

File No. 190135

Committee Item No. 1

Board Item No. 21

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Comm: Public Safety & Neighborhood Services

Date: March 7, 2019

Board of Supervisors Meeting:

Date: March 19, 2019

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution |
| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Introduction Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
| <input type="checkbox"/> | <input type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Form 126 – Ethics Commission |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER

- | | | |
|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Applicant Presentation Materials - March 7, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Police Department Response - February 21, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Planning Department Response - February 8, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Referral - February 1, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Form ABC-253 - January 11, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Form ABC-257 - January 11, 2019</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>PC or N Request Letter - January 31, 2019</u> |

Prepared by: John Carroll

Date: March 1, 2019

Prepared by: _____

Date: March 15, 2019

1 [Liquor License - 1168 Folsom Street - Decant SF]

2
3 **Resolution determining that the issuance of a Type-42 on-sale beer and wine**
4 **public premises liquor license to Decant SF, LLC, doing business as Decant SF,**
5 **located at 1168 Folsom Street (District 6), will serve the public convenience or**
6 **necessity of the City and County of San Francisco, in accordance with California**
7 **Business and Professions Code, Section 23958.4; and requesting that the**
8 **California Department of Alcoholic Beverage Control impose conditions on the**
9 **issuance of the license.**

10
11 WHEREAS, Decant SF, LLC is seeking the issuance of a Type-42 on-sale beer
12 and wine public premises liquor license to do business as Decant SF, located at 1168
13 Folsom Street (District 6); and

14 WHEREAS, The Planning Department has verified that the area is properly
15 zoned and recommends approval; and

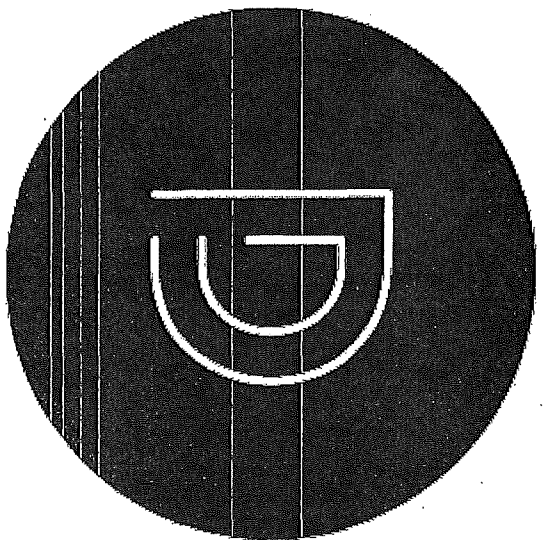
16 WHEREAS, The Police Department has filed zero protests and zero letters of
17 support with the Department of Alcoholic Beverage Control under California Business
18 and Professions Code, Section 24013, and recommends that the Department of
19 Alcoholic Beverage Control issue the liquor license with conditions; and

20 WHEREAS, The conditions recommended by the Police Department are the
21 following: 1) sales, service, and consumption of alcoholic beverages shall be permitted
22 only between the hours of 11:00 a.m. and 12:00 a.m. daily; 2) petitioner(s) shall actively
23 monitor the area under their control in an effort to prevent the loitering of persons on
24 any property adjacent to the licensed premises as depicted on the most-recently-

1 certified ABC-253; and 3) no noise shall be audible at any nearby residence; now,
2 therefore, be it

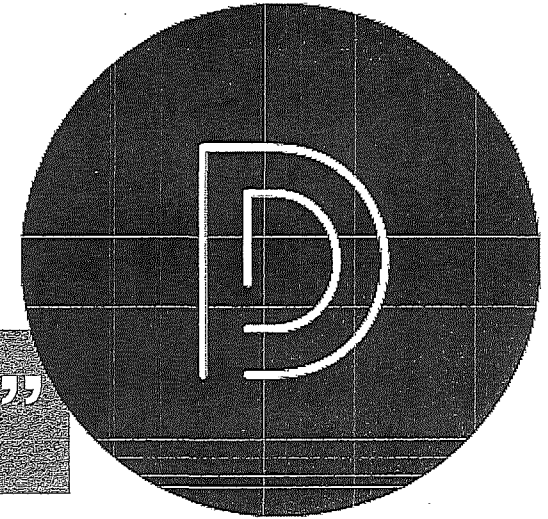
3 RESOLVED, That in accordance with California Business and Professions Code,
4 Section 23958.4, the Board of Supervisors of the City and County of San Francisco
5 hereby determines that the transfer of a Type-21 off-sale general beer, wine, and
6 distilled spirits liquor license to Elizabeth Holly Bullard, doing business as Chiotras
7 Grocery, located at 858 Rhode Island Street (District 10), will serve the public
8 convenience or necessity of the City and County of San Francisco; and, be it

9 FURTHER RESOLVED, That the Board of Supervisors of the City and County of
10 San Francisco hereby endorses and adopts the recommendations of the Police
11 Department listed above and recommends that the Department of Alcoholic Beverage
12 Control issue the license with those conditions.



DECANT SF

1168 FOLSOM STREET, SAN FRANCISCO, CA 94103

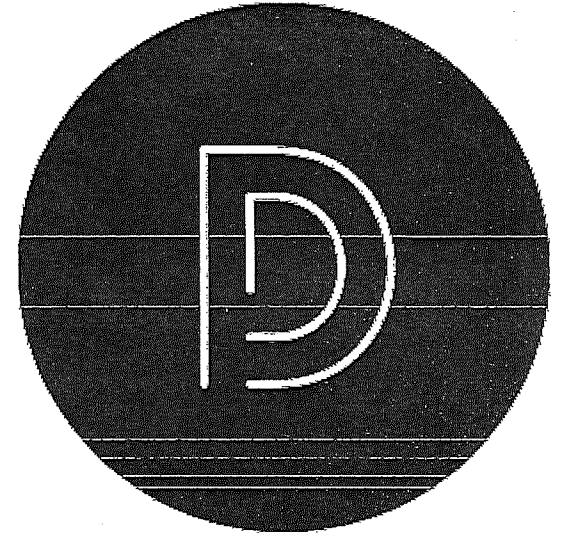


“ DRINK FOR YOURSELF. ”

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.

1555

BRAND POSITION & IDENTITY

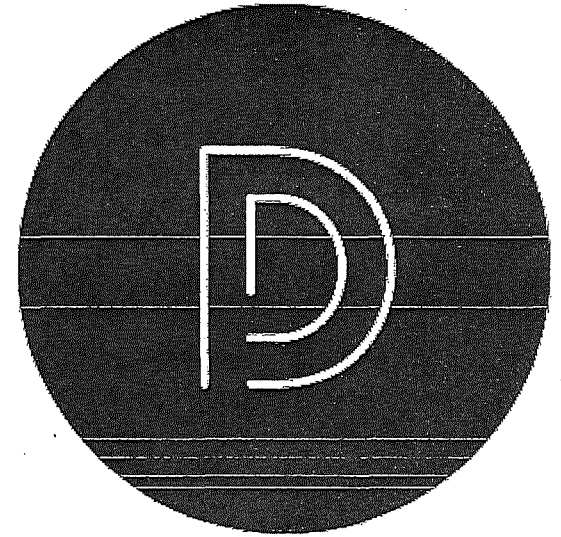


In San Francisco, there is a passion for craft wine beer, but there is not an appropriate retail establishment to serve the needs of consumers aesthetically, educationally, or personally.

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.

