File No.	190069	
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Committee Item No.	_1	
Board Item No.		

COMMITTEE/BOARD OF SUPERVISORS

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Prepared by:	John Carroll	Date:	March	n 8, 2019			
Prepared by:		Date:					

Carroll, John (BOS)

From:

Carroll, John (BOS)

Sent:

Wednesday, January 30, 2019 11:14 AM

To:

Gordon, Nelly (POL); George, Gigi (POL); Macchi, Patrick (POL)

Cc:

'Mat Pond'; 'Gebb, Justin@ABC'; 'Meyer, Rose @ABC'; 'Arnel.Junio@abc.ca.gov'; Adina, Seema (CPC); CPC.Referrals: Powell, Georgia (CPC); Mundy, Erin (BOS); Cancino, Juan

Carlos (BOS); Remski, Derek (BOS); Simley, Shakirah (BOS)

Subject:

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

Epicurean Trader

Categories:

190069

Good morning,

The Planning Department has completed their review of the subject application, and has forwarded their recommendation for approval. For you convenience, I have their review available from the link below:

Planning Dept. Response - Received January 30, 2019

The matter is now awaiting review by the Police Department's ALU.

After receiving review from the Police Department, 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 their consideration in the license matter.

The Public Safety and Neighborhood Services Committee will tentatively schedule this hearing for a regular meeting in March of 2019.

I invite you to review the entire matter on our Legislative Research Center by following the link below:

Board of Supervisors File No. 190069

Thanks for the review.

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



Click here to complete a Board of Supervisors Customer Service Satisfaction form.

The Legislative Research Center provides 24-hour access to Board of Supervisors legislation and archived matters since August 1998.

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

<patrick.macchi@sfgov.org>

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 Legislative Research Center 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:

<u>Liquor License Public Convenience or Necessity Request</u>

Thanks for the review.

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

RECEIVED JAN 17 2019 LIQUOR LICENSE N 11 PUBLIC CONVENIENCE OR **TECESSITY REFERRAL**



TO: Planning Department

Georgia Powell

Phone No. (415) 558-6371

DATE:

January 17, 2019

TO: Police Department

Inspector Nelly Gordon

Phone No. (415) 837-7273

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

NE Planning Team Quad:

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

Applicant name:

The Epicurean Trader, LLC

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 REVIEW:

Approval

Denial

Planning Staff Contact:

SEEMA ADINA

-415-575-8722

Please print review comments on a trailing page.

POLICE REVIEW:

Approval

Denial

Please print review comments in a trailing report.

Powell, Georgia (CPC)

From:

Adina, Seema (CPC)

Sent:

Wednesday, January 30, 2019 9:23 AM

To:

Carroll, John (BOS); Powell, Georgia (CPC)

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>'; Rémski, 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

