# RECEIVED JAN 17 2019 LIQUOR LICENSE N 17 2013 BUBLIC CONVENIENCE OR PLANNINGHO! NEIGHBORHO!



Planning Department TO:

Georgia Powell

Phone No. (415) 558-6371

DATE:

January 17, 2019

Police Department TO:

Applicant name:

Inspector Nelly Gordon

Phone No. (415) 837-7273

AP Block/Lot Nos.: 0817/069 Zoning: NCT - Hayes NCT; 40X

Quad: NE Planning Team

Record No.: 2019-000

Please submit your response in four to six weeks for the matter to be heard. PLEASE EMAIL YOUR RESPONSE BY: March 1, 2019, to John Carroll,

Public Safety and Neighborhood Services Committee Clerk.

john.carroll@sfgov.org - Phone No: 554-4445

The Enjourgen Trader IIC

Applicant name.	The Epicurean Trader, EEO
Business name:	The Epicurean Trader
Application address:	465 Hayes Street San Francisco, CA 94102
Applicant contact info:	Mat Pond and Holly McDell 415-602-3407 mat@thepicureantrader.com
PLANNING REVIE	W: ☑ Approval ☐ Denial
Planning Staff Contact:	SFETMA ADINA - 415-575-8722
Please print r	eview comments on a trailing page.
POLICE REVIEW:	☐ Approval ☐ Denial
Please print r	eview comments in a trailing report.

#### Powell, Georgia (CPC)

From:

Adina, Seema (CPC)

Sent:

Wednesday, January 30, 2019 9:23 AM Carroll, John (BOS); Powell, Georgia (CPC)

To: Subject:

RE: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The

**Epicurean Trader** 

Hi John:

Recommend approval of ABC Type 21 + 86 liquor license, in conjunction with a Specialty Grocery (d.b.a. The Epicurean Trader), principally permitted in the Hayes NCT per Planning Code Section 761. 311 not required for Specialty Grocery. Retail liquor sales and tasting area shall occupy less than 15% of the gross square footage of the establishment including all areas devoted to the display and sale of alcoholic beverages.

Thank you,

Seema

From: Carroll, John (BOS)

Sent: Thursday, January 17, 2019 2:35 PM

To: CPC.Referrals < CPC.Referrals@sfgov.org >; Gordon, Nelly (POL) < nelly.gordon@sfgov.org >; Powell, Georgia (CPC)

<georgia.powell@sfgov.org>

Cc: 'mat@ethepicureantrader.com' <<u>mat@ethepicureantrader.com</u>>; Mundy, Erin (BOS) <<u>erin.mundy@sfgov.org</u>>; Cancino, Juan Carlos (BOS) <<u>juancarlos.cancino@sfgov.org</u>>; Remski, Derek (BOS) <<u>derek.remski@sfgov.org</u>>; Simley, Shakirah (BOS) <<u>shakirah.simley@sfgov.org</u>>; 'Gebb, Justin@ABC' <<u>justin.gebb@abc.ca.gov</u>>; 'Meyer, Rose @ABC' <<u>Rose.Meyer@ABC.ca.gov</u>>; George, Gigi (POL) <<u>gigi.george@sfgov.org</u>>; Macchi, Patrick (POL) <<u>patrick.macchi@sfgov.org</u>>

Subject: Liquor License PC or N Referral - Liquor License Transfer - 465 Hayes Street - The Epicurean Trader

Good afternoon,

The office of the Clerk of the Board has received a letter requesting public convenience or necessity findings for a liquor license transfer. This matter is being referred to you for response via the following linked document:

Referral Letter - Planning and Police Departments - January 17, 2019

You may review the entire matter on our <u>Legislative Research Center</u> by following the link below:

Board of Supervisors File No. 190069

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.

I request the Planning Department's response before March 1, 2019. 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.