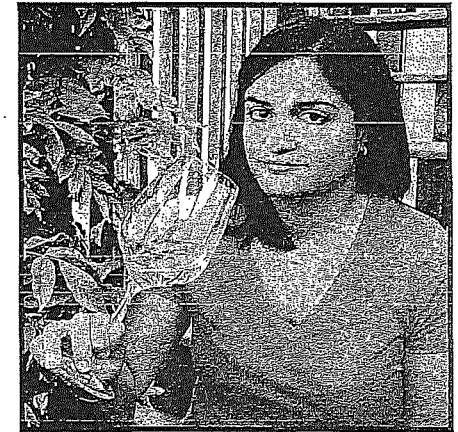
Simi Grewal is a Certified Sommelier who is also an alumna of the Culinary Institute of America, and earned her Bachelor's Degree in The Business of Food from NYU. She has gained experience working for Michelin Star restaurants in the Bay Area and New York City as a server, manager and sommelier. She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



TEAM & EXPERIENCE



DEPAUL
UNIVERSITY



Cara Patricia Higgins
Co-Founder

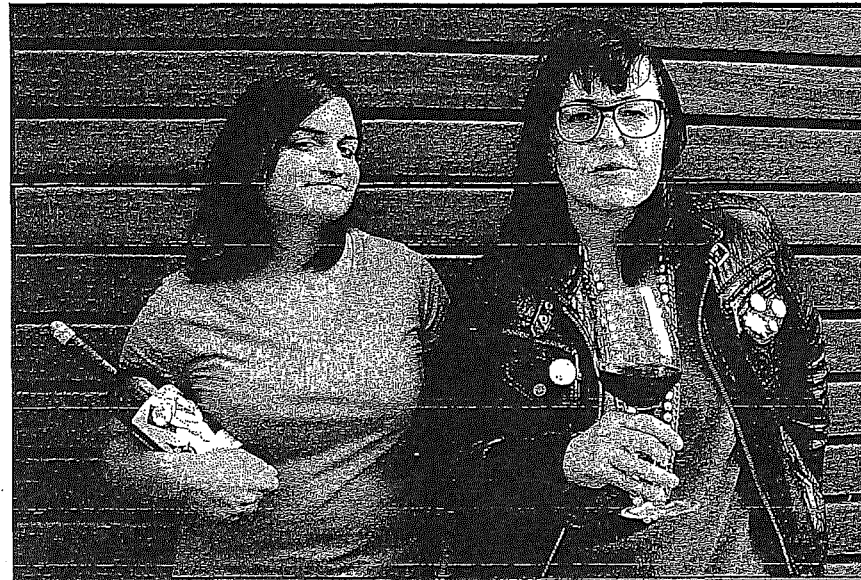


HAKKASAN

saison



Moët Hennessy USA



Simi Grewal
Co-Founder

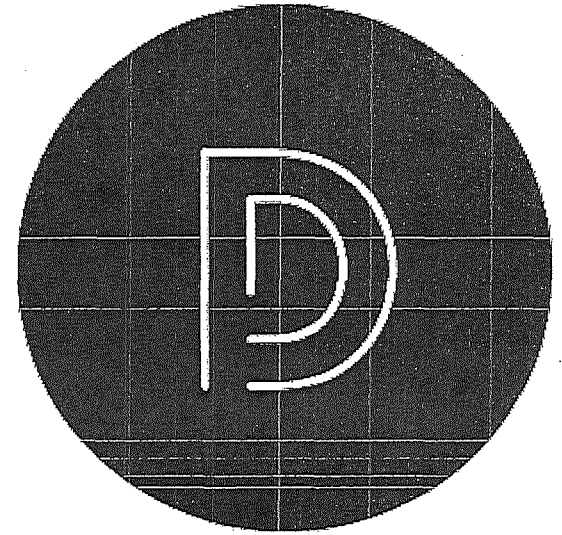


THE VILLAGE PUB

birba



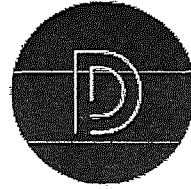
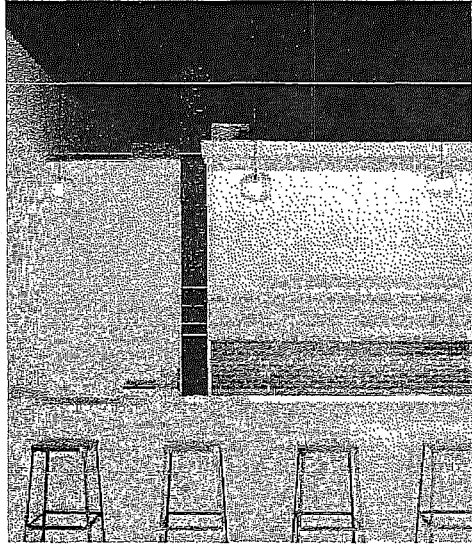
ELEVEN MADISON PARK



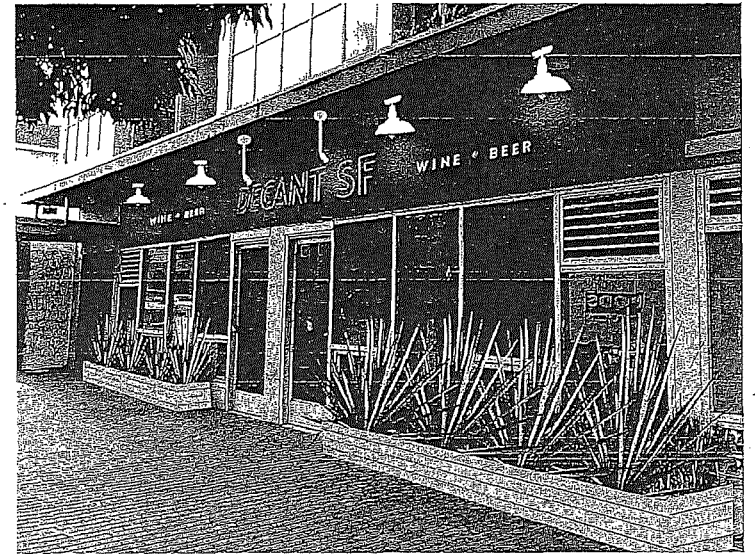
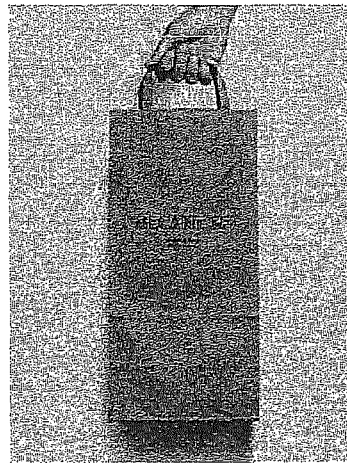
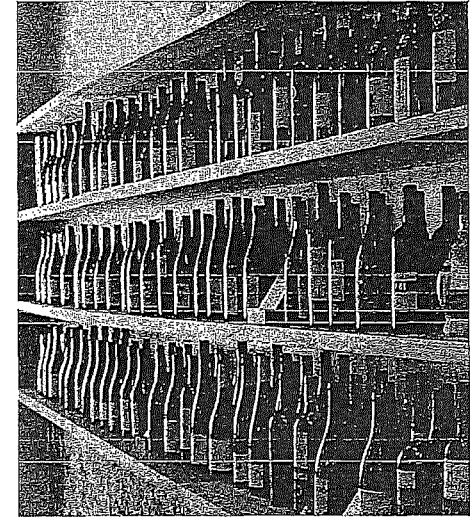
DECANTsf is a hybrid wine bar and merchant to customize experiences for our discerning customers, both in and out of our establishment.