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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 A	IBC :				
1. APPLICANT'S NAME		***************************************			
EPICUREAN TRADER LLC				•	:
2. PREMISES ADDRESS (Street number and name, cr				3. LICENSE TYPE	•
465 Hayes St San Francisco	CA 94102-4308			21,86	
Full Service Restaurant	Hofbrau/Cafeteria	Cocktail Lounge		Private Club	•
Deli or Specialty Restaurant	Comedy Club	Night Club		Veterans Club	
Cafe/Coffee Shop	Brew Pub	Tavem: Beer		Fratemal Club	
Bed & Breakfast:	Theater	Tavern: Beer & Wine		Wine Tasting Room	,
Wine only All					
Supermarket	Membership Store	Service Station		Swap Meel/Flea Market	
Liquor Store	Department Store	Convenience Market	•	Drive-in Dairy	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Drug/Variety Store	Florist/Gift Shop	Convenience Market w/			production of
X Other - describe: 21-Off-Sal	e General- Specialty Gr		nal Tasting		
5. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES IN	COUNTY	7. RATIO OF LICE	ISES TO POPULATION IN COUNTY	
2,541/883,963		On-Sale Off-Sale	286	X On-Sale	Off-Sale
8. CENSUS TRACT NUMBER	9. NO. OF LICENSES ALLOWED IN C	ENSUS TRACT	10. NO. OF LICENS	ES EXISTING IN CENSUS TRACT	
162	8	X On-Sale Off-Sale	44	X On-Sale	Off-Sale
11. IS THE ABOVE CENSUS TRACT OVERCONCEN		ratio of ficenses to population in the	census tract exceed	he ratio of licenses to population for	the entire county?)
X Yes, the number of existing licenses e	*				. *
No, the number of existing licenses is					. "
12. DOES LAW ENFORCEMENT AGENCY MAINTAIN	and the second of the second 				
X Yes (Go to Item #13)	No (Go to Item #20)				Septiment
13. CRIME REPORTING DISTRICT NUMBER	14. TOTAL NUMBER OF REPORTING	DISTRICTS	15. TOTAL NUMBE	R OF OFFENSES IN ALL REPORTI	G DISTRICTS
	oro total		F4 040		
558	653	OFFENSES	51,848	R OF OFFENSES IN REPORTING O	ISTRICT
558 16. AVERAGE NO. OF OFFENSES PER DISTRICT 79	653 17, 120% OF AVERAGE NUMBER OF	OFFENSES		R OF OFFENSES IN REPORTING D	ISTRICT
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PART 2 - TO BE COMPLETED	BY THE APPLICANT (If box #	20b is checked)			
21. Based on the information or necessity would be served by the this area. You may attach a sep	e issuance of the license. Plea	ise describe below the rea	asons why issuance o	of another license is ju	
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22. APPLICANT SIGNATURE	u gyan ya minin unio unio gyan utawa ji Minin wa minin uka usu usu kata ji		23. DATE SIGNED		. •
PART 3 - TO BE COMPLETED			A Comment of the Comm		
The applicant named on the reversal over-concentration of licenses Code). Sections 23958 and 239 governing body of the area in which days of notification of a complete Please complete items #24 to #3 letter on official letterhead stating	ित्र है। क्षेत्री के एक प्रोति का है। प्रकार कुल कर्म अने प्रोतिक है की है।	inience or necessity would official seal, or attach a co of the applied for license v	to be served by the issopp of the Council or would serve as a publication.	isuance. Board resolution or a ic convenience or nec	signed cessity.
24. WILL PUBLIC CONVENIENCE OR NECES	SITY BE SERVED BY ISSUANCE OF THIS A	J'COHOLIC REVERAGE LICENSE?			
Yes: (200)	No		tached (i.e., letter, resolu	ution, etc.)	
25. ADDITIONAL COMMENTS, IF DESIRED (m	nay include reasons for approval or denial of		and the second		
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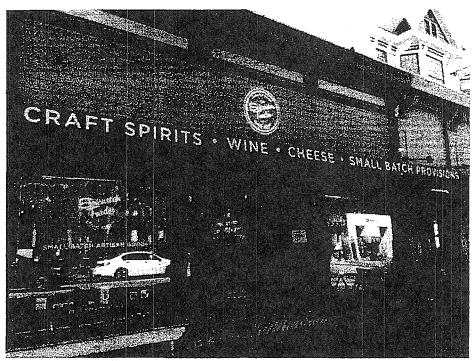
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26. CITY/COUNTY OFFICIAL NAME	27. CITY/COUNTY OFFICIAL TIT		28. CITY/COUNTY OFFI	CIAL PHONE NUMBER	
29. CITY/COUNTY OFFICIAL SIGNATURE			30. DATE SIGNED	<u>an Annaghtan</u> Mga Pangaran	
ABC-245 REVERSE (rev. 01-11)			<u>- </u>		
Construction (1997)					

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

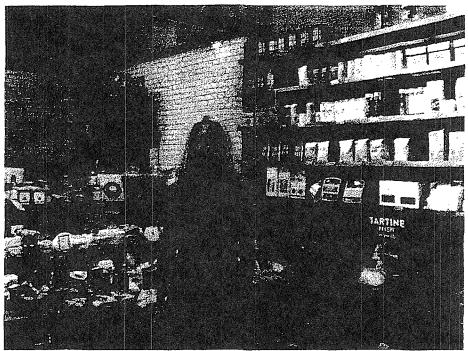
Cow Hollow's New 'Epicurean Trader' Offers Artisanal Eats, Spirits, & More



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."



