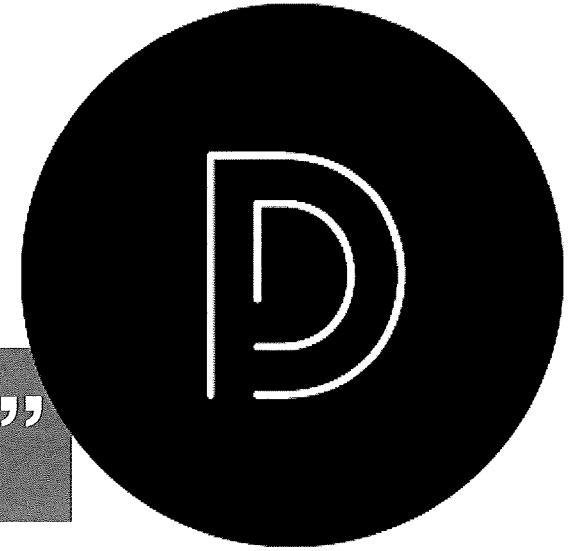


DECANT SF

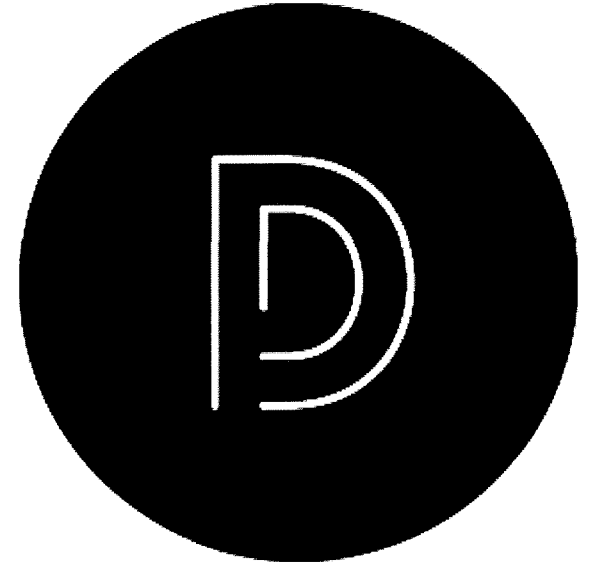
1168 FOLSOM STREET, SAN FRANCISCO, CA 94103

“ DRINK FOR YOURSELF. ”



For San Francisco imbibers, from novice to expert, DECANTsf is a wine and beer tasting bar, merchant, and social learning space that combines **hospitality, education, and curated selections** for the every day drinker. Unlike discount retailers or anonymous web stores, we will provide a **personalized sommelier experience**, engaging neighborhood locals, connoisseurs, and industry professionals in a **relaxed and friendly** setting.

BRAND POSITION & IDENTITY

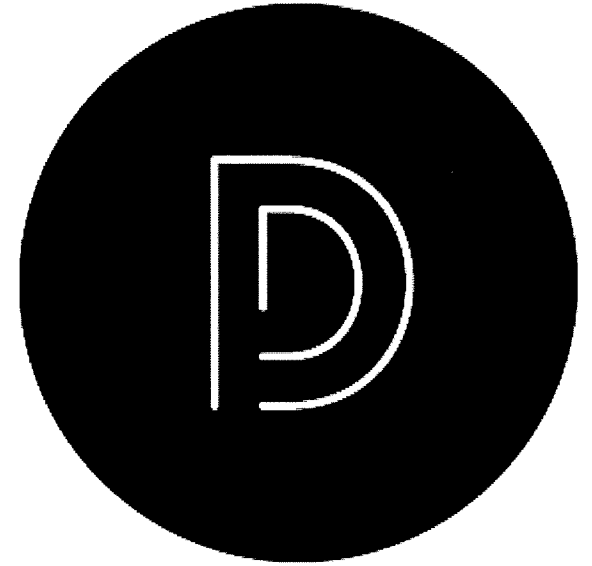


In San Francisco, there is a passion for craft wine beer, but there is not an appropriate retail establishment to serve the needs of consumers aesthetically, educationally, or personally.

PROBLEM AT HAND

OUR SOLUTIONS

1. Offer personalized sommelier experience to every guest
2. Be a one-stop shop for all things wine, both in-shop at to be enjoyed at home
3. Offer beverage education classes to general public & trade
4. Offer a private educational event space for individuals & businesses
5. Create a fun, comfortable environment to buy, taste, & learn



The DECANTsf co-founder team is a great one-two punch of fantastic sommeliers with savvy business sense. Together, we have envisioned a fresh concept, and an ambitious but achievable plan to build DECANTsf into a thriving new business.

THE TEAM BEHIND DECANTSF

CREATING THE SOMMELIER EXPERIENCE

WHY US?

Cara Patricia is an Advanced Sommelier through the Court of Master Sommeliers. She trained at the Culinary Institute of America and opened, from ground up, several top Chicago and Bay Area restaurants and retailers before pursuing her dream of opening DECANTsf. For DECANTsf, she is going to take her strong reputation as a sommelier and beverage professional, decade of hospitality experience, plus her academic wine knowledge to bring the San Francisco wine experience to a new level.

