <input type="checkbox"/> Department Store  | <input checked="" type="checkbox"/> Convenience Market |
| <input type="checkbox"/> Drug/Variety Store | <input type="checkbox"/> Florist/Gift Shop | <input type="checkbox"/> Convenience Market w/Gasoline |
| <input type="checkbox"/> Other - describe:  |  |  |

- |  |
|--|
| <input type="checkbox"/> Private Club          |
| <input type="checkbox"/> Veterans Club         |
| <input type="checkbox"/> Fraternal Club        |
| <input type="checkbox"/> Wine Tasting Room     |
| <input type="checkbox"/> Swap Meet/Flea Market |
| <input type="checkbox"/> Drive-in Dairy        |

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5. COUNTY POPULATION

4,044,845,602

6. TOTAL NUMBER OF LICENSES IN COUNTY

284

On-Sale  Off-Sale

7. RATIO OF LICENSES TO POPULATION IN COUNTY

On-Sale  Off-Sale

8. CENSUS TRACT NUMBER

130

9. NO. OF LICENSES ALLOWED IN CENSUS TRACT

3

On-Sale  Off-Sale

10. NO. OF LICENSES EXISTING IN CENSUS TRACT

10

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

519

14. TOTAL NUMBER OF REPORTING DISTRICTS

653

15. TOTAL NUMBER OF OFFENSES IN ALL REPORTING DISTRICTS

53,948

16. AVERAGE NO. OF OFFENSES PER DISTRICT

83

17. 120% OF AVERAGE NUMBER OF OFFENSES

99

18. TOTAL NUMBER OF OFFENSES IN REPORTING DISTRICT

98

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: SF BOARD OF SUPERVISORS

**FOR DEPARTMENT USE ONLY**

PREPARED BY (Name of Department Employee)

JMINGOA 6.21.2016