John Carroll
Assistant Clerk
Board of Supervisors
San Francisco City Hall, Room 244
San Francisco, CA 94102
(415)554-4445



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

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: mat@theepicureantrader.com

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

#### **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 ABC.

					·	
PART 1 - TO BE COMPLETED BY	ABC					· · ·
1. APPLICANTS NAME						
EPICUREAN TRADER LLC					•	· · · · · · · · · · · · · · · · · · ·
2. PREMISES ADDRESS (Street number and name		100		[3	LICENSE TYPE	·
465 Hayes St San Francisc	0 CA 94102-43	08			21,86	
Full Service Restaurant	Hofbrau/Cafeteria		Cocktail Lounge	Γ	Private Club	
Deli or Specialty Restaurant	Comedy Club	, Ħ	Night Club	ī	Veterans Club	
Cafe/Coffee Shop	Brew Pub	· H	Tavem: Beer		Fratemal Club	
Bed & Breakfast:	Theater	. H	Tavern: Beer & Wine	F	Wine Tasting Room	
Wine only All			raveni. Deer a vvine			
Supermarket	Membership Stor	e [	Service Station		Swap Meet/Flea Marke	et .
Liquor Store	Department Store	a 🗍	Convenience Market	. i u j	Drive-in Dairy	en e
Drug/Variety Store	Floris/Gift Shop		Convenience Market w/G	Gasoline	<b>-</b>	
	sale General- Sp	ecialty Groc	ery; 86- Instruction	nal Tasting		
5. COUNTY POPULATION	6. TOTAL NUMBER C	-	*		SES TO POPULATION IN COUN	<u> </u>
2,541/883,963	144		On-Sale Off-Sale	286	X On-Sale	Off-Sale
8. CENSUS TRACT NUMBER	9. NO. OF LICENSES	ALLOWED IN CENS	US TRACT	10. NO. OF LICENSE	S EXISTING IN CENSUS TRAC	T
162	8	X	On-Sale Off-Sale	44	X On-Sale	Off-Sale
11. IS THE ABOVE CENSUS TRACT OVERCON		• •	of licenses to population in the	census tract exceed th	ne ratio of ticenses to population	for the entire county?)
X Yes, the number of existing license	es exceeds the number	'allowed				. •
No, the number of existing license	s is lower than the num	ber allowed		* .		
12. DOES LAW ENFORCEMENT AGENCY MAIN						
X Yes (Go to Item #13)  13. CRIME REPORTING DISTRICT NUMBER	No (Go to Item #	•	VD.046	LE TOTAL AUMORE	R OF OFFENSES IN ALL REPOF	TWO DIEVENOTE
558	653	OF REPORTING DIS	ninicis	51.848	OF OFFENSES IN ALL REPOR	TING DISTRICTS
16. AVERAGE NO. OF OFFENSES PER DISTRIC	T T T T T T T T T T T T T T T T T T T	GE NUMBER OF OF	FENSES		OF OFFENSES IN REPORTIN	G DISTRICT
79	95			141		
19. IS THE PREMISES LOCATED IN A HIGH CR			ter number of reported crimes th	an the average numbe	r of reported crimes as determine	ed from all crime
reporting districts within the jurisdiction of the IX Yes, the total number of offenses			ds the total number in ite	m #17		
	in the reporting district	•	** . *		•	
1 This the test acceptor of officers in	وأرفياته والمستام والمستور والمستورة					
No, the total number of offenses in		s lower trials trie	total number in item #17			
20. CHECK THE BOX THAT APPLIES (check onl	y one box)			application, and r	no additional information	will be needed
	y one box) n #11 <u>and</u> item #19, <u>Se</u>	ction 23958.4 B&	BP does not apply to this		no additional information	will be needed
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the applica	y one box) n #11 <u>and</u> item #19 <u>, Se</u> int to bring this complet	ction 23958.4 B8	RP does not apply to this when filing the application	<b>n.</b>		
20. CHECK THE BOX THAT APPLIES (check onld)  a. If "No" is checked in both item on this issue. Advise the applica  b. If "Yes" is checked in either ite retail license issued for a hotel, in	y one box) n #11 and item #19, Seint to bring this completem #11 or item #19, and to be something the something expenses of the sound in the sound i	ction 23958.4 B& led form to ABC of the applicant is stablishment as of	SP does not apply to this when filing the application applying for a non-retail defined in Section 25503	n. license, a retail t .16(b) B&P, or a i	oona fide public eating pla retail license issued in co	ace license, a njuction with a
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application b. If "Yes" is checked in either it retail license issued for a hotel, m beer manufacturer's license, or was a single checked.	y one box)  n #11 <u>and</u> item #19, <u>Se</u> nn to bring this complet  mm #11 <u>or</u> item #19, <u>and</u> notel or other lodging ex-  rinegrower's license, ad	ction 23958.4 B& led form to ABC of the applicant is stablishment as of	SP does not apply to this when filing the application applying for a non-retail defined in Section 25503	n. license, a retail t .16(b) B&P, or a i	oona fide public eating pla retail license issued in co	ace license, a njuction with a
20. CHECK THE BOX THAT APPLIES (check onld)  a. If "No" is checked in both item on this issue. Advise the applica  b. If "Yes" is checked in either ite retail license issued for a hotel, in	y one box)  n #11 <u>and</u> item #19, <u>Se</u> nn to bring this complet  mm #11 <u>or</u> item #19, <u>and</u> notel or other lodging ex-  rinegrower's license, ad	ction 23958.4 B& led form to ABC of the applicant is stablishment as of	SP does not apply to this when filing the application applying for a non-retail defined in Section 25503	n. license, a retail t .16(b) B&P, or a i	oona fide public eating pla retail license issued in co	ace license, a njuction with a