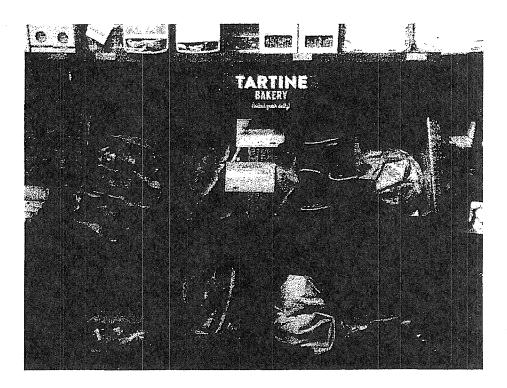
Cheese and charcuterie are two of the store's most popular items, and the Cow Hollow location has an expanded selection compared to the original, Holly says.

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.

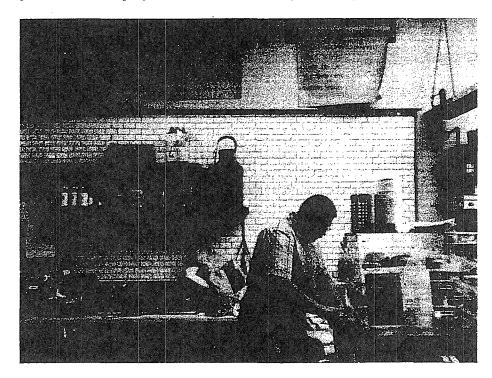


There are also some hard-to-find items from local purveyors, particularly <u>Tartine Bakery</u> bread and <u>Bi-Rite Creamery</u> ice cream, which the Epicurean Trader will begin carrying in June.

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.

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S) ABC 211 (6/99)

State of California

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

Name of Business:

EPICUREAN TRADER THE

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

License Type	Transaction Type	Fee Type	Master	<u>Dup</u>	<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	Ŋ	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? No

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

License Information	
License Number:	602484
Primary Owner:	EPICUREAN TRADER, LLC THE
ABC Office of Application:	24 - SAN FRANCISCO
Desire Name	
Business Name]#
EPICUREAN TRADER TH	
Business Address	
465 HAYES ST	
SAN FRANCISCO, CA. 9410)2
County: SAN FRANCISCO	Census Tract: 0162.00
Licensee Information	FO LLC TUE
Licensee: EPICUREAN TRADE	EK, LLO INC
Company Information	NIV (DIOTI) (ALTIOCA)
	DLLY KRISTIN (MEMBER) THEW JAMES (MEMBER)
MEMBER: MCDELL, HO	
MEMBER: MCDELL, HO	·
MEMBER FORD, MAN	TICTYOUTILES
License Types	
1) License Type:	21 - OFF-SALE GENERAL
License Type Star	itus: PENDING
Status Date:	08-JAN-2019 Term: 12 Month(s)
Original Issue D	
	faster: Y Duplicate: 0 Fee Code: P40
	was Transferred On: From: 21-343868
	was Transferred On: To:
2) License Type:	86 - INSTRUCTIONAL TASTING LICENSE
License Type Status	
Status Date:	08-JAN-2019 Term: 12 Month(s)
Original Issue D	Date: Expiration Date: faster: Y Duplicate: 0 Fee Code: P40
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	was Transferred On: To:
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For a definition of codes, view our glossary.

LIQUOR LICENSE PUBLIC CONVENIENCE OR NECESSITY REFERRAL

TO: Planning Departme Georgia Powell Phone No. (415) 5:		DATE:	January 17, 2019		
TO: Police Department Inspector Nelly Go Phone No. (415) 83		AP Block/Lot Nos.: 0817/069 Zoning: NCT - Hayes NCT; 40X Quad: NE Planning Team Record No.:			
Please submit your respo PLEASE EMAIL YOUR R Public Safety and Neighb <u>john.carr</u>	ESPONSE BY: N	//arch 1, 201 Committee C	9, to John Carroll, Clerk.	and the AT	
Applicant name:	The Epicurean	Гrader, LLC			
Business name:	The Epicurean	Trader			
Application address:	465 Hayes Stree San Francisco, (
Applicant contact info:	Mat Pond and H 415-602-3407 mat@theepicure	•	<u>m</u>		
PLANNING REVIE	W: Appr	oval	☐ Denial		
Planning Staff Contact:	Manufacture				
Please print r	eview comm	ents on	a trailing page.		
POLICE REVIEW:	☐ Appr	oval	_ Denial		
Please print r	eview comm	ents in a	trailing report		



