

January 16th, 2019

ATTN: CLERK OF THE BOARD

San Francisco Board of Supervisors 1 Dr. Carlton B. Goodlett Place, Room 244 San Francisco CA 94102

RE: TYPE 21 & TYPE 86 APPLICATION

465 Hayes Street dba THE EPICUREAN TRADER San Francisco CA 94102 (Transferring from: 2111 – 15 Hayes Street, San Francisco CA 94117, License# 343868)

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 two San Francisco locations, in the Bernal Heights and Cow Hollow neighborhoods.

We offer small batch, artisanal food products across a number of categories including: farmstead cheeses & charcuterie; oils and vinegars; tea and coffee; herbs and spices; chocolate and confectionery; and other pantry items.

Our store supports 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 as the majority of other markets in San Francisco. We are proud to be the exclusive retailer for Tartine Bakery and Bi-Rite Creamery. We host regular demonstration and sampling events in-store to help educate our customers about the people and craftsmanship behind the products we sell.

Our existing locations have received several accolades since opening, including:

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

401 CORTLAND AVENUE . SAN FRANCISCO CA 94110 . 415 872 9484 1909A UNION STREET . SAN FRANCISCO CA 94123 . 415 780 1628 WWW.THEEPICUREANTRADER.COM 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, the San Francisco Police Department Alcohol Liaison Unit, and sent out a mailing to residents within 500 feet of the store and posted a notification in the front window of the proposed location.

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 organic, locally produced foods on Hayes Street (currently there are none).

We have already been through the PCN process in order to open our Union Street store, which has proven to be a welcome addition to the Cow Hollow neighborhood. Our existing stores have received 5 stars with 120 reviews on Yelp, which demonstrates the support the local community has for our store and our mission. We hope that the local residents around Hayes Valley will provide a similar support.

The hours of operation are anticipated to be 7.30am – 10pm daily.

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

T: 415 602 3407 E: <u>mat@theepicureantrader.com</u> M: The Epicurean Trader, 21 Putnam Street, San Francisco CA 94110

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Department of Alcoholic Beverage Control

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holding file or appli	icant's district file.			F3-,	
Part 2 is to be comp	oleted by the applicant, and re	eturned to ABC.	1 1 000		
Part 3 is to be comp	bieted by the local governing	body of its designated su	bordinate offic	cer or body, and returned to ABC.	
ART 1 - TO BE COMPLETED BY A APPLICANT'S NAME	ABC		· · · · · · · · · · · · · · · · · · ·		
EPICUREAN TRADER LLC	THE				
PREMISES ADDRESS (Street number and name, o	city, zip code)			3. LICENSE TYPE	
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TYPE OF BUSINESS					
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Deli or Specialty Restaurant	Comedy Club	Night Club		Veterans Club	
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PART 2 - TO BE COMPLETED BY THE APPLICANT (If box #20b is checked)

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21. Based on the information on the reverse, the Department may approve your application if you can show that public convenience or necessity would be served by the issuance of the license. Please describe below the reasons why issuance of another license is justified in this area. You may attach a separate sheet or additional documention, if desired. Do *not* proceed to Part 3.

RT 3 - TO BE COMPLETED BY LOCAL OFFICIALS (If box #20c is checked)	, ¹
APPLICANT SIGNATURE	

The applicant named on the reverse is applying for a license to sell alcoholic beverages at a premises where undue concentration exists (i.e., an over-concentration of licenses and/or a higher than average crime rate as defined in Section 23958.4 of the Business and Professions Code). Sections 23958 and 23958.4 of the Business and Professions Code requires the Department to deny the application unless the local governing body of the area in which the applicant premises are located, or its designated subordinate officer or body, determines within 90 days of notification of a completed application that public convenience or necessity would be served by the issuance. Please complete items #24 to #30 below and certify or affix an official seal, or attach a copy of the Council or Board resolution or a signed letter on official letterhead stating whether or not the issuance of the applied for license would serve as a public convenience or necessity.

103-03

24. WILL PUBLIC CONVENIENCE OR NEC	No	<u> </u>	See Attached (i.e., letter, resolu	tion, etc.)
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ABC-245 REVERSE (rev. 01-11)				

https://hoodline.com/2017/04/cow-hollow-s-new-epicurean-trader-offers-artisanal-eats-spirits-more

Cow Hollow's New 'Epicurean Trader' Offers Artisanal Eats, Spirits, & More



Photos: Shirin Jones/Hoodline Fri. April 7, 2017, 9:00am

by Shirin Jones Neighborhoods Cow Hollow

Seeking a change, Holly and Mat McDell left their home in Sydney, Australia nine years ago and moved to San Francisco. Over the years, the couple lived in both Cow Hollow and Bernal Heights, and now, their business <u>The Epicurean Trader</u> can be found in both locations.



Holly McDell inside the Cow Hollow store.

Like the original location in Bernal Heights (401 Cortland Ave.), which <u>opened in 2015</u>, the Cow Hollow Epicurean Trader specializes in "small-batch artisan goods" from local and international producers, including cheese, bread, pasta, charcuterie, chocolates, jams, wine, craft beer, and spirits.

There's also a small selection of fresh produce, and a few housewares, such as candles, vases, and dinner napkins.

Everything in the store is researched, selected, and taste-tested by the McDells, which isn't always as easy as it sounds. "Keeping up with exciting food trends and tasting all the food products can be challenging," Holly explains. "It is a really fun task, but it's time-consuming."



Mat, who ran the global franchise business for <u>Levi's</u>, and Holly, an interior architect who most recently worked as the creative director for Popchips, used their design expertise to create the store of their dreams.

"We pay attention to the retail experience," Holly explained. "We want this to be a place where people take their time shopping."



Cheese and charcuterie are two of the store's most popular items, and the Cow Hollow location has an expanded selection compared to the original, Holly says.

The store also stocks a few sought-after East Coast items that many local retailers don't carry, including chocolates from Brooklyn-based <u>Malvi</u> and cheese from Greenwich Village's <u>Murray's</u> <u>Cheese</u>.



There are also some hard-to-find items from local purveyors, particularly <u>Tartine Bakery</u> bread and <u>Bi-Rite Creamery</u> ice cream, which the Epicurean Trader will begin carrying in June.

Gourmet cotton candy from local company <u>Sugar & Spun</u> is also among the store's most popular items.



The shop also offers prepared food, including grab-and-go sandwiches and salads, a menu of fresh panini, and Humphry Slocombe ice cream by the scoop.



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And for those seeking a drink, there's a wide selection of beer, wine, and spirits, with an emphasis on hard-to-find craft whiskies, Scotch, and mezcal.

The store offers regular beer, wine, and spirits tastings on Fridays and Saturdays from 5:30pm-7:30pm; you can sign up for their e-newsletter to stay abreast of the latest.

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"Ultimately, we want to be a platform for [producers] to be discovered by other people who think their product is as great as we do," Holly says. "San Franciscans get really excited about supporting that, and supporting our concept."

The Epicurean Trader is open Monday-Wednesday and Sunday from 10am-9pm, and Thursday-Saturday, from 10am-10pm.