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application b. If "Yes" is checked in either iteratal license issued for a hotel, n beer manufacturer's license, or w application or as soon as possible.	y one box) n #11 <u>and</u> item #19, <u>Se</u> int to bring this complet em #11 <u>or</u> item #19, <u>an</u> notel or other lodging ex inegrower's license, ac e thereafter.	ction 23958.4 BB led form to ABC of the applicant is stablishment as divise the applicant	Redoes not apply to this when filing the application applying for a non-retail defined in Section 2503 at to complete Section 2	n. license, a retail b .16(b) B&P, or a c and bring the con	oona fide public eating pla retail license issued in co npleted form to ABC whe	ace license, a njuction with a n filing the
20. CHECK THE BOX THAT APPLIES (check only a. If "No" is checked in both item on this issue. Advise the application b. If "Yes" is checked in either iteratal license issued for a hote, in beer manufacturer's license, or wapplication or as soon as possible c. If "Yes" is checked in either ite sale beer license, an on-sale beer	y one box)  n #11 <u>and</u> item #19, <u>Se</u> nn to bring this complet  mm #11 <u>or</u> item #19, <u>an</u> notel or other lodging ex-  rinegrower's license, ac-  e thereafter.  em #11 <u>or</u> item #19, <u>an</u> er and wine (public pren	etion 23958.4 88 led form to ABC of the applicant is stablishment as of dvise the applicant of the applicant is nises) license, or	AP does not apply to this when filing the application applying for a non-retail defined in Section 25503 nt to complete Section 2 applying for an off-sale are non-sale general (pub	n. license, a retail to .16(b) B&P, or a and bring the con beer and wine lic lic premises) lice	oona fide public eating pla retail license issued in co npleted form to ABC whe ense, an off-sale general nse, advise the <u>applicant</u>	ace license, a njuction with a n filing the license, an on- to take this form
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application b. If "Yes" is checked in either iteratal license issued for a hotel, in beer manufacturer's license, or wapplication or as soon as possible.  C. If "Yes" is checked in either ite sale beer license, an on-sale beet to the local governing body, or its	y one box)  n #11 <u>and</u> item #19, <u>Se</u> and to bring this complet  em #11 <u>or</u> item #19, <u>an</u> notel or other lodging ex- inegrower's license, ac- e thereafter.  em #11 <u>or</u> item #19, <u>an</u> er and wine (public prense, ac-	etion 23958.4 88 led form to ABC of the applicant is stablishment as of dvise the applicant of the applicant is nises) license, or	AP does not apply to this when filing the application applying for a non-retail defined in Section 25503 nt to complete Section 2 applying for an off-sale are non-sale general (pub	n. license, a retail to .16(b) B&P, or a and bring the con beer and wine lic lic premises) lice	oona fide public eating pla retail license issued in co npleted form to ABC whe ense, an off-sale general nse, advise the <u>applicant</u>	ace license, a njuction with a n filing the license, an on- to take this form
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application b. If "Yes" is checked in either iteratal license issued for a hote, in beer manufacturer's license, or wapplication or as soon as possible.  C. If "Yes" is checked in either ite sale beer license, an on-sale beer.	y one box)  n #11 <u>and</u> item #19, <u>Se</u> and to bring this complet  em #11 <u>or</u> item #19, <u>an</u> notel or other lodging ex- inegrower's license, ac e thereafter.  em #11 <u>or</u> item #19, <u>an</u> er and wine (public prense, access	etion 23958.4 88 led form to ABC of the applicant is stablishment as of dvise the applicant of the applicant is nises) license, or	AP does not apply to this when filing the application applying for a non-retail defined in Section 25503 nt to complete Section 2 applying for an off-sale are non-sale general (pub	n. license, a retail to .16(b) B&P, or a and bring the con beer and wine lic lic premises) lice	oona fide public eating pla retail license issued in co npleted form to ABC whe ense, an off-sale general nse, advise the <u>applicant</u>	ace license, a njuction with a n filing the license, an on- to take this form