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 A	BC 14						
EPICUREAN TRADER LLC T	HF.						
2. PREMISES ADDRESS (Street number and name, cit			······································		3. LICENSE TYP	E	
465 Hayes St San Francisco					21,86		
Full Service Restaurant Hofbrau/Cafeteria Cocktail Lounge Private Club							
Deli or Specialty Restaurant	Comedy Club Veterans Club						
Cafe/Coffee Shop							
Bed & Breakfast:	Theater	Tavern: Be	eer & Wine		Wine Tast	ing Room	
Wine only All							
Supermarket	Membership Store	Service Sta	ation		Swap Mee	t/Flea Market	m - ex lagran en ex.
Liquor Store	Department Store	Convenien	ce Market		Drive-in D	airy	
Drug/Variety Store	Florist/Gift Shop	لبيا	ce Market w/				
X Other - describe: 21-Off-Sale	e General- Specialty Gre	ocery; 86-	Instructio	nal Tasting			
5. COUNTY POPULATION	6. TOTAL NUMBER OF LICENSES IN	COUNTY		7. RATIO OF LICEN	ISES TO POPUL	ATION IN COUNTY	
2,541/883,963		On-Sale	Off-Sale	286		X On-Sale	Off-Sale
8. CENSUS TRACT NUMBER	9. NO. OF LICENSES ALLOWED IN CI	ENSUS TRACT		10. NO. OF LICENS	SES EXISTING IN	CENSUS TRACT	
162	8	X On-Sale	Off-Sale	44		X On-Sale	Off-Sale
11. IS THE ABOVE CENSUS TRACT OVERCONCENT X Yes, the number of existing licenses e		ratio of licenses to	population in the	census tract exceed t	the ratio of ticense	es to population for	the entire county?)
No, the number of existing licenses is							
12. DOES LAW ENFORCEMENT AGENCY MAINTAIN		· · · · · · · · · · · · · · · · · · ·		, , , , , , , , , , , , , , , , , , ,			
X Yes (Go to Item #13)	No (Go to Item #20)		g i serie 1960 gaine disa		교육 시간 사람 기계를 발표하다		
13. CRIME REPORTING DISTRICT NUMBER	14. TOTAL NUMBER OF REPORTING	DISTRICTS		15. TOTAL NUMBE	R OF OFFENSES	IN ALL REPORTI	NG DISTRICTS
558	653			51.848			
16. AVERAGE NO. OF OFFENSES PER DISTRICT	17. 120% OF AVERAGE NUMBER OF	OFFENSES		18. TOTAL NUMBE	R OF OFFENSES	IN REPORTING D	ISTRICT
1. 79	95			141			
 IS THE PREMISES LOCATED IN A HIGH CRIME F reporting districts within the jurisdiction of the local I 		greater number of re	ported crimes th	an the average numb	er of reported crim	nes as determined f	rom all crime
X Yes, the total number of offenses in the		eeds the total i	number in ite	m #17			
No, the total number of offenses in the	en flore flore en elle processes		and the state of the				
20. CHECK THE BOX THAT APPLIES (check only one		ie total minibe	millem #17				
a. If "No" is checked in both item #1"	•	B&P does not	apply to this	application, and	no additional	information wil	be needed
on this issue. Advise the applicant to							
b. If "Yes" is checked in either item #	11 or item #19, and the applican	it is anniving fo	r a non-retail	llicense a retail	hona fide nub	lic eating place	e license a
retail license issued for a hotel, motel	or other lodging establishment a	as defined in S	ection 25503	.16(b) B&P, or a	retail license	issued in conju	iction with a 🔠
beer manufacturer's license, or wineg application or as soon as possible the	rower's license, advise the <u>appli</u>	cant to comple	te Section 2	and bring the cor	mpleted form	to ABC when f	iling the
application of as soon as possible and	704.07.						
X c. If "Yes" is checked in either item #	11 or item #19, and the applican	t is applying fo	r an off-sale	beer and wine lic	ense, an off-s	sale general lic	ense, an on-
sale beer license, an on-sale beer an	d wine (public premises) license,	or an on-sale	general (pub	lic premises) lice	nse, advise ti	ne <i>applicant to</i>	take this form
to the local governing body, or its des ABC in order to process the application		ody to have the	m complete	Section 3. The c	ompleted for	n will need to b	e provided to
, iso ar oldo, to proceed the application							
Governing Body/Designated Subordin	ate Name: Board of Su	pervisors					
FOR DEPARTMENT USE ONLY							
PREPARED BY (Name of Department Employee)	ere van de een geweer op de 1994 in 1996 de 1 Ontoere een de 1996 de	ar in the second Building the	THE STATE OF THE S		lists	ikin salah dari Terpadan kecileri	하는 것이 되었다. 기업 설립 전략 기업
ADC 345 (rov. 01.11)							
ABC-245 (rev. 01-11)							