Simi Grewal is a Certified Sommelier who is also an alumna of the Culinary Institute of America, and earned her Bachelor's Degree in The Business of Food from NYU. She has gained experience working for Michelin Star restaurants in the Bay Area and New York City as a server, manager and sommelier. She has the business and operational acumen to push for quality and efficiency in all areas of DECANTsf.



TEAM & EXPERIENCE



Cara Patricia Higgins
Co-Founder



HAKKASAN

saison



Moët Hennessy USA



Simi Grewal
Co-Founder



THE VILLAGE PUB

birba



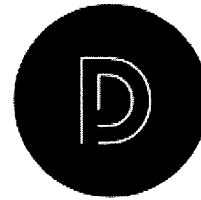
ELEVEN MADISON PARK



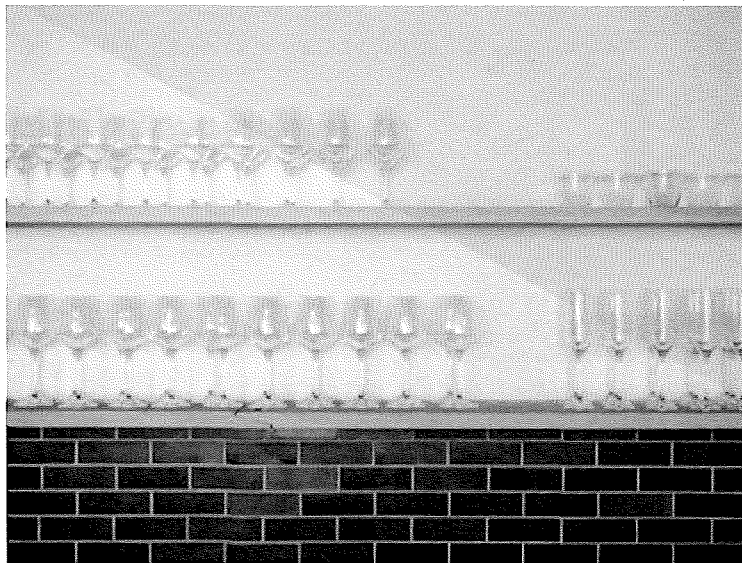
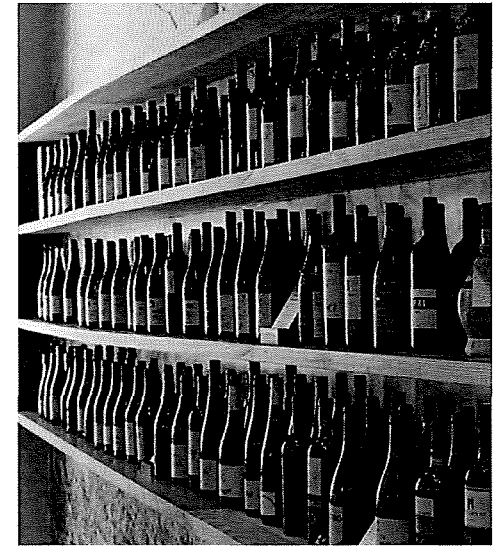
DECANTsf is a hybrid wine bar and merchant to customize experiences for our discerning customers, both in and out of our establishment.