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application of this issue. Advise the application b. If "Yes" is checked in either iteretail license issued for a hotel, in beer manufacturer's license, or wapplication or as soon as possible.  C. If "Yes" is checked in either ite sale beer license, an on-sale beet to the local governing body, or its	y one box)  n #11 <u>and</u> item #19, <u>Se</u> int to bring this complet  em #11 <u>or</u> item #19, <u>and</u> notel or other lodging en  inegrower's license, act  e thereafter.  em #11 <u>or</u> item #19, <u>and</u> er and wine (public prent <u>s designated subordinal</u> ication.	etion 23958.4 88 led form to ABC of the applicant is stablishment as of dvise the applicant of the applicant is nises) license, or	AP does not apply to this when filing the application applying for a non-retail defined in Section 25503 in to complete Section 2 applying for an off-sale are on-sale general (public to have them complete	n. license, a retail to .16(b) B&P, or a and bring the con beer and wine lic lic premises) lice	oona fide public eating pla retail license issued in co npleted form to ABC whe ense, an off-sale general nse, advise the <u>applicant</u>	ace license, a njuction with a n filing the license, an on- to take this form
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application this issue. Advise the application or as soon as possible c. If "Yes" is checked in either item application or as soon as possible c. If "Yes" is checked in either ite sale beer license, an on-sale beet to the local governing body, or its ABC in order to process the application.	y one box)  n #11 <u>and</u> item #19, <u>Se</u> int to bring this complet  em #11 <u>or</u> item #19, <u>and</u> notel or other lodging en  inegrower's license, act  e thereafter.  em #11 <u>or</u> item #19, <u>and</u> er and wine (public prent <u>s designated subordinal</u> ication.	ection 23958.4 88 led form to ABC of the applicant is stablishment as of dvise the applicant december the applicant is nises) license, or the officer or body	AP does not apply to this when filing the application applying for a non-retail defined in Section 25503 in to complete Section 2 applying for an off-sale are on-sale general (public to have them complete	n. license, a retail to .16(b) B&P, or a and bring the con beer and wine lic lic premises) lice	oona fide public eating pla retail license issued in co npleted form to ABC whe ense, an off-sale general nse, advise the <u>applicant</u>	ace license, a njuction with a n filing the license, an on- to take this form
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application on this issue. Advise the application or as soon as possible of the local governing body. or its ABC in order to process the application of a soon as possible of the local governing body. or its ABC in order to process the application of as soon as possible of the local governing body. or its ABC in order to process the application of as soon as possible of the local governing body. Or its ABC in order to process the application of the local governing body. The local governing body. The process the application of the local governing body. The process the application of the local government body. The process the application of the local government body. The process the application of the local government body.	y one box)  n #11 and item #19, Seint to bring this completem #11 or item #19, and item #19, and item #19, and item #11 or item #19, and item #11 or item #19, and item #19, and item #10 or ite	ection 23958.4 88 led form to ABC of the applicant is stablishment as of dvise the applicant december the applicant is nises) license, or the officer or body	AP does not apply to this when filing the application applying for a non-retail defined in Section 25503 in to complete Section 2 applying for an off-sale are on-sale general (public to have them complete	n. license, a retail to .16(b) B&P, or a and bring the con beer and wine lic lic premises) lice	oona fide public eating pla retail license issued in co npleted form to ABC whe ense, an off-sale general nse, advise the <u>applicant</u>	ace license, a njuction with a n filing the license, an on- to take this form
20. CHECK THE BOX THAT APPLIES (check on a. If "No" is checked in both item on this issue. Advise the application that item is retail license issued for a hote, in beer manufacturer's license, or wapplication or as soon as possible c. If "Yes" is checked in either ite sale beer license, an on-sale beer to the local governing body, or its ABC in order to process the application of the local governing body. The local governing Body/Designated Substitute of the local governing Body/Designated S	y one box)  n #11 and item #19, Seint to bring this completem #11 or item #19, and item #19, and item #19, and item #11 or item #19, and item #11 or item #19, and item #19, and item #10 or ite	ection 23958.4 88 led form to ABC of the applicant is stablishment as of dvise the applicant december the applicant is nises) license, or the officer or body	AP does not apply to this when filing the application applying for a non-retail defined in Section 25503 in to complete Section 2 applying for an off-sale are on-sale general (public to have them complete	n. license, a retail to .16(b) B&P, or a and bring the con beer and wine lic lic premises) lice	oona fide public eating pla retail license issued in co npleted form to ABC whe ense, an off-sale general nse, advise the <u>applicant</u>	ace license, a njuction with a n filing the license, an on- to take this form