necessity would be served by	by the issuance of the license. Pl	nt may approve your application if you lease describe below the reasons why cumention, if desired. Do <i>not</i> proceed	v issuance of another license is justif
and area. Too may attach a	separate street of additional doc	sumention, it desired. Do not proceed	
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	in the section of the		
22. APPLICANT SIGNATURE	un pala din estit per palage dister	An artist is a superior of the superior 23. DATE	E SIGNED
	TED BY LOCAL OFFICIALS (If b		
an over-concentration of lice	enses and/or a higher than average	to sell alcoholic beverages at a preminge crime rate as defined in Section 23 ofessions Code requires the Departmere located, or its designated subordin evenience or necessity would be serve an official seal, or attach a copy of the eof the applied for license would serve	ises where undue concentration exist 1958.4 of the Business and Profession
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24. WILL PUBLIC CONVENIENCE OR N	IECESSITY BE SERVED BY ISSUANCE OF THI		, letter, resolution, etc.)
Yes		See Attached (i.e.	, letter, resolution, etc.)
Yes	No	See Attached (i.e.	, letter, resolution, etc.)
Yes	No	See Attached (i.e.	, letter, resolution, etc.)
Yes	No	See Attached (i.e.	, letter, resolution, etc.)
Yes	No	See Attached (i.e.	, letter, resolution, etc.)
Yes	No	See Attached (i.e.	, letter, resolution, etc.)
Yes 25. ADDITIONAL COMMENTS, IF DESIF	No	See Attached (i.e. of public convenience or necessity):	
Yes 25. ADDITIONAL COMMENTS, IF DESIF	No	See Attached (i.e. of public convenience or necessity):	
Yes 25. ADDITIONAL COMMENTS, IF DESIF	No	See Attached (i.e. of public convenience or necessity):	
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Yes 25. ADDITIONAL COMMENTS, IF DESIF	No RED (may include reasons for approval or denial	See Attached (i.e. of public convenience or necessity): TITLE 28. CITY	/COUNTY OFFICIAL PHONE NUMBER
Yes 25. ADDITIONAL COMMENTS, IF DESIF 26. CITY/COUNTY OFFICIAL NAME	No RED (may include reasons for approval or denial	See Attached (i.e. of public convenience or necessity): TITLE 28. CITY	
Yes 25. ADDITIONAL COMMENTS, IF DESIF 26. CITY/COUNTY OFFICIAL NAME	No RED (may include reasons for approval or denial	See Attached (i.e. of public convenience or necessity): TITLE 28. CITY	/COUNTY OFFICIAL PHONE NUMBER

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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 The Epicurean Trader 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.

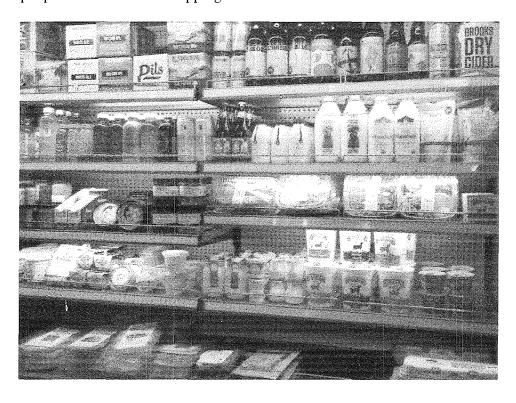
There's also a small selection of fresh produce, and a few housewares, such as candles, vases, and dinner napkins.

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.

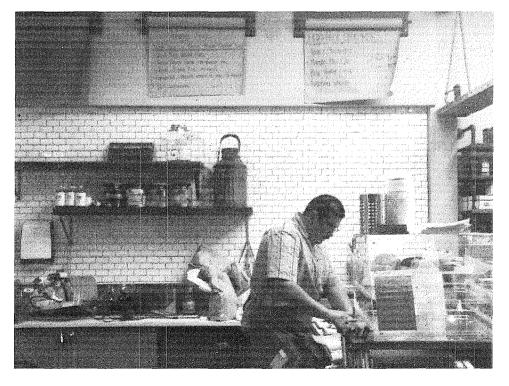


There are also some hard-to-find items from local purveyors, particularly <u>Tartine Bakery</u> bread and <u>Bi-Rite Creamery</u> ice cream, which the Epicurean Trader will begin carrying in June.