OUR VISION AT DECANTSF

DESIGN CONCEPT - MINIMALIST AESTHETIC - 1168 FOLSOM STREET



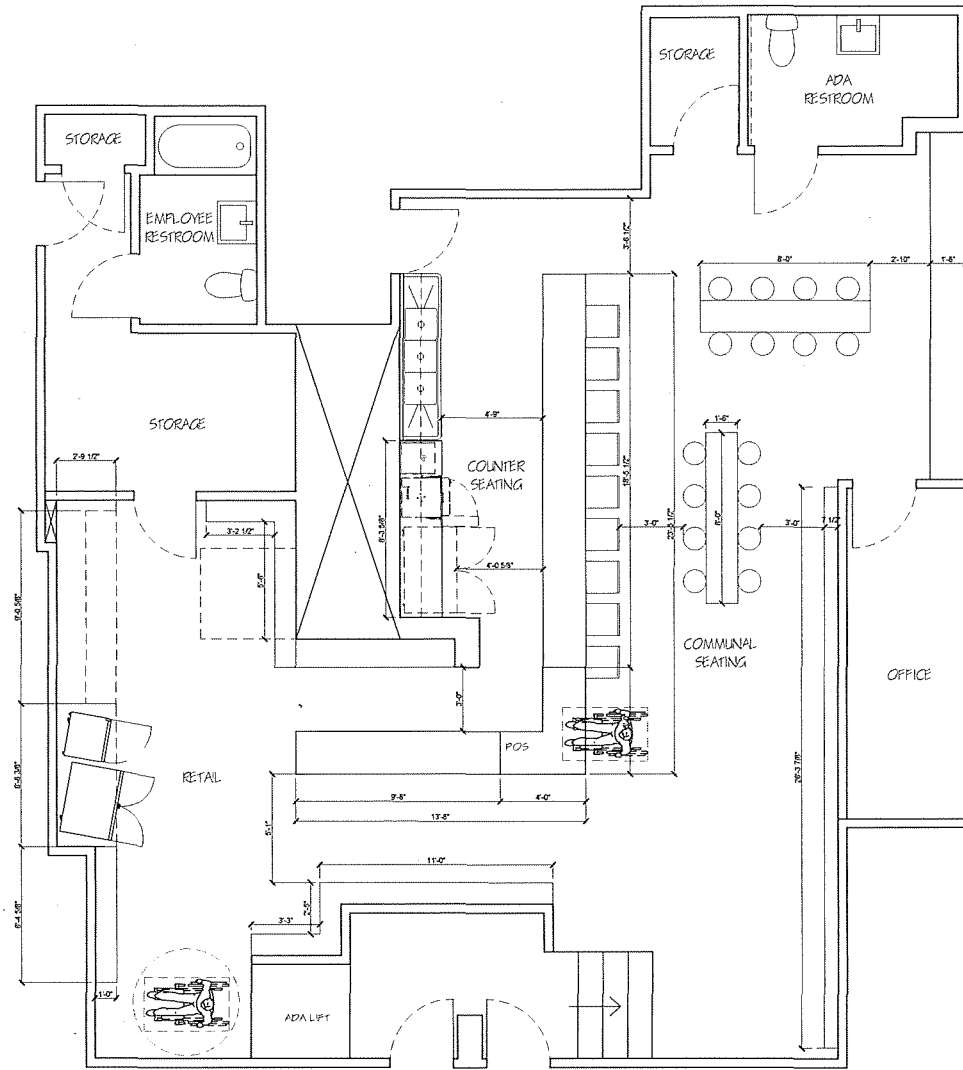
DECANT SF
DECANT SF



PROPERTY OF DECANTSF, LLC.

DECANT SF

DESIGN CONCEPT - FLOOR PLAN



1 PROPOSED PLAN
SCALE: 3/8" = 1'-0"

0115

ROY

415 622 2470
HANNACOLLINSDESIGNS.COM
2616 LAWTON STREET,
SAN FRANCISCO, CA 94122

DECANT
1168 FOLSOM ST.
SAN FRANCISCO, CA 94103

DATE: 12.12.18
DRAWN BY: AC
PLANS



AI.2

OPERATIONS & SERVICES

- ▶ To meet demands of this rejuvenated neighborhood, DECANTsf will operate a minimum of 40 hours per week (but will target growth to 55-65 hours).
- ▶ Target Hours of Operations:
 - ▶ Monday through Thursday: 11am-9pm
 - ▶ Friday & Saturday: 12pm-10pm
 - ▶ Sunday: 12pm-8pm
- ▶ Wine, beer, and specialty food education programs:
In addition to having a by the glass program, we will hold weekly tastings, meet-the-winemaker events, cheese tastings with local producers, and wine education classes led by industry professionals, all open to the public.
- ▶ By the glass list to enjoy wine on-premise, as well as allowing sale of bottles to-go will let people continue to enjoy the DECANTsf experience within the comfort of their own homes. In lieu of a traditional wine and beer bottle list, customers will be able to buy bottles directly off the shelves to enjoy in-store or at home.
- ▶ Specialty cheese and foodstuffs, grocery, and gifts also available to make DECANTsf a one-stop-shop for a dinner party or special occasion celebration.
- ▶ Licensing: DECANTsf is applying for a 42 (Beer and Wine On Premise) and engaging the off-premise privileges of this license so customers can bring their new found knowledge home with them, making us competitive in a retail landscape and increasing our image of an upscale fine wine destination for both neighbors and guests to the neighborhood.

ABOUT OUR VISION

WHAT DECANT SF *WILL* BE

DECANTsf plans to be a wine bar under a ABC License 42, taking advantage of the off-sale privileges that are afforded a 42 license per the State of California. However, we plan to use this privilege responsibly in a beneficial way to the community.

License 42: ON SALE BEER & WINE - PUBLIC PREMISES - (Bar, Tavern)

Authorizes the sale of beer and wine for consumption on or off the premises where sold. No distilled spirits may be on the premises. Minors are not allowed to enter and remain. Food service is not required.