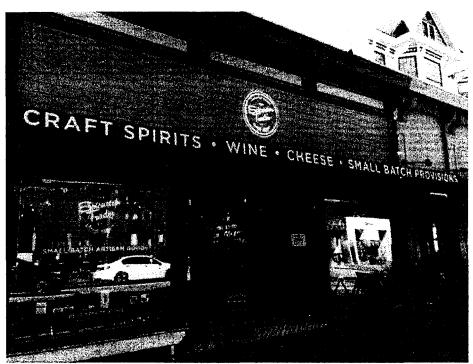
necessity would be served by the is this area. You may attach a separa	ssuance of the license. Ple	ase describe below the reasons v	ou can show that public convenience or why issuance of another license is justified in sed to Part 3.
	and the second of the second o		
	*		
			II. j. n. sasalik sin sayalinin sa sa ahin birak bilang
			ajing saka anda jening penjagan pagasi
APPLICANT SIGNATURE			DATE SIGNED
	and the state of t		
ART 3 - TO BE COMPLETED BY			
overning body of the area in which ays of notification of a completed lease complete items #24 to #30 itter on official letterhead stating w	the applicant premises an application that public conv below and certify or affix an whether or not the issuance	e located, or its designated subor enience or necessity would be se official seal, or attach a copy of t of the applied for license would s	emises where undue concentration exists (i.e., 23958.4 of the Business and Professions trent to deny the application unless the local dinate officer or body, determines within 90 erved by the issuance. The Council or Board resolution or a signed erve as a public convenience or necessity.
			enger i Jackson production of the stage of the stage of the
4. WILL PUBLIC CONVENIENCE OR NECESSIT	<del></del>		
Yes  5. ADDITIONAL COMMENTS, IF DESIRED (may	∐No	<u> </u>	(i.e., letter, resolution, etc.)
A DOMONAL COMMENTS, IF DESIRED (IMAY		SANDOSTA RECONSTRUCTOR	
***************************************			
		•	
	<u> </u>		1 (1) (1) (1) (1) (1) (1) (1) (1) (1) (1
			1 (A) 4 (A) (B)
	27. CITYCOUNTY OFFICIAL T		
6. CITY/COUNTY OFFICIAL NAME		ME	CITY/COUNTY OFFICIAL PHONE NUMBER
6. CITY/COUNTY OFFICIAL NAME		ME 28.	
6. CITY/COUNTY OFFICIAL NAME 9. CITY/COUNTY OFFICIAL SIGNATURE		ME 28.	CITY/COUNTY OFFICIAL PHONE NUMBER  DATE SIGNED
6. CITY/COUNTY OFFICIAL NAME 9. CITY/COUNTY OFFICIAL SIGNATURE		ME 28.	CITY/COUNTY OFFICIAL PHONE NUMBER  DATE SIGNED
S. CITY/COUNTY OFFICIAL NAME  B. CITY/COUNTY OFFICIAL SIGNATURE		ME 28.	CITY/COUNTY OFFICIAL PHONE NUMBER  DATE SIGNED
		ME 28.	CITY/COUNTY OFFICIAL PHONE NUMBER  DATE SIGNED

