

# LIQUOR LICENSE REVIEW

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

**File:** 170428

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

**DATE:** April 17, 2017

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Please submit your response in four to six weeks for the matter to be heard.  
**PLEASE EMAIL YOUR RESPONSE BY:** May 17, 2017, 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:** Good Eggs, Inc.  
**and Business Name:** Good Eggs  
**Applicant Address:** 901 Rankin Street  
San Francisco, CA 94124  
**and Phone No.** (415) 483-7344

**PLANNING COMMENTS:**  Approval  Denial

**POLICE COMMENTS:**  Approval  Denial

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2017 APR 14 PM 2: 24

BY AK



April 12th, 2017

Re: Request for Resolution of Public Convenience or Necessity

**Dear Board of Supervisors:**

On March 9, 2017, Good Eggs, Inc. Which Will Do Business in California as Good Eggs Technology, Inc. filed an application with the Department of Alcoholic Beverage Control for a Type 21, General Off-Sale License at 901 Rankin Street, San Francisco 94124. This license is a person-to-person, premise-to-premise transfer within District 10 (from Ralph's Grocery Company), so no additional license will be added to the district.

According to the census tract data, our district has an "undue" concentration of off-sale licenses under Section 23958.4 of the Business and Professions Code. We are requesting that the Board of Supervisors determine that the public convenience or necessity will be served by the issuance of this Type 21 license.

Good Eggs is an online grocer that delivers fresh, local, organic food directly to Bay Area customers, seven days a week. Our goal is to make it easy for busy people to eat well. Our customers expect and want to be able to buy alcoholic beverages along with their groceries, and to meet their needs and support our growth, we would like to add a curated selection of alcohol. In line with our mission to grow and sustain local food systems, our alcohol assortment will focus on local craft producers of wine, beer and spirits—including many Bayview producers such as Gratta Wines, Sequoia Sake and Laughing Monk Brewery.

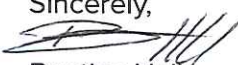
Good Eggs anticipates that sales of alcoholic beverages will generate a minimum \$1 million in annual revenue. The storage and display of alcohol beverages would occupy 6% of the total floor area. This would allow us to continue to create great food jobs for people in Bayview and the surrounding area, where about 16% of our 140 person team resides.

We have reviewed our plans with many Bayview community groups and the San Francisco police, and they have both expressed their support for our alcohol license. While Good Eggs is not within the Third Street Restricted Use District, we want to respect the concerns this code highlights. The community has been an integral part in forming our training and retail plans. For example, all employees will sign the Clerk's Affidavit and team members conducting alcohol sales will receive Responsible Beverage Service training. We are, and will remain, a positive member of the community and are committed to serving our neighbors and visitors in a responsible manner.

For the reasons set forth above, we respectfully request that the Board of Supervisors make a finding that issuance of the Type 21 license to Good Eggs will serve the public convenience or necessity.

Should you have any questions or concerns, please contact me: [bentley@goodeggs.com](mailto:bentley@goodeggs.com) 415-483-7433:

Sincerely,

  
Bentley Hall  
CEO

7344



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