In that respect, the following is a list of how DECANTsf *will* operate. DECANTsf:

- ▶ WILL cease the sale of wine and beer by 10pm daily
- ▶ WILL only sell fine, unique, and interesting wines which are not typically available at chains, discount liquor stores, or grocery stores
- ▶ WILL only sell craft beers by the bottle. We are focusing on beers from Japanese, Belgian, French and other European imports, plus American beers which aren't oversaturated in the local market, allowing beer lovers to create their own custom six-packs to bring home
- ▶ WILL have a wine by the glass list, and any bottle on the walls can be opened and enjoyed. The wall is your wine list!
- ▶ WILL have weekly public tastings and education classes, and work with our neighbors to create special events, in-home tastings, and office social hours.
- ▶ WILL allow patrons to purchase bottles they love to take home. This will include wine clubs, online store, and featured bottles after in-store winemaker tasting events
- ▶ WILL be a community gathering space, a new way for neighbors to hang out and get to know each other in SoMa West
- ▶ WILL sell cheese, charcuterie, and gourmet foods to enjoy both in the premises and wrapped to go home!

ABOUT OUR VISION

WHAT DECANT SF **WON'T** BE

DECANTsf plans to be a wine bar under a ABC License 42, taking advantage of the off-sale privileges that are afforded a 42 license per the State of California. However, we plan to use this privilege responsibly in a beneficial way to the community.

License 42: ON SALE BEER & WINE - PUBLIC PREMISES - (Bar, Tavern)

Authorizes the sale of beer and wine for consumption on or off the premises where sold. No distilled spirits may be on the premises. Minors are not allowed to enter and remain. Food service is not required.

In that respect, the following is a list of how DECANTsf will **not** operate. DECANTsf:

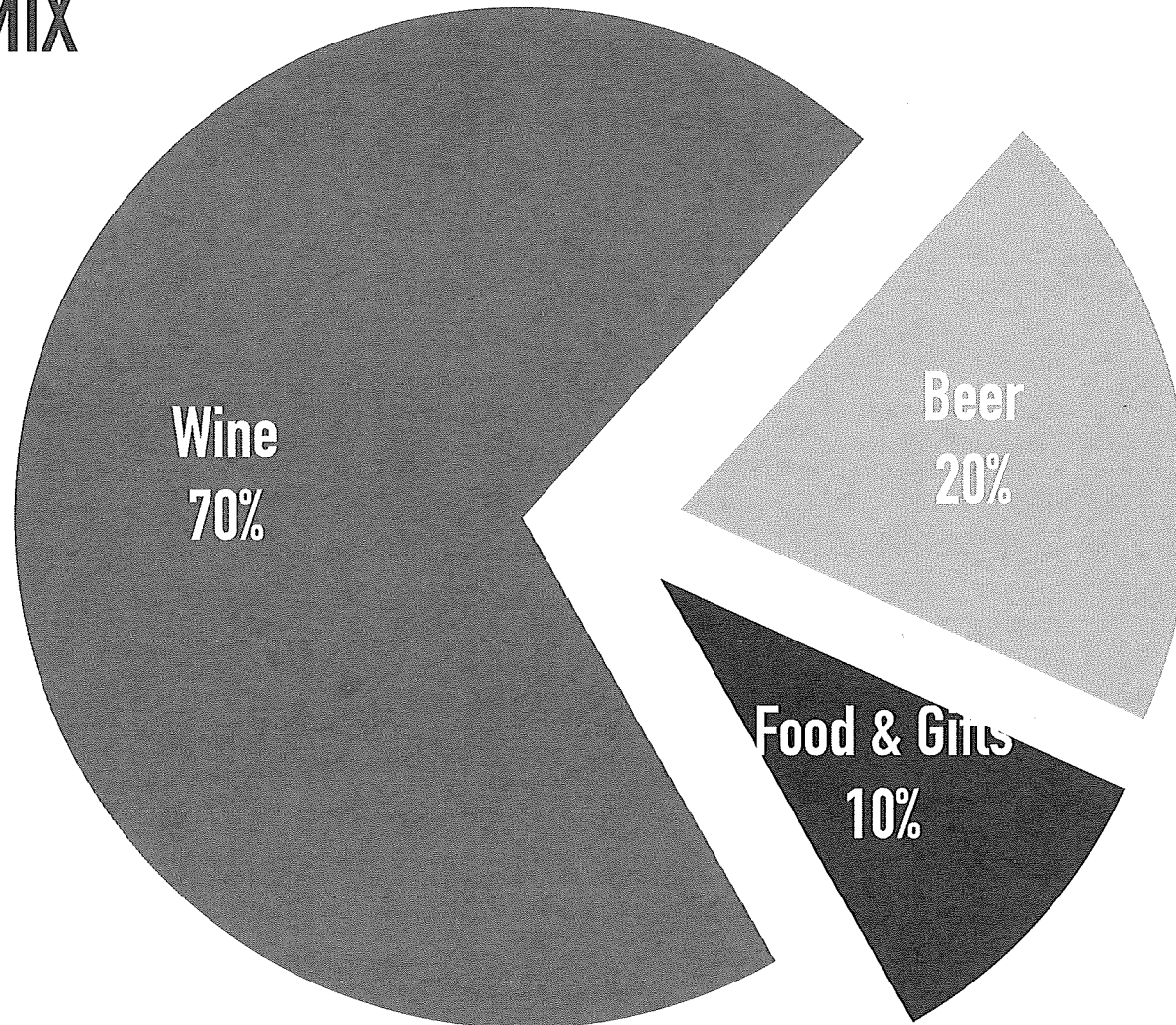
- ▶ *WILL NOT* operate after 12:00AM, and will target operating hours that will end by 10PM daily
- ▶ *WILL NOT* create undue noise from loud music, live entertainment
- ▶ *WILL NOT* operate like a liquor store
- ▶ *WILL NOT* sell distilled liquors or "airplane bottles"
- ▶ *WILL NOT* create trash or other nuisance on the street
- ▶ *WILL NOT* sell wine by the bottle under \$12 or over 24% Alcohol By Volume.
- ▶ *WILL NOT* sell beer in the "malt liquor" type or in 40oz sizes.
- ▶ *WILL NOT* sell beer from kegs or 'growlers' (64oz).