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 Alcoholic Beverage __ontrol

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, 201

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

State of California

Mailing Address: (If different from premises address)

Type of license(s):

21,86

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

Dropping Partner: Yes

License Type	Transaction Type	Fee Type	<u>Master</u>	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?

Have you ever violated any provisions of the Alcoholic Beverage Control Act, or regulations of the Department pertaining to the Act? No

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.

County of SAN FRANCISCO STATE OF CALIFORNIA

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

!	License Information	-			
Lic	cense Number:	602484			
Pr	imary Owner:	EPICUREAN TRADER, LL	C THE		
AE	BC Office of Application:	24 - SAN FRANCISCO			
	Business Name				
	EPICUREAN TRADER THE	<u> </u>			
	Business Address				
	55 HAYES ST	~~~			
	AN FRANCISCO, CA. 94102)			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	ounty: SAN FRANCISCO	·····	us Tract: 0162.00		
	Juny: 67 at 1 10 at 616666	OCIO	us 11uoc 0102.00		
Lic	censee Information		***************************************		
Lice	nsee: EPICUREAN TRADE	R, LLC THE			
C	Company Information				
	OFFICER: MCDELL, HOL	LY KRISTIN (MEMBER)			
	OFFICER: POND, MATTH	HEW JAMES (MEMBER)			
,	MEMBER: MCDELL, HOL	LY KRISTIN			
	MEMBER: POND, MATTI	HEW JAMES			
Licer	nse Types				
	1) License Type:	21 - OFF-SALE GE	ENERAL		
	License Type State	······································			
	Status Date:	08-JAN-2019	Term:	12 Month(s)	
	Original Issue Da	······································	Expiration Date		
		ster: Y Duplicate:	·····		
		as Transferred On:	From: 2	21-343868	
		as Transferred On:	To:		
_2)	<u>′</u>	86 - INSTRUCTIONA	L TASTING LICENSE		
	License Type Status:	***************************************			
	Status Date:	08-JAN-2019	Term:	12 Month(s)	
	Original Issue Da		Expiration Date		
		ister: Y Duplicate:			
		as Transferred On:		1-343868	
	License Type w	as Transferred On:	То:		
	Operating Restrictions				
	. No Operating Restrictions	found			
	. No Operating Nestrictions i	round			
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	No Active Disciplinary Actio	n found		***************************************	
	Disciplinary History				
	. No Disciplinary History fou	ınd			
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	Hold Date: 08-	JAN-2019 Type: FORM	VI 220		
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For a definition of codes, view our glossary.

Escrow: ABC ESCROW, 2222 DAMON ST LOS ANGELES, CALIFORNIA 90021

Print Form

Introduction Form

By a Member of the Board of Supervisors or the Mayor

I he	eby submit the following item for introduction (select only one):	
	1. For reference to Committee. (An Ordinance, Resolution, Motion, or Charter Amendment)	
	2. Request for next printed agenda Without Reference to Committee.	
\boxtimes	3. Request for hearing on a subject matter at Committee.	
	4. Request for letter beginning "Supervisor inquires"	
	5. City Attorney request.	
	6. Call File No. from Committee.	
	7. Budget Analyst request (attach written motion).	
	8. Substitute Legislation File No.	
	9. Reactivate File No.	
	10. Question(s) submitted for Mayoral Appearance before the BOS on	
	e check the appropriate boxes. The proposed legislation should be forwarded to the following: Small Business Commission Planning Commission Building Inspection Commission For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form. Or(s):	
	of the Board	
Subje		
Liquor License Transfer - 465 Hayes Street - The Epicurean Trader		
The t	ext is listed below or attached:	
The E	ng to consider that the transfer of a Type-21 off-sale general beer, wine, and distilled spirits liquor license to picurean Trader, LLC, doing business as The Epicurean Trader, located at 465 Hayes Street (District 5), will the public convenience or necessity of the City and County of San Francisco.	
	Signature of Sponsoring Supervisor:	
For C	lerk's Use Only:	