•

•

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

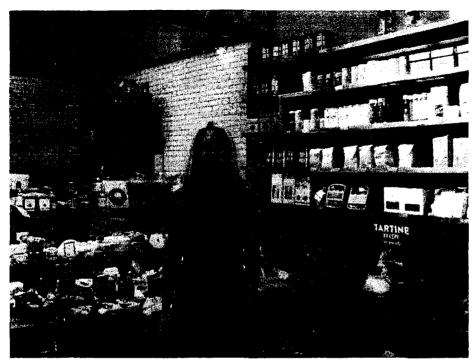
# Cow Hollow's New 'Epicurean Trader' Offers Artisanal Eats, Spirits, & More



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 opened in 2015, 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.

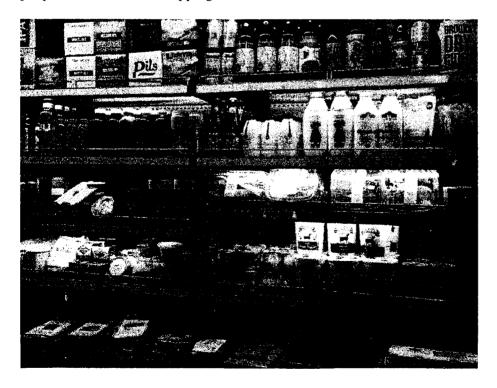
There's also a small selection of fresh produce, and a few housewares, such as candles, vases, and dinner napkins.

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 Malvi and cheese from Greenwich Village's Murray's Cheese.



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.



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.

"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.

Department	of Alcoh	notic Rev	versoe	Control
Debarment	OI AICUI	ישם אווטו	verage '	COHUOL

## APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

TO: Department of Alcoholic Beverage Control 33 NEW MONTGOMERY STREET

**SUITE 1230** 

SAN FRANCISCO, CA 94105

(415) 356-6500

File Number: 602484

Receipt Number: 2547687

Geographical Code: 3800

Copies Mailed Date: January 9, 2019

Issued Date:

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner:

EPICUREAN TRADER, LLC THE EPICUREAN TRADER THE

Name of Business:

Location of Business:

**465 HAYES ST** 

SAN FRANCISCO, CA 94102-4308

County:

SAN FRANCISCO

Is Premise inside city limits?

Yes

Census Tract 0162.00

Mailing Address: (If different from premises address)

Type of license(s): 21,86

Transferor's license/name: 343868 / DASOVIC, DIANE CAROL

Dropping Partner: Yes

State of California

License Type	Transaction Type	Fee Type	Master	Dup	<u>Date</u>	<u>Fee</u>
21 - Off-Sale General	PERSON-TO-PERSON TRANSFER	NA	Y	0	01/08/19	\$1,250.00
21 - Off-Sale General	ANNUAL FEE	NA	Y	0	01/08/19	\$670.00
21 - Off-Sale General	PREMISE TO PREMISE TRANSFER	NA	Y	0	01/08/19	\$100.00
86 - Instructional Tasting Li-	ORIGINAL FEES	NA	N	0	01/09/19	\$300.00
86 - Instructional Tasting Li-	ANNUAL FEE	NA .	Y	0 _	01/08/19	\$300.00
					Total	\$2,620.00

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?