SALES CHANNELS

- ▶ Brick & mortar tasting bar with ability to bring bottles home
- ▶ Range of wine clubs and packages
- ▶ Private Client Services
 - ▶ purchasing and inventory for private cellars, in-home events, wine excursions
- ▶ Online Retail Merchant and Email Offers
- ▶ Beverage education classes for professionals & general public
- ▶ Events: 'Meet the Winemaker', weekly public tastings, private events & tastings

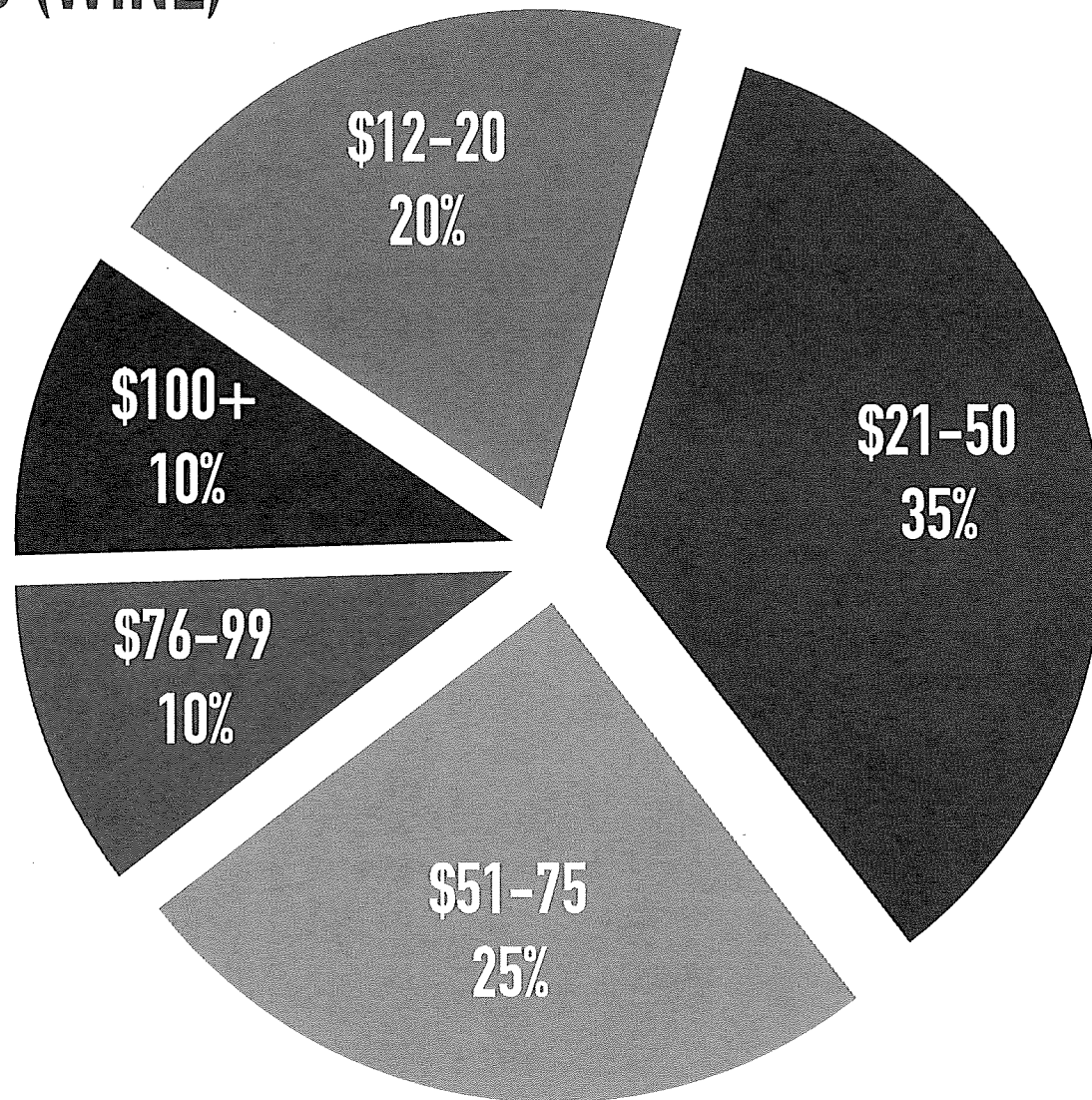
BREAKDOWN

PRODUCT MIX



BREAKDOWN

PRICE POINTS (WINE)