OUR VISION AT DECANTSF

DESIGN CONCEPT - MINIMALIST AESTHETIC - 1168 FOLSOM STREET



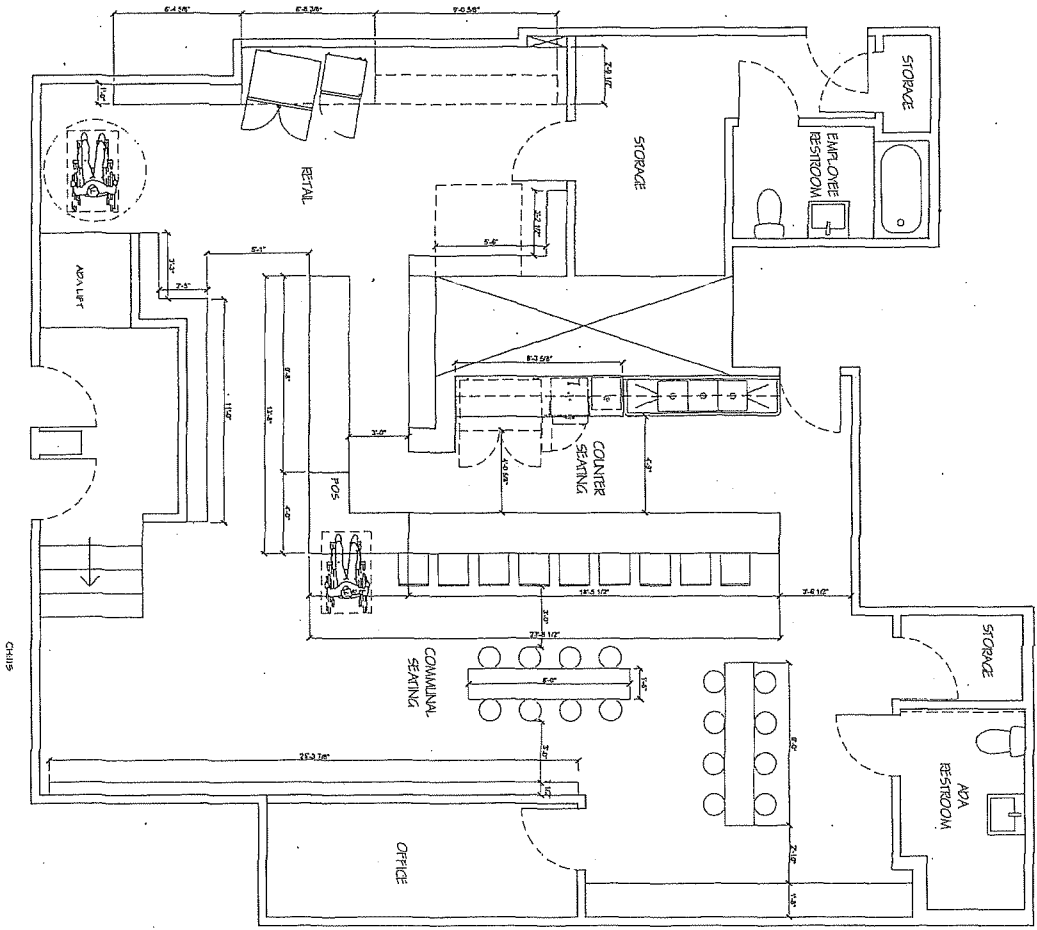
DECANT SF
DECANT SF



PROPERTY OF DECANTSF, LLC.

DECANT SF

DESIGN CONCEPT - FLOOR PLAN



① PROPOSED PLAN
SCALE: 3/8" = 1'-0"

ROY

DECANT
1168 FOLSOM ST.
SAN FRANCISCO, CA 94103

415.629.2670
HANNAHCOLLINSDESIGNS.COM
5616 LAWTON STREET,
SAN FRANCISCO, CA 94122

DATE: 12/12/18
DRAWN BY: J.C.
PLANS



A1.2

TARGET NEIGHBORHOOD : SOMA - 1168 FOLSOM STREET

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:

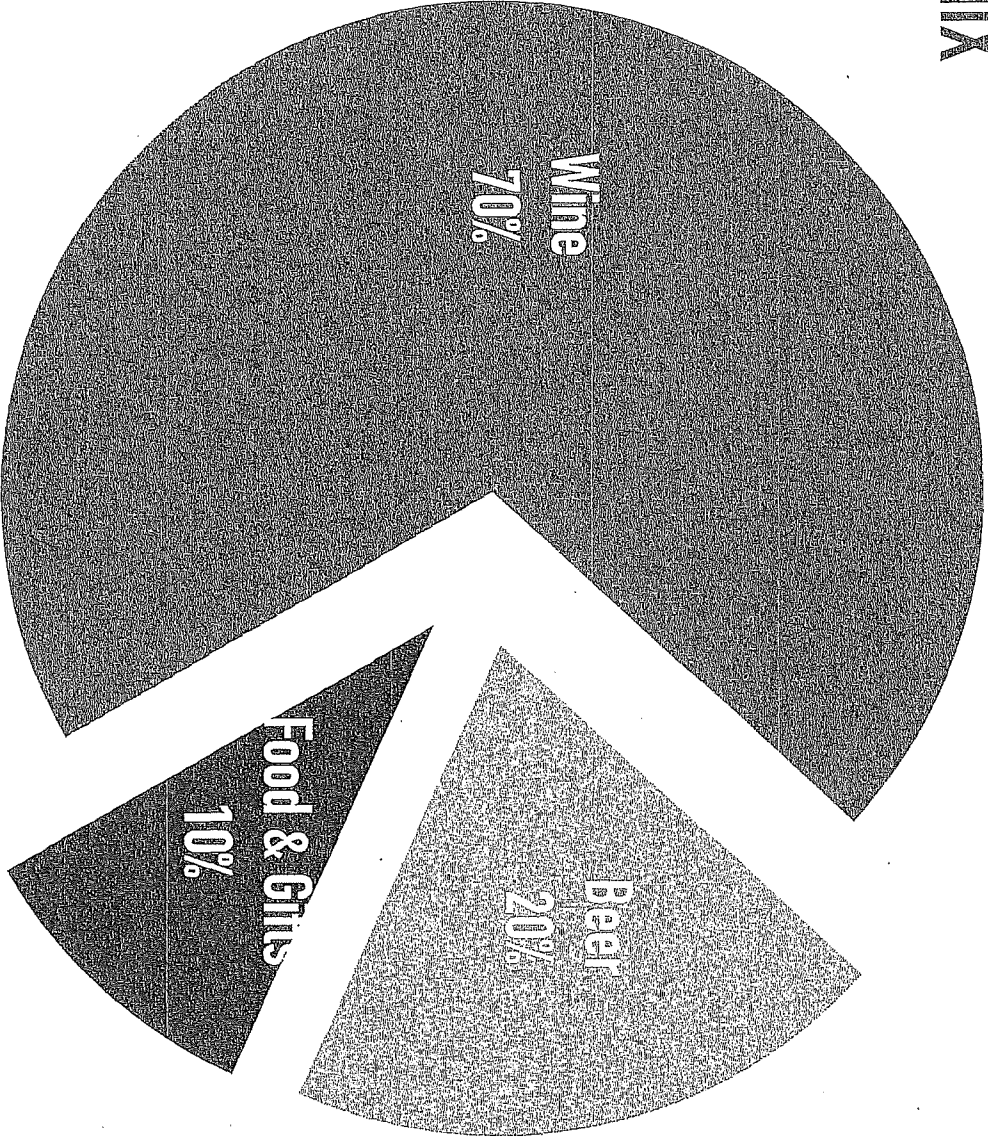
- ▶ *WILL NOT* operate after 12:00AM, and will target operating hours that will end by 10PM daily
- ▶ *WILL NOT* create undue noise from loud music, live entertainment .
- ▶ *WILL NOT* operate like a liquor store
- ▶ *WILL NOT* sell distilled liquors or "airplane bottles"
- ▶ *WILL NOT* create trash 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