Explain any "Yes" answer to the above questions on an attachment which shall be deemed part of this application.

Applicant agrees (a) that any manager employed in an on-sale licensed premises will have all the qualifications of a licensee, and (b) that he will not violate or cause or permit to be violated any of the provisions of the Alcoholic Beverage Control Act.

STATE OF CALIFORNIA

County of SAN FRANCISCO

Date: January 8, 2019

Under penalty of perjury, each person whose signature appears below, certifies and says: (1) He is an applicant, or one of the applicants, or an executive officer of the applicant corporation, named in the foregoing application, duly authorized to make this application on its behalf; (2) that he has read the foregoing and knows the contents thereof and that each of the above statements therein made are true: (3) that no person other than the applicant or applicants has any direct or indirect interest in the applicant or applicant's business to be conducted under the license(s) for which this application is made; (4) that the transfer application or proposed transfer is not made to satisfy the payment of a loan or to fulfill an agreement entered into more than ninety (90) days preceding the day on which the transfer application is filed with the Department or to gain or establish a preference to or for any creditor or transferor or to defraud or injure any creditor of transferor; (5) that the transfer application may be withdrawn by either the applicant or the licensee with no resulting liability to the Department.

Effective July 1, 2012, Revenue and Taxation Code Section 7057, authorizes the State Board of Equalization and the Franchise Tax Board to share taxpayer information with Department of Alcoholic Beverage Control. The Department may suspend, revoke, and refuse to issue a license if the licensee's name appears in the 500 largest tax delinquencies list. (Business and Professions Code Section 494.5.)

Applicant Name(s)

Applicant Signature(s)