MARKETING ACTIVITIES

- ▶ For pre-opening and opening, we will retain the services of a PR firm to make sure we have a presence in local and national food & wine press
- ▶ Extensive & active social media presence via Facebook, Twitter and Instagram
- ▶ Participation in local charity events, and food, wine & music festivals
- ▶ Partnering with local chefs for pop-up events
- ▶ Keeping active with communications and promotions to respected wine writers and journalists

PROGRESS

PARTNERSHIPS

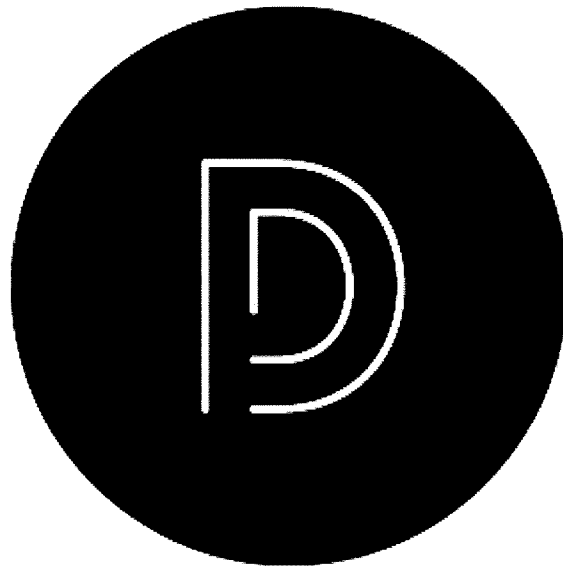
DecantSF is not just an idea on paper. We have already assembled a team of experts and industry veterans to help us open as quickly and efficiently as possible once we have secured the perfect location.

We have retained the legal services of the award winning **Georgopoulos & Economidis Law Group**, nationally recognized as leaders in their field for serving the growing Bay Area Hospitality Industry. We are working under the close legal guidance of the firm's partner **Roberta Economidis**.

To bring our vision to life, we have retained the sharp eye of **ROY Studio**. She and her team have been responsible for the interiors of a number of SF's most popular establishments, including Super Duper, The Riddler, A Mano, Media Noche, The Assembly, and Belga. Her services also connect us with contractors and architects to ensure a seamless and efficient build-out process.

To help spread the word on who we are and what we're adding to the neighborhood, we have retained the Public Relations skills of **bread & Butter PR**, who have both a local and national presence to help drive foot traffic from near and far.

Additionally, we are reaching out to **local community organizations** in hopes of working with them. We intend to offer our space as a free or low-cost gathering space for these organizations during off or slow hours, which we are dubbing "office hours".



Questions?
wine@decantsf.com

Good afternoon Supervisors Mandelman, Stefani and Walton. My name is Simryn Grewal, and I am a co-founder of Decant SF. Alongside me is my business partner and fellow co-founder, Cara Higgins, and we would like to thank the committee for taking the time today to hear our petition for approval of a Type 42 ABC License at 1168 Folsom Street. This location was formerly home to the beloved City Beer Store, which operated under the same type 42 license for 10 years, and has recently moved on to a larger location on nearby Mission Street.

Decant SF aims to be a holistic wine experience for anyone who enjoys wine, works in wine, or even more importantly, wants to be introduced to wine in an unpretentious and affordable way. We plan to do this by intertwining a casual wine bar atmosphere with retail pricing, and with a heavy emphasis on wine and beverage education. We will hold weekly wine classes that are open to the public, as well as weekly tastings that expose our guests to beverages from compelling producers around the globe. We hope that with a Type 42 license that preserves the privilege of on and off premise sales, our guests will be able to purchase the things they love from our store, and be able to take them home to share what they've learned with friends. By creating a beautiful and hospitality-focused wine shop & bar in SoMa, we hope to become a destination for anyone living in or visiting San Francisco.

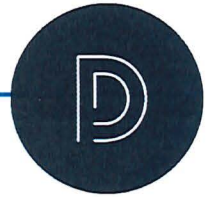
We understand that in terms of Neighborhood Safety, this part of SoMa has its challenges. But when it comes to neighborhood wellness and security, we will be a part of the solution to making the area safer and cleaner. We have remodeled this location to make it brighter on the inside, and more appealing to the eye on the outside. We are replacing the old light fixtures outside of our storefront to keep the sidewalk illuminated during twilight and nighttime hours. Our hours of operation will lean towards the early side, with weekday

hours going from 11am to 9pm, and weekend hours not going past 10pm. We will also work to prevent underage consumption of alcohol, by posting a sign prohibiting entrance to anyone under 21, and carding those who look under 40. We are also looking forward to beautifying our storefront with plants that have been recommended by SF Planning Department to help preserve the natural beauty of our Bay Area environment.