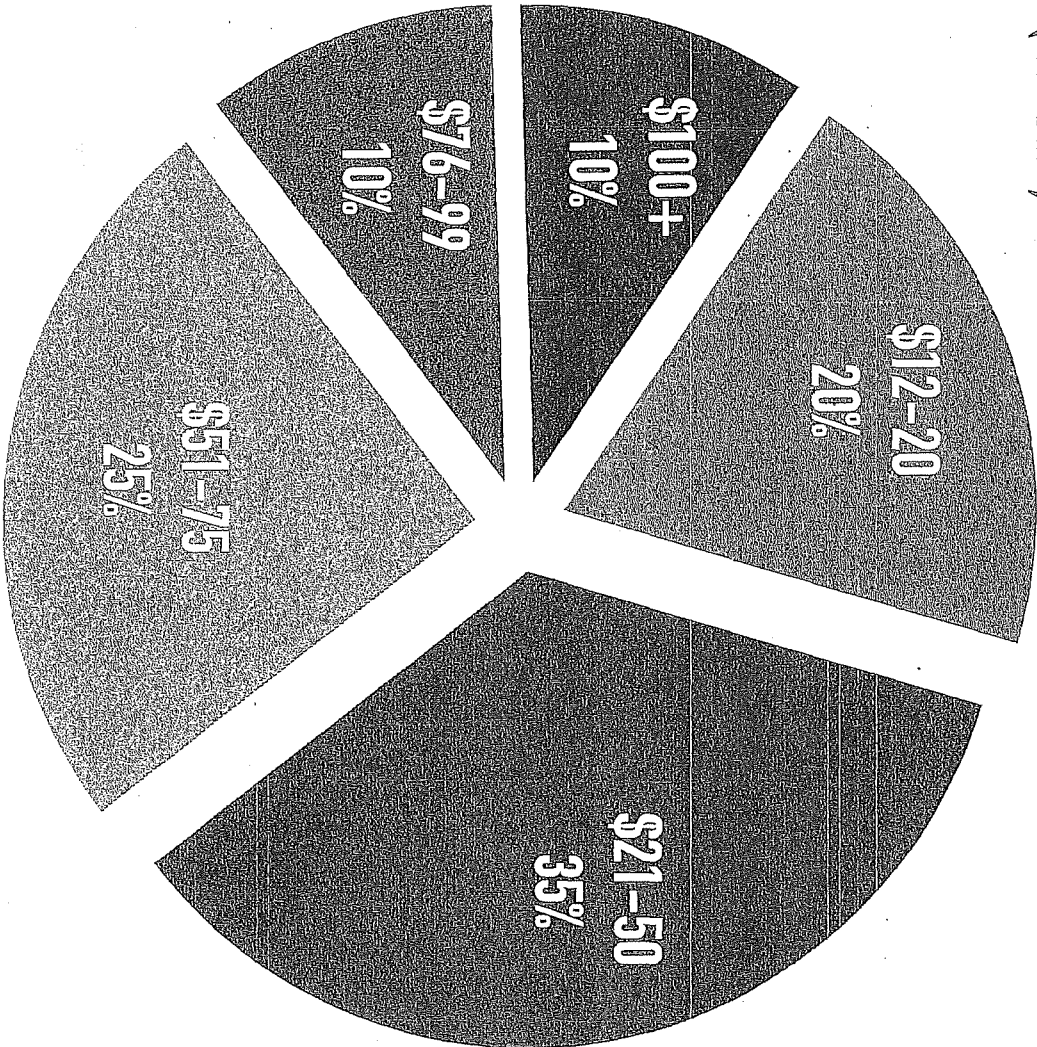


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DECANT SF

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

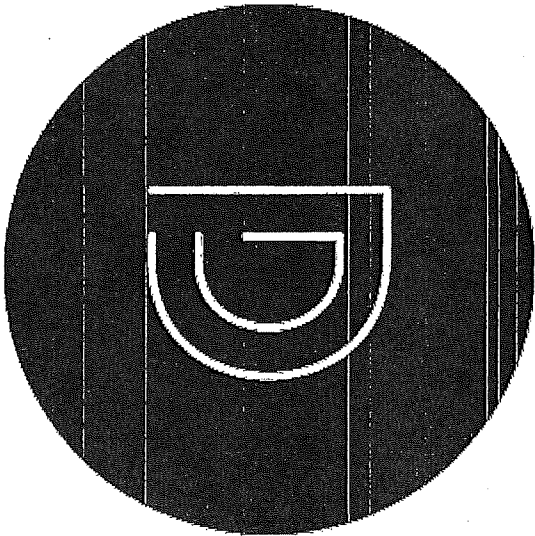
DecantSF is not just an idea on paper. We have already assembled a team of experts and industry veterans to help us open as quickly and efficiently as possible once we have secured the perfect location.

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@decantssf.com

PROPERTY OF DECANTSSF, LLC.

DECANT S F

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.

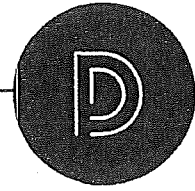
We understand that in terms of Neighborhood Safety, this part of SoMa has its challenges. But when it comes to neighborhood wellness and security, we will be a part of the solution to making the area safer and cleaner. We have remodeled this location to make it brighter on the inside, and more appealing 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.

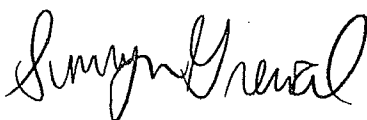
Much like the previous tenant of this 1168 Folsom location, Decant SF intends to operate as a bar and merchant, offering highly curated selections of wines and beers to our guests to either enjoy with us in house, or to take home after learning about it from our staff or guest speakers. We intend to 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.

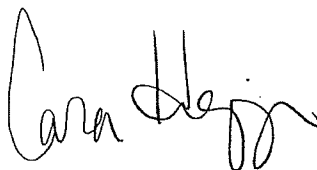
In terms of neighborhood wellness and security, we will be a part of the solution to making the neighborhood safer and cleaner. We are replacing the old light fixtures outside of our storefront with a series of six lights that will keep the sidewalk illuminated overnight, keeping the area well lit without 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.

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Friday, February 22, 2019 10:52 AM
To: Mundy, Erin (BOS); Mahogany, Honey (BOS); Mcdonald, Courtney (BOS); RivamonteMesa, Abigail (BOS); Miller Hall, Ellie (BOS); Gee, Natalie (BOS)
Cc: 'Gebb, Justin@ABC'; 'Meyer, Rose @ABC'; 'Arnel.Junio@abc.ca.gov'; George, Gigi (POL); Macchi, Patrick (POL); Powell, Georgia (CPC); Liang, Xinyu (CPC); CPC.Referrals; Gordon, Nelly (POL); Wong, Joanne (POL); 'Carrie Peters'
Subject: RE: Liquor License PC or N Referral - Liquor License - 1168 Folsom Street - Decant SF
Categories: 190135

Good morning,

The Police Department has completed their review of the subject public convenience or necessity request, and has forwarded their recommendation for approval with conditions. For your convenience, I have their review available from the link below:

[Police Department Response - February 21, 2019](#)

In agreement with the applicant on February 20, the Police Department's ALU is recommending approval with the following conditions:

- 1) sales, service, and consumption of alcoholic beverages shall be permitted only between the hours of 11:00 a.m. and 12:00 a.m. daily;
- 2) petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most-recently-certified ABC-253; and
- 3) no noise shall be audible at any nearby residence.


I invite you to review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190135](#)

This request for findings of public convenience or necessity may be heard at a future meeting of the Public Safety and Neighborhood Services Committee, to be held no later than March 14, 2019.

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.

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From: Carroll, John (BOS)
Sent: Tuesday, February 19, 2019 11:01 AM
To: Gordon, Nelly (POL) <nelly.gordon@sfgov.org>
Cc: Mundy, Erin (BOS) <erin.mundy@sfgov.org>; 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; 'Arnel.Junio@abc.ca.gov' <Arnel.Junio@abc.ca.gov>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>; Mahogany, Honey (BOS) <honey.mahogany@sfgov.org>; Mcdonald, Courtney (BOS) <courtney.mcdonald@sfgov.org>; RivamonteMesa, Abigail (BOS) <abigail.rivamontemesa@sfgov.org>; 'Carrie Peters' <carrie@abclicensecompany.com>; Powell, Georgia (CPC) <georgia.powell@sfgov.org>; Liang, Xinyu (CPC) <xinyu.liang@sfgov.org>; CPC.Referrals <CPC.Referrals@sfgov.org>
Subject: RE: Liquor License PC or N Referral - Liquor License - 1168 Folsom Street - Decant SF

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 February 8, 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 no later than March 14 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. 190135](#)

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Cc: Mundy, Erin (BOS) <erin.mundy@sfgov.org>; 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; 'Arnel.Junio@abc.ca.gov' <Arnel.Junio@abc.ca.gov>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>; Mahogany, Honey (BOS) <honey.mahogany@sfgov.org>; Mcdonald, Courtney (BOS) <courtney.mcdonald@sfgov.org>; RivamonteMesa, Abigail (BOS) <abigail.rivamontemesa@sfgov.org>; Carrie Peters <carrie@abclicensecompany.com>
Subject: Liquor License PC or N Referral - Liquor License - 1168 Folsom Street - Decant SF

Good afternoon,

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

[Referral Letter - Planning and Police Departments - February 1, 2019](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190135](#)

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

I request the Planning Department's response before February 22, 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




San Francisco Police Department
ABC Liaison Unit



Alcoholic Beverage License -
*Public Convenience or
Necessity Recommendation*

To: The San Francisco Board of Supervisors' Committee on Public Safety
and Neighborhood Services

Supervisor Rafael Mandelman
Supervisor Catherine Stefani
Supervisor Shamman Walton

From: Lt. Georgia Sawyer #1565 
Officer in Charge
ALU/Permits Unit 415-553-9550

Date: February 21, 2019

Subject: P.C.N. Investigation Regarding: Decant SF, LLC
DBA: DECANT SF
1168 Folsom Street
San Francisco, CA. 94103-6027

Decant SF LLC has filed an application with the California Department of Alcoholic Beverage Control seeking a Type 42 (On-Sale Beer & Wine Public Premises) license to be located at 1168 Folsom Street (located Rausch St and 8th St.)