EPICUREAN TRADER, LLC THE



#### California Department of Alcoholic Beverage Control License Query System Summary as of 01/15/2019

1.6			
License Information			
License Number:	602484		
Primary Owner:	EPICUREAN TRADER, LLC THE	<u> </u>	
ABC Office of Application:	24 - SAN FRANCISCO		
Business Name	<del></del>		
EPICUREAN TRADER THI			
EPICOREAN TRADER THI	<u> </u>	· · · · · · · · · · · · · · · · · · ·	
Business Address	<del></del>		
465 HAYES ST			
SAN FRANCISCO, CA. 9410	2		
County: SAN FRANCISCO		act: 0162.00	
Licensee Information			
Licensee: EPICUREAN TRADE	ER, LLC THE		
Company Information			
OFFICER: MCDELL, HO	LLY KRISTIN (MEMBER)		
OFFICER: POND, MATT	HEW JAMES (MEMBER)		
MEMBER: MCDELL, HO	LLY KRISTIN		
MEMBER: POND, MATT	HEW JAMES		
		····	
License Types			
1) License Type:	21 - OFF-SALE GENER	AL	
License Type Stat			
Status Date:	08-JAN-2019	Term: 12 M	Month(s)
Original Issue D		Expiration Date:	
M	aster: Y Duplicate: 0	Fee Code: P40	
M License Type v	aster: Y Duplicate: 0 was Transferred On:	Fee Code: P40 From: 21-34386	:8
M License Type v License Type v	aster: Y Duplicate: 0 was Transferred On: was Transferred On:	Fee Code: P40 From: 21-34386 To:	i8
License Type v License Type v 2) License Type:	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS	Fee Code: P40 From: 21-34386 To:	i8
License Type v License Type v 2) License Type: License Type Status	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING	Fee Code: P40 From: 21-34386 To: STING LICENSE	
License Type v License Type v 2) License Type: License Type Status Status Date:	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019	Fee Code: P40	Month(s)
License Type v License Type v 2) License Type: License Type Status Status Date: Original Issue D	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate:	Fee Code: P40	
License Type v License Type v 2) License Type: License Type Status Status Date: Original Issue D	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: aster: Y Duplicate: 0	Fee Code: P40	Aonth(s)
License Type v License Type v License Type: License Type Status Status Date: Original Issue D M License Type v	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: aster: Y Duplicate: 0 was Transferred On:	Fee Code: P40	Aonth(s)
License Type v License Type v License Type: License Type Status Status Date: Original Issue D M License Type v	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: aster: Y Duplicate: 0	Fee Code: P40	Aonth(s)
License Type v  License Type v  License Type Status  Status Date: Original Issue D  M  License Type v  License Type v	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: aster: Y Duplicate: 0 was Transferred On:	Fee Code: P40	Aonth(s)
License Type v  License Type Status  2) License Type Status  Status Date:  Original Issue D  M  License Type v  License Type v  Operating Restrictions	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: laster: Y Duplicate: 0 was Transferred On: was Transferred On:	Fee Code: P40	Aonth(s)
License Type v  License Type v  License Type Status  Status Date: Original Issue D  M  License Type v  License Type v	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: laster: Y Duplicate: 0 was Transferred On: was Transferred On:	Fee Code: P40	Aonth(s)
License Type v  License Type Status  2) License Type Status  Status Date:  Original Issue D  M  License Type v  License Type v  Operating Restrictions	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: laster: Y Duplicate: 0 was Transferred On: was Transferred On:	Fee Code: P40	Aonth(s)
License Type v  License Type v  2) License Type: License Type Status Status Date: Original Issue D  M  License Type v  License Type v  Coperating Restrictions No Operating Restrictions	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: aster: Y Duplicate: 0 was Transferred On: was Transferred On:	Fee Code: P40	Aonth(s)
A License Type v License Type v License Type v License Type Status Status Date: Original Issue D M License Type v License Type v License Type v License Type v Derating Restrictions No Operating Restrictions Disciplinary Action No Active Disciplinary Active	aster: Y Duplicate: 0 was Transferred On: was Transferred On: 86 - INSTRUCTIONAL TAS PENDING 08-JAN-2019 ate: aster: Y Duplicate: 0 was Transferred On: was Transferred On:	Fee Code: P40	Aonth(s)
A License Type v License Type v License Type v License Type Status Status Date: Original Issue D  M License Type v	Asster: Y Duplicate: 0  Was Transferred On:  ### ### ### ### ### ### ### ### ### #	Fee Code: P40	Aonth(s)
A License Type v License Type v License Type v License Type Status Status Date: Original Issue D M License Type v License Type v License Type v License Type v Derating Restrictions No Operating Restrictions Disciplinary Action No Active Disciplinary Active	Asster: Y Duplicate: 0  Was Transferred On:  ### ### ### ### ### ### ### ### ### #	Fee Code: P40	Aonth(s)
License Type v License Type v License Type v License Type Status Status Date: Original Issue D M License Type v	Asster: Y Duplicate: 0  Was Transferred On:  ### ### ### ### ### ### ### ### ### #	Fee Code: P40	Aonth(s)
License Type v License Type v License Type v License Type Status Status Date: Original Issue D M License Type v	laster: Y Duplicate: 0  was Transferred On:  ### ### ### ### ### ### ### ### ### #	Fee Code: P40 From: 21-34386 To: STING LICENSE  Term: 12 M Expiration Date: Fee Code: P40 From: 21-34386 To:	Aonth(s)
License Type v License Type v License Type v License Type Status Status Date: Original Issue D M License Type v	Asster: Y Duplicate: 0  Was Transferred On:  86 - INSTRUCTIONAL TAS  10	Fee Code: P40 From: 21-34386 To: STING LICENSE  Term: 12 M Expiration Date: Fee Code: P40 From: 21-34386 To:	Aonth(s)
License Type v License Type v License Type v License Type Status Status Date: Original Issue D M License Type v	laster: Y Duplicate: 0  was Transferred On:  ### ### ### ### ### ### ### ### ### #	Fee Code: P40 From: 21-34386 To: STING LICENSE  Term: 12 M Expiration Date: Fee Code: P40 From: 21-34386 To:	Aonth(s)

For a definition of codes, view our glossary.