We also dearly want to be a beneficial part of the community in SoMa. During off or slow hours, we intend to offer our space as a free or low-cost gathering area to local community organizations, dubbing them “office hours”. We have reached out to a handful of organizations to introduce ourselves in hopes of working with them in the neighborhood. We are already planning ways in which we can contribute to fundraisers for SoMa Pilipinas, and SF Eagle Plaza, who were very excited with the idea of partnering with a local merchant. We want to use this space to not only bring the wine community together, but also to contribute to the bettering of the wider SoMa West district as it goes through its current growth period.

Cara and I first began working together on the concept of DECANT SF in early 2015. At the time, we didn’t realize how long it would take us to get to this point, but we are so happy, relieved and excited to finally be here. A fully privileged Type 42 license is integral to building the concept we have envisioned and worked so hard on for these past 5 years. We hope that you’ll consider our efforts in earnest, and help us to achieve our modest dream in this big city by approving our request. Thank you for listening, and we are happy to address any questions or concerns you have at this time.

DECANT SF



1168 Folsom Street, San Francisco, CA 94103

Co-Owners & Sommeliers: Simryn Grewal & Cara Patricia Higgins

ATTN: Public Safety and Neighborhood Services Committee, File No. 190135

Hearing Date: Thursday, March 7, 2019

March 4, 2019

Dear Supervisors Mandelman, Stefani and Walton,

Thank you for taking the time to consider our business' application for a Type 42 Alcohol License at 1168 Folsom Street, in the former City Beer location. As you might know, City Beer operated as a beer purveyor and tasting room for approximately ten years and did so while the neighborhood grew and improved from commercial and residential standpoints. Today, this area of Western SoMa is rapidly expanding with new homes and residents, and we at Decant SF know we can serve the growing needs of this neighborhood in a way that offers wonderful service and maintains and further cultivates a sense of camaraderie in the area.

In San Francisco, there is a passion for craft wine and beer, but there are not many venues that meet the demands of consumers aesthetically, educationally, and personally to provide a holistic experience. Traditional retail wine shops and liquor stores in San Francisco tend to sacrifice hospitality for discounts, and a comfortable space for stacks of boxes. Many wine-focused bars double as restaurants, driving prices up, and prohibiting guests from freely exploring wines from around the world without breaking the bank. Decant SF is going to change the wine shopping experience in San Francisco. Our mission is to create a personal sommelier experience in an affordable environment, and to build and maintain a sleek space that engages the local consumer, the neighborhood community, as well as professionals in the beverage industry. We plan to do this by capitalizing on our years of experience as restaurant sommeliers, offering specific services to engage customers and build long lasting relationships.

Much like the previous tenant of this 1168 Folsom location, Decant SF intends to operate as a bar and merchant, offering highly curated selections of wines and beers to our guests to either enjoy with us in house, or to take home after learning about it from our staff or guest speakers. We intend to use this sizeable space as a frequent education venue, inviting in winemakers, importers and local beverage professionals to teach about their areas of expertise to both the trade and the public. Most importantly, our community-oriented space will be a haven for neighborhood residents and workers, and even for tourists stopping in San Francisco before venturing out to wine country. This clean, light space will host two communal tables, as well as a bar top, offering seating for up to 26 people. We have built in space and equipment for Audio-Visual, so that local groups, whether corporate, educational or organizational, can come together on a regular basis.

During off or slow hours, we intend to offer our space as a free or low-cost gathering area to local community organizations, which we are dubbing "office hours". During peak hours, we will hold wine tastings and classes, hopefully attracting a new crowd of consumers to this area of Folsom Street. We have also reached out to the following organizations to introduce ourselves in hopes of working with them in the neighborhood: Bay Area Leather Alliance, Leather & LGBTQ Cultural District, Folsom Street Events, Place Lab, SF Eagle Plaza, SoMa Pilipinas, SF Oasis for Girls, SOMCAM, as well as the SoMaWest CBD.

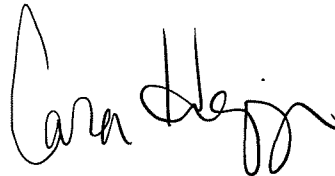
In terms of neighborhood wellness and security, we will be a part of the solution to making the neighborhood safer and cleaner. We are replacing the old light fixtures outside of our storefront with a series of six lights that will keep the sidewalk illuminated overnight, keeping the area well lit without disturbing the residents around us. To prevent alcohol consumption with minors, we will post a sign prohibiting the entrance of those under 21, and regularly ask anyone looking suspiciously young to present valid ID before making a sale. Finally, we are looking forward to beautifying our storefront with plants that have been recommended by SF Planning Department to help preserve the naturally beautiful elements of our Bay Area environment.

We are deeply looking forward to becoming a part of the rich fabric of the Folsom Street Corridor, and we hope that your committee sees our dedication and excitement towards this endeavor by allowing our license to be approved without further condition. We're very grateful for your time and consideration.