Hours of Operation:

11:00 a.m. to 12:00 a.m. daily.

Digest:

Decant SF would like to operate as a wine and beer tasting bar merchant, combining education and curated selections for the everyday drinker.

Letters of Protest

0

Letters of Support

0

Police Calls for Service:

From January 2018 to January 2019

7 calls for service

Police Reports:

From January 2018 to January 2019

1 police reports

San Francisco Plot Information:

This premise is located in Plot: 232

A High Crime area is defined as 59 or more police reports in a plot for the year of 2017.

This plot had 171 police reports for 2017, which is 112 more than the Citywide "High Crime" average

State Census Tract Information:

This premise is located in Census Tract: 178.02

Population for this tract is: 4,516

On-sale license authorized by census tract: 16

Active on-sale licenses: 35 with 0 pending

Off-sale licenses authorized by census tract: 4

Active off-sale licenses: 8 with 0 pending

Departmental Recommendation:

Points of consideration: 0

No opposition from **Southern Station**.

Applicant premise is located in a "**High Crime**" area.

Applicant premise is located in a "**High Concentration**" area.

0 - Protest.

0 - Support

ALU Recommendation: Approval with following conditions:

Conditions for Type 42- On-Sale Beer and Wine Public Premises

1. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 11:00 a.m. and 12:00 a.m. daily.
2. Petitioner(s) shall actively monitor the area under their control in an effort to prevent the loitering of persons on any property adjacent to the licensed premises as depicted on the most recently certified ABC-253.
3. No noise shall be audible at any nearby residence.

It should be noted that on February 20, 2019 the applicant agreed to the above listed recommended conditions.

Google Maps 1168 Folsom St

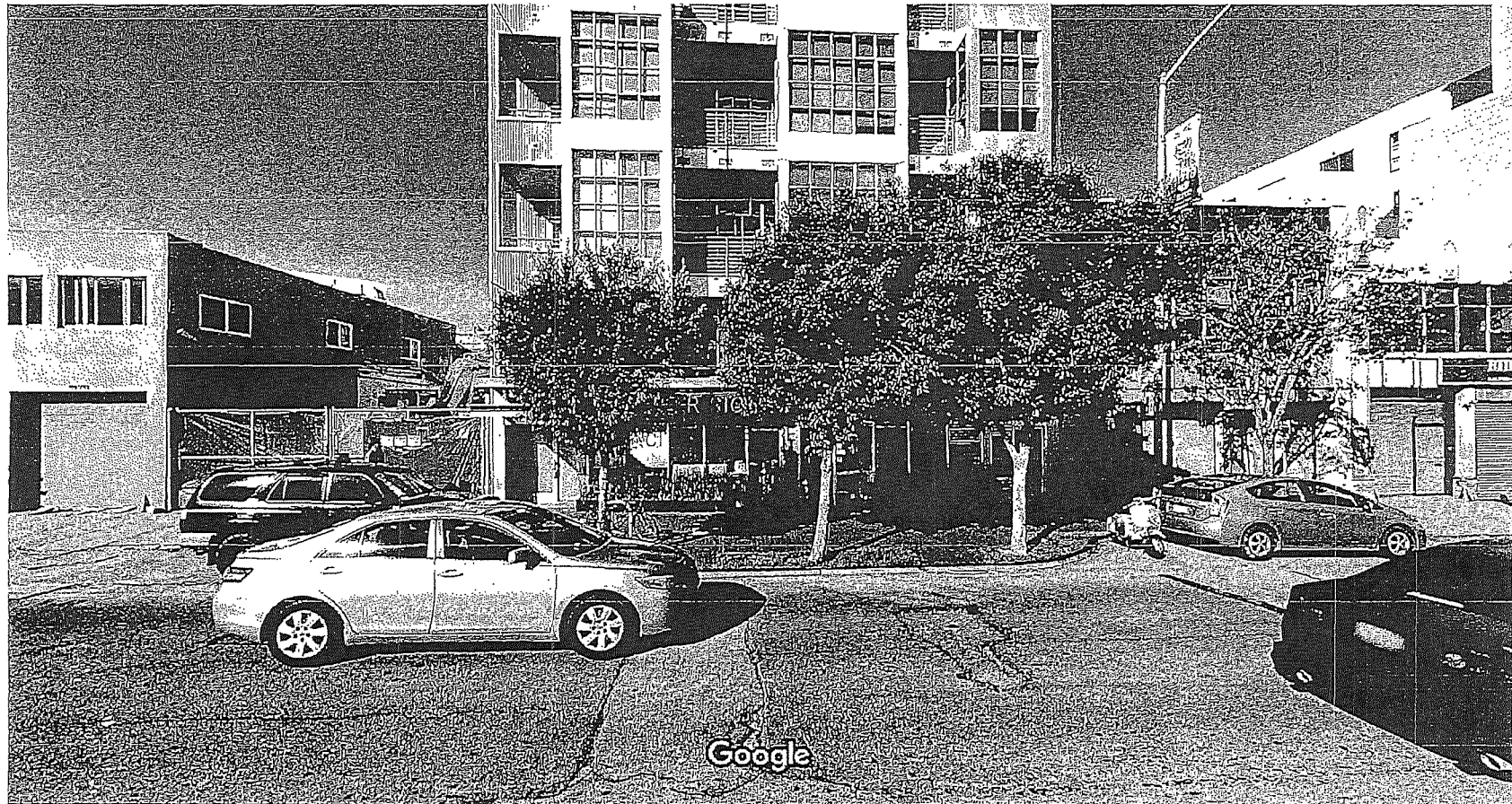


Image capture: Jan 2018. © 2019 Google

San Francisco, California

Google

Street View - Jan 2018

1585

Google Maps 1168 Folsom St



1586

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Tuesday, February 19, 2019 11:01 AM
To: Gordon, Nelly (POL)
Cc: Mundy, Erin (BOS); 'Gebb, Justin@ABC'; 'Meyer, Rose @ABC'; 'Arnel.Junio@abc.ca.gov'; George, Gigi (POL); Macchi, Patrick (POL); Mahogany, Honey (BOS); Mcdonald, Courtney (BOS); RivamonteMesa, Abigail (BOS); 'Carrie Peters'; Powell, Georgia (CPC); Liang, Xinyu (CPC); CPC.Referrals
Subject: RE: Liquor License PC or N Referral - Liquor License - 1168 Folsom Street - Decant SF
Categories: 190135

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[Planning Dept. Response - Received February 8, 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 no later than March 14 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. 190135](#)

Thanks for the review.

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

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Cc: Mundy, Erin (BOS) <erin.mundy@sfgov.org>; 'Gebb, Justin@ABC' <justin.gebb@abc.ca.gov>; 'Meyer, Rose @ABC' <Rose.Meyer@ABC.ca.gov>; 'Arnel.Junio@abc.ca.gov' <Arnel.Junio@abc.ca.gov>; George, Gigi (POL) <gigi.george@sfgov.org>; Macchi, Patrick (POL) <patrick.macchi@sfgov.org>; Mahogany, Honey (BOS) <honey.mahogany@sfgov.org>; Mcdonald, Courtney (BOS) <courtney.mcdonald@sfgov.org>; RivamonteMesa, Abigail (BOS) <abigail.rivamontemesa@sfgov.org>; Carrie Peters <carrie@abclicensecompany.com>

Subject: Liquor License PC or N Referral - Liquor License - 1168 Folsom Street - Decant SF

Good afternoon,

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

[Referral Letter - Planning and Police Departments - February 1, 2019](#)

You may review the entire matter on our [Legislative Research Center](#) by following the link below:

[Board of Supervisors File No. 190135](#)

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.