Respectfully,



Simryn Grewal



Cara P. Higgins

Simryn (Simi) Grewal, CWP, CSW, Certified Sommelier

Tel: 845.641.8507 | E-Mail: simi@decantsf.com

EDUCATION

The Culinary Institute of America at Greystone (*St Helena, CA*) [09/11 – 05/12]
Accelerated Wine & Beverage Program Certificate, Graduated (High Honors) May 2012

New York University (*New York, NY*) [09/06 – 05/10]
Bachelor of Arts, Gallatin School of Individualized Study
Major: Individualized Study in The Business of Food, Graduated May 2010

PROFESSIONAL CERTIFICATIONS

- Certified Sommelier, Court of Master Sommeliers (April 2012)
- Certified Wine Professional, Culinary Institute of America (March 2012)
- Certified Specialist of Wine, Society of Wine Educators (April 2012)

EXPERIENCE

Birba Wine Bar (*San Francisco, CA*) [04/17-Present]
Sommelier & Supervisor

- Floor sommelier duties include assisting guests with wine selections at European-centric, value-driven wine bar in Hayes Valley
- Charged with helping to grow the young restaurant's retail wine program

The Village Pub (*Woodside, CA*) [09/13-11/16]
Sommelier

- Helped to maintain integrity, grow revenue and manage inventory of \$1M at a Grand Award winning-wine list, 1-starred Michelin restaurant in Silicon Valley
- Responsibilities included: daily floor sommelier service for both lunch and dinner; managing wine ordering for private events; daily staff education; giving beverage training for new hires; organizing cellars; updating and reprinting wine lists weekly; counting and tracking inventory each month; managing restaurant's coffee & tea programs; assisting with growing restaurant's retail wine program

Eleven Madison Park (*New York, NY*) [07/12 – 07/13]
Server

- Server at 3-starred Michelin, 4-starred New York Times, fine dining restaurant. Ranked #5 on *San Pellegrino's World's 50 Best Restaurants* in 2013.
- Responsibilities included: processing beverage and food orders into Micros POS system; marking all flatware; assisting sommeliers with beverage service; conveying pertinent information about guests' needs and wishes to kitchen and dining room staffs; managing technical aspects of service and communication for the station's team (Assistant Server, Server, Captain and Sommelier)
- Assisted Wine Team with staff education by helping to lead lectures and create educational materials

GustOrganics Restaurant (*New York, NY*) [05/10 – 05/11]
Manager and Head of Delivery & Take-Out Operations

- Managed at New York City's first USDA Certified Organic restaurant
- Restructured and positively improved sales for the Take-Out & Delivery sector of the high-volume restaurant
- Maintained liquor, beer and wine inventories and managed orders and communications with suppliers

CARA HIGGINS

CARA@DECANTSF.COM | 773-316-9042 | LINKEDIN.COM/IN/CARAPATRICIASF | DECANTSF.COM

EDUCATION

CULINARY INSTITUTE OF AMERICA, Certified Wine Professional Certificate
Accelerated Wine & Beverage Program, 2011-2012

DEPAUL UNIVERSITY, Bachelor of Arts
Japanese Studies, 2003-2006

PROFESSIONAL CERTIFICATIONS

Advanced Sommelier, WSET Advanced, Certified Specialist of Wine, Certified Wine Professional
CA Wine Appellation Specialist, French Wine Scholar

EXPERIENCE

DECANTSF, COFOUNDER, 2016 – Present
Consulting for restaurants and startups, private client cellar services, and in the future, the best SF wine and spirits retailer.

STRATEGIC GROUP, MOËT HENNESSY SPECIALIST, September 2016 – Present
Working in conjunction with Moët Hennessy to increase visibility on
Champagne brands in restaurants/retailers through placements/events

DOMAINE SELECT WINE & SPIRITS, NORCAL MANAGER, September 2015 – September 2016
Manager of a portfolio of import wines, assisting distribution teams in making placements in key retail and restaurant outlets

BRIGHT WINE FUND/LES CLOS, DIR. OF OPERATIONS, December 2013 – July 2015
Overseer of \$3MM cellar of Burgundy and rare wines, direct sales to private clients, and operations director and sommelier of sister wine bar.

SAISON, CELLAR SOMMELIER
December 2013 – September 2014
Managing the cellar for a Three Star Michelin fine dining restaurant in San Francisco, in cooperation with the Bright Wine Fund. This was done concurrently while working with Bright Wine Fund as they were the same owner.

HAKKASAN, HEAD SOMMELIER, September 2012 – November 2013
Team leader and wine buyer for luxury restaurant in San Francisco's FiDi.

ACME FINE WINES, PRIVATE CLIENT SALES, February 2012-July 2012
Fine Wine Sales, campaign writing, copywriting, CRM database building, customer relations, event planning.

LUSH WINE & SPIRITS, EVENTS COORDINATOR/SALES, June 2010 – August 2011
Wine & Spirits shop girl. Helped build an events program to increase wine sales and customer retention.