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

I request the Planning Department's response before February 22, 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

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FEE

**LIQUOR LICENSE
PUBLIC CONVENIENCE OR
NECESSITY REFERRAL**

TO: Planning Department
Georgia Powell
Phone No. (415) 558-6371

DATE: February 1, 2019

TO: Police Department
Inspector Nelly Gordon
Phone No. (415) 837-7273

AP Block/Lot Nos.: 3730-254

Zoning: Folsom St. NCT 65-X

Quad: NE Planning Team

Record No.: ~~2019-000851MIS~~ 2019-001385 Mi

Please submit your response within three weeks; the Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in March of 2019.

PLEASE EMAIL YOUR RESPONSE BY: February 22, 2019, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

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

Applicant name: Decant SF, LLC

Business name: Decant SF

Application address: 1168 Folsom Street
San Francisco, CA 94103

Applicant contact info: Carrie A. Peters
ABC License Company
Oakland, California 94612
510-788-5881
carrie@abclicensecompany.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: Xinyu Liang Xinyu.liang@sfgov.org

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.

*Recommend approval of continuation of the existing Bar Use on the ground floor.
This permit does not establish a new bar at the subject site.*

PC or N Referral Letter

[Signature] 2/8/2019
Approved Planning Dept. Xinyu Liang



2015 JAN 31 PM 4:11
BOARD OF SUPERVISORS
SAN FRANCISCO, CA

John Carroll, Assistant Clerk
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
415-554-4445

Re: Liquor License "PCN" Request
Original Type 42, Pending License 602611
1168 Folsom Street, San Francisco, CA 94103

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 42 license. We are taking over the premises at 1168 Folsom Street wish to operate as a wine and beer tasting bar, merchant, and social learning space, combining hospitality, education, and curated selections for the every day drinker. Our operations will be unlike discount retailers or anonymous web stores, as we will provide a personalized sommelier experience, engaging neighborhood locals, connoisseurs, and industry professionals in a relaxed and friendly setting.

Our business proves to be necessary in San Francisco, as there is a passion for craft wine and beer, but there is not an appropriate retail establishment to serve the needs of consumers aesthetically, educationally, or personally. Our operations will be a solution to this by offering personalized sommelier experience to every guest; being a one-stop shop for all things wine; offering beverage education classes to the general public and trade; offering a private educational event space for individuals and businesses; and creating a fun and comfortable environment to buy, taste, and learn.

Our desired hours of operation are 11:00am - 12:00am, each day of the week except Monday. We will vigilantly monitor the surrounding area to ensure the safety of our business and customers at all times and maintain a lawful business. Our co-founder team is a great combination of fantastic sommeliers and savvy business professionals. Our experience in this area has allowed us to cultivate very good relationships with community leaders and members.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Please contact our representative, Carrie A Peters, for scheduling our hearing date. She can be reached at 415-235-3921 or via email at Carrie@ABCLicenseCompany.com. Thank you for your kind consideration of this request.

Sincerely,

Cara Higgins and Smryn Grewal, managers of Decant SF LLC

Department of Alcoholic Beverage Control
APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)
 ABC 211 (6/99)

State of California

*Ms. PAOLA HURTADO,
 Consultant, ABC License
 Company*

TO: Department of Alcoholic Beverage Control
 33 NEW MONTGOMERY STREET
 SUITE 1230
 SAN FRANCISCO, CA 94105
 (415) 356-6500

File Number: 602611
 Receipt Number: 2548516
 Geographical Code: 3800
 Copies Mailed Date: January 14, 2019
 Issued Date:

*(510) 788-5881
 X3*

DISTRICT SERVING LOCATION: SAN FRANCISCO

First Owner: DECANT SF, LLC
 Name of Business: DECANT SF
 Location of Business: 1168 FOLSOM ST
 SAN FRANCISCO, CA 94103-6027

County: SAN FRANCISCO
 Is Premise inside city limits? Yes
 Mailing Address: 126 CABRILLO ST
 (If different from premises address) SAN FRANCISCO, CA 94118-4023

Census Tract 0178.02

2019 JAN 17 PM 3:15

Type of license(s): 42

Transferor's license/name: Dropping Partner: Yes No

License Type	Transaction Type	Fee Type	Master	Dup	Date	Fee
42 - On-Sale Beer And Wine	ORIGINAL FEES	NA	Y	0	01/14/19	\$300.00
42 - On-Sale Beer And Wine	ANNUAL FEE	NA	Y	0	01/14/19	\$303.00
NA	STATE FINGERPRINTS	NA	N	2	01/14/19	\$78.00
NA	FEDERAL FINGERPRINTS	NA	N	2	01/14/19	\$48.00
Total						\$729.00

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 14, 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) DECANT SF, LLC Applicant Signature(s)



California Department of Alcoholic Beverage Control
License Query System Summary as of 01/31/2019

License Information	
License Number:	602611
Primary Owner:	DECANT SF, LLC
ABC Office of Application:	24 - SAN FRANCISCO
Business Name	
DECANT SF	
Business Address	
1168 FOLSOM ST	
SAN FRANCISCO, CA, 94103	
County:	SAN FRANCISCO
Census Tract:	0178.02
Licensee Information	
Licensee: DECANT SF, LLC	
Company Information	
OFFICER: DRINK FOR YOURSELF, INC (MANAGING MEMBER)	
MEMBER: DRINK FOR YOURSELF, INC	
License Types	
1) License Type:	42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
License Type Status:	PENDING
Status Date:	14-JAN-2019
Term:	12 Month(s)
Original Issue Date:	Expiration Date:
Master: Y	Duplicate: 0
Fee Code:	P40
License Type was Transferred On:	From:
License Type was Transferred On:	To:
Operating Restrictions	
... No Operating Restrictions found ...	
Disciplinary Action	
... No Active Disciplinary Action found ...	
Disciplinary History	
... No Disciplinary History found ...	
Holds	
Hold Date:	14-JAN-2019
Type:	FORM 220
Escrows	
... No Escrow found ...	

For a definition of codes, view our glossary.

Carroll, John (BOS)

From: Carroll, John (BOS)
Sent: Friday, February 01, 2019 4:44 PM
To: CPC.Referrals; Gordon, Nelly (POL); Powell, Georgia (CPC); Liang, Xinyu (CPC)
Cc: Mundy, Erin (BOS); 'Gebb, Justin@ABC'; 'Meyer, Rose @ABC'; 'Arnel.Junio@abc.ca.gov'; George, Gigi (POL); Macchi, Patrick (POL); Mahogany, Honey (BOS); Mcdonald, Courtney (BOS); RivamonteMesa, Abigail (BOS); Carrie Peters
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(415) 554-4445

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TO: Planning Department
Georgia Powell
Phone No. (415) 558-6371

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TO: Police Department
Inspector Nelly Gordon
Phone No. (415) 837-7273

AP Block/Lot Nos.: 3730-254
Zoning: Folsom St. NCT 65-X
Quad: NE Planning Team
Record No.: 2019-000851MIS

Please submit your response within three weeks; the Public Safety and Neighborhood Services Committee will tentatively schedule the PC or N hearing for a regular meeting in March of 2019.

PLEASE EMAIL YOUR RESPONSE BY: February 22, 2019, to John Carroll, Public Safety and Neighborhood Services Committee Clerk.

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

Applicant name: Decant SF, LLC

Business name: Decant SF

Application address: 1168 Folsom Street
San Francisco, CA 94103

Applicant contact info: Carrie A. Peters
ABC License Company
Oakland, California 94612
510-788-5881
carrie@abclicensecompany.com

PLANNING REVIEW: Approval Denial

Planning Staff Contact: Xinyu Liang Xinyu.liang@sfgov.org

Please print review comments on a trailing page.

POLICE REVIEW: Approval Denial

Please print review comments in a trailing report.



BY *[Signature]*
2019 JAN 31 PM 4:11
BOARD OF SUPERVISOR
SAN FRANCISCO

John Carroll, Assistant Clerk
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102
415-554-4445

Re: Liquor License "PCN" Request
Original Type 42, Pending License 602611
1168 Folsom Street, San Francisco, CA 94103

To the Clerk of the Board,

The purpose of this letter is to respectfully request to be placed on the Board's calendar for Public Convenience and Necessity approval with regard to our original Type 42 license. We are taking over the premises at 1168 Folsom Street wish to operate as a wine and beer tasting bar, merchant, and social learning space, combining hospitality, education, and curated selections for the every day drinker. Our operations will be unlike discount retailers or anonymous web stores, as we will provide a personalized sommelier experience, engaging neighborhood locals, connoisseurs, and industry professionals in a relaxed and friendly setting.

Our business proves to be necessary in San Francisco, as there is a passion for craft wine and beer, but there is not an appropriate retail establishment to serve the needs of consumers aesthetically, educationally, or personally. Our operations will be a solution to this by offering personalized sommelier experience to every guest; being a one-stop shop for all things wine; offering beverage education classes to the general public and trade; offering a private educational event space for individuals and businesses; and creating a fun and comfortable environment to buy, taste, and learn.

Our desired hours of operation are 11:00am - 12:00am, each day of the week except Monday. We will vigilantly monitor the surrounding area to ensure the safety of our business and customers at all times and maintain a lawful business. Our co-founder team is a great combination of fantastic sommeliers and savvy business professionals. Our experience in this area has allowed us to cultivate very good relationships with community leaders and members.

We seek the SF Board of Supervisor's affirmative ruling that our application serves the public convenience and necessity of our City.

Please contact our representative, Carrie A Peters, for scheduling our hearing date. She can be reached at 415-235-3921 or via email at Carrie@ABCLicenseCompany.com. Thank you for your kind consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to be 'Cara Higgins and Simryn Grewal', written over a faint, larger signature.

Cara Higgins and Simryn Grewal, managers of Decant SF LLC

APPLICATION FOR ALCOHOLIC BEVERAGE LICENSE(S)

ABC 211 (6/99)

Ms. PAOLA HURTADO, Consultant, ABC License Company

TO: Department of Alcoholic Beverage Control
33 NEW MONTGOMERY STREET
SUITE 1230
SAN FRANCISCO, CA 94105
(415) 356-6500

File Number: 602611
Receipt Number: 2548516
Geographical Code: 3800
Copies Mailed Date: January 14, 2019
Issued Date:

(510) 788-5881
X3

DISTRICT SERVING LOCATION: SAN FRANCISCO
First Owner: DECANT SF, LLC
Name of Business: DECANT SF
Location of Business: 1168 FOLSOM ST
SAN FRANCISCO, CA 94103-6027
County: SAN FRANCISCO
Is Premise inside city limits? Yes
Mailing Address: 126 CABRILLO ST
SAN FRANCISCO, CA 94118-4023
Type of license(s): 42

Census Tract 0178.02

2019 JAN 17 PM 3:15

Transferor's license/name:

Dropping Partner: Yes No

Table with 7 columns: License Type, Transaction Type, Fee Type, Master, Dup, Date, Fee. Rows include On-Sale Beer And Wine fees and Fingerprints.

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 14, 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)

DECANT SF, LLC



California Department of Alcoholic Beverage Control
License Query System Summary as of 01/31/2019

License Information	
License Number:	602611
Primary Owner:	DECANT SF, LLC
ABC Office of Application:	24 - SAN FRANCISCO

Business Name
DECANT SF

Business Address
1168 FOLSOM ST
SAN FRANCISCO, CA. 94103
County: SAN FRANCISCO Census Tract: 0178.02

Licensee Information
Licensee: DECANT SF, LLC
Company Information
OFFICER: DRINK FOR YOURSELF, INC (MANAGING MEMBER)
MEMBER: DRINK FOR YOURSELF, INC

License Types
1) License Type: 42 - ON-SALE BEER AND WINE - PUBLIC PREMISES
License Type Status: PENDING
Status Date: 14-JAN-2019 Term: 12 Month(s)
Original Issue Date: Expiration Date:
Master: Y Duplicate: 0 Fee Code: P40
License Type was Transferred On: From:
License Type was Transferred On: To:

Operating Restrictions
... No Operating Restrictions found ...

Disciplinary Action
... No Active Disciplinary Action found ...

Disciplinary History
... No Disciplinary History found ...

Holds
Hold Date: 14-JAN-2019 Type: FORM 220

Escrows
... No Escrow found ...

For a definition of codes, view our glossary.

Department of Alcoholic Beverage Control
SUPPLEMENTAL DIAGRAM

State of California
 Edmund G. Brown Jr., Governor

Instructions to Applicant:

Draw a sketch of the area on which the licensed premises is or will be located. Show adjacent structures and nearest cross streets. *If this is an event for a daily license, catering authorization or miscellaneous use, show the area where sales and consumption of alcoholic beverages will occur. Post a copy of this diagram with Daily License, Catering Authorization or Event Authorization where the event is held. Sales and consumption of alcoholic beverages must be confined to the area designated in the diagram and supervised to prevent violations of the Alcoholic Beverage Control Act.*

1. APPLICANT NAME (Last, first, middle) Decant SF LLC	2. LICENSE TYPE 42
3. PREMISES ADDRESS (Street number and name, city, zip code) 1168 Folsom Street, San Francisco, CA 94103	4. NEAREST CROSS STREET 8th Street



I have read the above instructions and I declare under penalty of perjury that the above diagram is true and correct.

APPLICANT SIGNATURE X <i>[Signature]</i>	DATE SIGNED 01-08-19
---	--------------------------------

FOR ABC USE ONLY

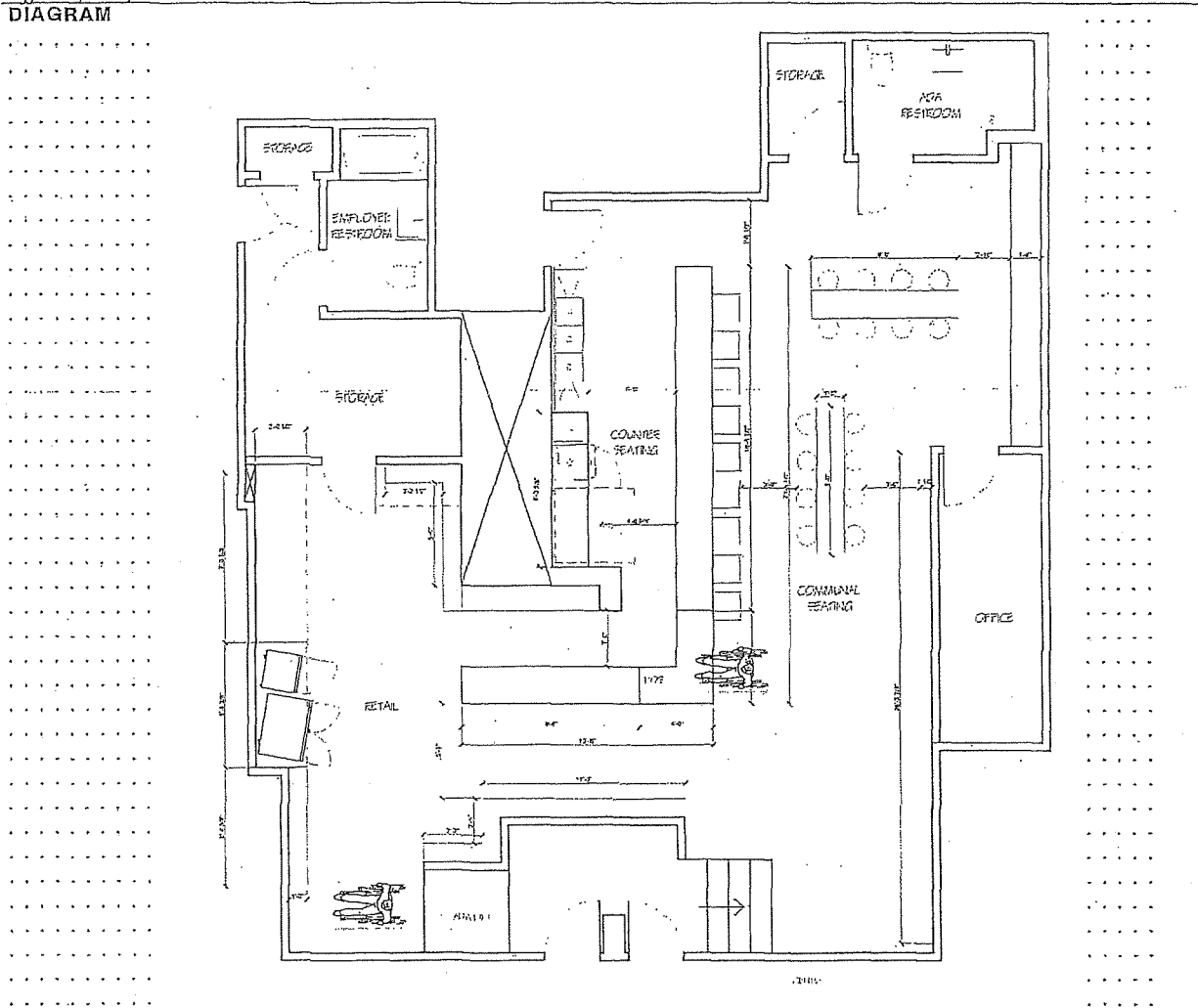
CERTIFIED CORRECT (Signature)	PRINTED NAME	INSPECTION DATE
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Department of Alcoholic Beverage Control
LICENSED PREMISES DIAGRAM (RETAIL)

State of California

1. APPLICANT NAME (Last, first, middle) Decant SF LLC	2. LICENSE TYPE 42
3. PREMISES ADDRESS (Street number and name, city, zip code) 1168 Folsom Street, San Francisco, CA 94103	4. NEAREST CROSS STREET 8th Street

The diagram below is a true and correct description of the entrances, exits, interior walls and exterior boundaries of the premises to be licensed, including dimensions and identification of each room (i.e., "storeroom", "office", etc.).



It is hereby declared that the above-described boundaries, entrances and planned operation as indicated on the reverse side, will not be changed without first notifying and securing prior written approval of the Department of Alcoholic Beverage Control. I declare under penalty of perjury that the foregoing is true and correct.

APPLICANT SIGNATURE (Only one signature required) X <i>Chia Tezoo</i>	DATE SIGNED 01-08-19
CERTIFIED CORRECT (Signature)	FOR ABC USE ONLY
PRINTED NAME	INSPECTION DATE

ABC-257 (5/05)

RECEIVED

JAN 11 2019

Dept of Alcoholic Beverage Control
 SAN FRANCISCO

Department of Alcoholic Beverage Control
PLANNED OPERATION (RETAIL)

SECTION I - FOR ALL RETAIL APPLICANTS

1. APPLICANT NAME(S) Decant SF LLC		2. LICENSE TYPE(S) 42					
3. PREMISES ADDRESS (Street number and name, city, zip code) 1168 Folsom Street, San Francisco, CA 94103		4. NEAREST CROSS STREET 8th Street					
5. TYPE OF BUSINESS (Choose one that best describes the planned operation)							
<input type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Cafeteria/Hofbrau	<input type="checkbox"/> Cocktail Lounge	<input type="checkbox"/> Private Club				
<input type="checkbox"/> Deli or Specialty Restaurant	<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Night Club	<input type="checkbox"/> Veterans Club				
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Tavern	<input type="checkbox"/> Fraternal Club				
<input type="checkbox"/> Bed & Breakfast	<input type="checkbox"/> Theater	<input type="checkbox"/> Wine Tasting Room					
<input type="checkbox"/> Supermarket	<input type="checkbox"/> Membership Store	<input type="checkbox"/> Service Station	<input type="checkbox"/> Swap Meet/Flea Market				
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> Department Store	<input type="checkbox"/> Convenience Market	<input type="checkbox"/> Drive-in Dairy				
<input type="checkbox"/> Variety/Drug Store	<input type="checkbox"/> Gift Shop/Florist	<input type="checkbox"/> Convenience Market w/Gasoline					
<input type="checkbox"/> Other - describe: _____							
6. PATRON CAPACITY 49		7. SURROUNDING AREA <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Rural <input checked="" type="checkbox"/> Residential <input type="checkbox"/> Industrial <input type="checkbox"/> Other					
		8. PREMISES IS LOCATED IN <input checked="" type="checkbox"/> Free Standing Building <input type="checkbox"/> Shopping Center (Name): _____ <input type="checkbox"/> 10 Units or Less <input type="checkbox"/> More than 10 Units					
9. FOOD SERVICE <input checked="" type="checkbox"/> None <input type="checkbox"/> Minimal <input type="checkbox"/> Full Meals		10. PARKING LOT? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	11. PATIO? <input type="checkbox"/> Yes <input type="checkbox"/> No				
		12. WILL YOU HIRE A MANAGER? (Rule 57.5) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	13. WILL YOU HAVE A FOOD LESSEE? (Rule 57.7) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No				
14. MEAL TYPE <input type="checkbox"/> Dinner House <input type="checkbox"/> Seafood <input type="checkbox"/> Fast Food/Deli <input type="checkbox"/> Other: <input type="checkbox"/> Pizza/Pasta		15. TYPE OF FOOD <input type="checkbox"/> American <input type="checkbox"/> Greek <input type="checkbox"/> Indian <input type="checkbox"/> French <input type="checkbox"/> Chinese <input type="checkbox"/> Korean <input type="checkbox"/> Italian <input type="checkbox"/> Thai <input type="checkbox"/> Japanese <input type="checkbox"/> Other:					
16. HOURS OF FOOD SERVICE							
BREAKFAST HOURS From: _____ To: _____							
LUNCH HOURS From: _____ To: _____							
DINNER HOURS From: _____ To: _____							
17. OPERATING HOURS							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Opening Time	11 AM	closed					→
Closing Time	12 AM	closed					→
18. ENTERTAINMENT (One or more may apply. Please describe any entertainment with an asterisk (*) below)							
<input type="checkbox"/> None	<input type="checkbox"/> *Amplified Music	<input type="checkbox"/> Patron Dancing	<input type="checkbox"/> Card Room				
<input checked="" type="checkbox"/> Recorded Music	<input type="checkbox"/> *Live Entertainment	<input type="checkbox"/> Bikini/Topless/Exotic	<input type="checkbox"/> Movies				
<input type="checkbox"/> Juke Box	<input type="checkbox"/> *Floor/Stage Shows	<input type="checkbox"/> Pool/Billiard Tables	<input type="checkbox"/> "Hot Spot"/Lottery				
<input type="checkbox"/> *Other	<input type="checkbox"/> Karaoke	<input type="checkbox"/> *Amateur/Pro Sports Events	<input type="checkbox"/> Video/Coin-Operated Games				
*Description: _____							
19. PREMISES IS LOCATED ON <input checked="" type="checkbox"/> Major Thoroughfare <input type="checkbox"/> Secondary Street <input type="checkbox"/> Other		20. TYPE OF STRUCTURE <input type="checkbox"/> Single Story <input type="checkbox"/> Two-Story <input checked="" type="checkbox"/> Multi-Story - Number of stories: 5					
21. PASS-THROUGH WINDOW? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	22. FIXED BARS? <input checked="" type="checkbox"/> Yes - how many: 1 <input type="checkbox"/> No		23. WHAT PERCENTAGE OF YOUR TOTAL SALES WILL BE ALCOHOLIC BEVERAGES? 100%				
FOR ABC USE ONLY							
24. INFORMATION GIVEN (R-27, R-107, Sec. 25612.5, Sec. 23730.5, etc.)			25. DATE ENTERED INTO CABIN				

Introduction Form

By a Member of the Board of Supervisors or the Mayor

Time stamp
or meeting date

I hereby 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.
- 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 []

ease check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission Youth Commission Ethics Commission
- Planning Commission Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use a Imperative Form.

Sponsor(s):

Clerk of the Board

Subject:

Liquor License - 1168 Folsom Street - Decant SF

The text is listed below or attached:

Hearing to consider that the issuance of a Type-42 on-sale beer and wine public premises liquor license to Decant SF, LLC, doing business as Decant SF, located at 1168 Folsom Street (District 6), will serve the public convenience or necessity of the City and County of San Francisco.

Signature of Sponsoring Supervisor: *Alisa Gentry*

For Clerk's Use Only:

