

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 24, 2018

THE JUG SHOP

Application No.: LBR-2017-18-042
Business Name: The Jug Shop
Business Address: 1590 Pacific Avenue
District: District 3
Applicant: Michael Priolo, Owner and Operations Manager
Nomination Date: May 8, 2018
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Jug Shop is a family-owned, brick-and-mortar retail wine, spirits and beer store that opened in 1965. The primary business model was founded on customer service, product selection and knowledge, and this tradition has been passed down from the previous generations and is the Jug Shop's differentiating factor.

The shop is a family operation co-owned by a father and son, daughters/sisters/aunts and a granddaughter/niece. It is operated by brothers/sons, cousins, a fiancé and an aunt/sister. The staff, which includes a Silver Pin Certified Sommelier, conducts interesting weekly wine tastings on Thursdays, where the public can learn specifics on featured selections and or ask general wine questions. The Jug Shop tasting bar is also utilized for well-attended beer tastings on select Fridays. The beer staff has been represented by a Certified Cicerone (beer sommelier) along with aspiring experts.

The Jug Shop provides delivery service and expertise over the phone and also makes its expert staff available to customers for event hosting and or tasting and educational needs at their residence or at the office. The Jug Shop is open 364 days per year (every day except Christmas).

The Jug Shop has hosted memorable tastings, including their own series of Wine Olympics where the tasters vote in the Gold, Silver and Bronze medal selections. They've hosted events involving multiple food pairing tastings, a Pinot Noir Festival and a Champagne Festival. There was also an IPA craft beer bracket style showdown of IPAs from Northern California versus IPAs from Southern California. Every year, the Jug Shop hosts one of the best events during SF Beer Week called "It Came From the Wood" and features an extensive offering of barrel-aged craft beer.

The business is located on the northeast corner of Pacific Avenue and Polk Street in the Nob Hill neighborhood.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?





OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2235 Polk Street from 1965 to 1978 (13 years)
1567 Pacific Avenue from 1978 to 2006 (28 years)
1590 Pacific Avenue from 2006 to Present (12 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Nob Hill neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The Jug Shop is associated with the crafting of wine, beer, and spirits
- The Jug Shop has contributed to the history and identity of San Francisco by serving as a retail wine, spirits and beer store.
- The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1964 and has not been formally evaluated. The property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.
- The Jug Shop has been featured in several newspaper and magazine articles. Most notably, the business was featured in "Superstar Retailers Leaders" magazine in an article titled "The Jug Shop's Personal Touch." Also, the store has received awards for Retail Excellence, being named one of the Top 10 Retailers in 1987.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, The Jug Shop is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that The Jug Shop qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Loyalty and commitment to their customers.
- A knowledgeable and passionate staff.
- The wide and unique selection of drinks.
- "The Jug Shop" sign.
- The library-style, dark cherry wood shelving and green-painted walls.
- Large wooden rows of wine displays and wine bars.
- The back granite bar.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Liquor store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include The Jug Shop currently located at 1590 Pacific Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 24, 2018

THE JUG SHOP

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2017-18-042
<i>Business Name:</i>	The Jug Shop
<i>Business Address:</i>	1590 Pacific Avenue
<i>District:</i>	District 3
<i>Applicant:</i>	Michael Priolo, Owner and Operations Manager
<i>Nomination Date:</i>	May 8, 2018
<i>Nominated By:</i>	Supervisor Aaron Peskin
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR THE JUG SHOP, CURRENTLY LOCATED AT 1590 PACIFIC AVENUE.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on September 24, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes the Jug Shop in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at the Jug Shop:

Physical Features or Traditions that Define the Business:

- Loyalty and commitment to their customers.
- A knowledgeable and passionate staff.
- The wide and unique selection of drinks.
- "The Jug Shop" sign.
- The library-style, dark cherry wood shelving and green-painted walls.
- Large wooden rows of wine displays and wine bars.
- The back granite bar.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain the Jug Shop on the Legacy Business Registry:

- Liquor store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 24, 2018.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2017-18-042
Business Name: The Jug Shop
Business Address: 1590 Pacific Avenue
District: District 3
Applicant: Michael Priolo, Owner and Operations Manager
Nomination Date: May 8, 2018
Nominated By: Supervisor Aaron Peskin

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? ☒ Yes ☐ No

2235 Polk Street from 1965 to 1978 (13 years)
1567 Pacific Avenue from 1978 to 2006 (28 years)
1590 Pacific Avenue from 2006 to Present (12 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? ☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? ☒ Yes ☐ No

NOTES: N/A

DELIVERY DATE TO HPC: August 22, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

May 8, 2018

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
regina.dick-endrizzi@sfgov.org

Dear Director Dick-Endrizzi:

I am writing to nominate The Jug Shop for inclusion on the Legacy Business Registry.

Founded in 1965, The Jug Shop has for decades been known as a destination for a comprehensive range of beer, wine, and spirits. It is also treasured by customers for its friendly, knowledgeable, trained and educated staff, and the scheduled beer and wine tastings they provide. Staff also provides advice on all kinds of drinks and brands, as well as selections for gifts and events. The Jug Shop is a rare kind of liquor store that provides much more than a place to buy hooch, it is a cultural institution in its own right, and San Francisco is fortunate to have it.

The Jug Shop would benefit greatly from inclusion on the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

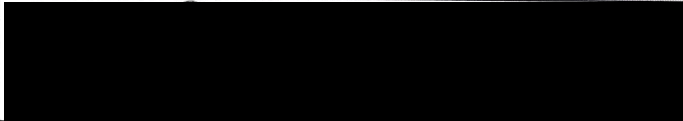


A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
The Jug Shop, Inc.		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Phillip Priolo Dale (Rawetti) Jordan Denise (Rawetti) McKinley Katie (Rawetti) Bimrose Michael Priolo		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1590 Pacific Ave San Francisco, CA 94109		(415) 885-2922
		EMAIL:
		info@JugShop.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.jugshop.com	The Jug Shop	The Jug Shop
APPLICANT'S NAME		
Michael Priolo		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
Owner - Operations Manager		
APPLICANT'S ADDRESS:		TELEPHONE:
		
		EMAIL:
		
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
015092		
OFFICIAL USE: Completed by OSB Staff		
NAME OF NOMINATOR:		DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2235 Polk St.	94109	Dec 6 th 1965
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	thru July 1978	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1567 Pacific Ave	94109	Start: July 1978 End: Sept 2006

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1590 Pacific Ave	94109	Start: Sept 2006 End: current

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start: End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Michael Priolo 4/11/18 Michael Priolo
Name (Print): Date: Signature:

THE JUG SHOP, INC.
Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

The Jug Shop is a family owned, brick-and-mortar retail wine, spirits and beer store that has been serving the community from locations on Polk and Pacific streets since 1965. The store is presently located at 1590 Pacific Avenue.

The primary business model was founded on customer service, product selection and knowledge, and this tradition has been passed down from the previous generations and is the Jug Shop's differentiating factor to this day. The shop truly is a family operation co-owned by a father and son, daughters/sisters/aunts and a granddaughter/niece. It is operated by brothers/sons, cousins, a fiancé and an aunt/sister. The co-owners hire personnel who are passionate about everything beverage, and within that appoints dedicated expert buyers for the respective sections of spirits, beer and different wine regions of the world. The staff, which includes a Silver Pin Certified Sommelier, conducts interesting weekly wine tastings on Thursdays, where the public can learn specifics on featured selections and or ask general wine questions. The Jug Shop tasting bar is also utilized for phenomenal well attended beer tastings on select Fridays. The beer staff has been represented by a Certified Cicerone (beer sommelier) along with aspiring experts.

The Jug Shop's loyal walk-in customers are accustomed to consulting staff on everything from selecting a nice bottle of wine to pair with dinner, to party and event planning. If clients can't walk in, they can call and take advantage of our delivery service and expertise over the phone. We even make our expert staff available to customers for event hosting and or tasting and educational needs at their residence or at the office.

A timeline of the business is as follows:

- 1965: The Jug Shop is opened at 2235 Polk St. by Carl J Barbato & Ramona Barbato.
- 1970: Dante Ravetti buys out the Barbatos and becomes owner of the Jug Shop.
- 1978: The Jug Shop moves to 1567 Pacific Avenue and Phil Priolo becomes co-owner.
- 2006: The Jug Shop moves across the street to 1590 Pacific Avenue because the existing site is to be developed.
- 2012: Dante Ravetti passes away at the age of 82.
- 2016: Dale Jordan, Dede McKinley, Katie Bimrose and Michael Priolo all become official co-owners with Phil Priolo.

Previously, 1590 Pacific Avenue served the community as the Movie Gallery (movie rental business) and Dianni's furniture and gaming store (furniture, pinball, pool tables and jukeboxes).

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has not ceased operations in San Francisco for more than six months since it opened in 1965. The Jug Shop is committed to not having any closed days (with the exceptions of designated closures) in order to best accommodate customers. Even when the shop moved from 1567 Pacific Avenue across the street to 1590 Pacific Avenue, all the staff worked all night to move everything to the new location, and the business was ready to open the next day.

c. Is the business a family-owned business? If so, give the generational history of the business.

The Jug Shop is currently a family-owned business, defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family. The Jug Shop is co-owned by two families: Phil Priolo and Michael Priolo; and Dale Jordan, Dede McKinley and Katie Bimrose. In the first family, Phil Priolo is Michael Priolo's father. In the second family, Dale Jordan and Dede McKinley are the previous owner Dante Ravetti's daughters, and Katie Bimrose is Dante's granddaughter.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of the Jug Shop is as follows:

1965-1970	Carl J Barbato and Ramona Barbato
1970-1978	Dante Ravetti
1978-2012	Dante Ravetti and Phil Priolo
2012-2016	Phil Priolo
2016-Present	Phil Priolo, Michael Priolo, Dale Jordan, Dede Mckinley and Katie Bimrose

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business prior to current ownership is included in this Legacy application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department lists the historic resource status of the building at 1590 Pacific Avenue as Category B ("Unknown / Age Eligible") with regard to the California Environmental Quality Act.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

As one travels north on Polk Street and approaches the intersection of Pacific Avenue, a large beige building with gold burgundy signage reading "The Jug Shop Purveyors of Fine Wines and Spirits" sits on the northeast corner at 1590 Pacific Avenue. There is a large parking lot in front of the approximately 4,000 square foot space. When customers walk through the front doors, they experience dark cherry wood shelving full of wine equipment with a ladder and natural green paint tones on the walls. To the left of the entrance are shelves full of spirits and mixers followed by a series of cooler doors packed with an array of cold craft beer, bags of ice and chilled wine. To the right of the entrance is the front counter with registers. Behind the register resides the high-end spirits cabinet. Down the center of the shop are stand-up wine racks, and behind the gates straight in the back is the large, black granite slab top wine bar with Champagne and accessories sections close by.

The Jug Shop is a family-owned, independent shop in San Francisco specializing in wine, beer and spirits since 1965. The owners and employees are a talented and knowledgeable team of wine mavens, beer-consultants and spirit experts. They taste everything before they give anything a spot on their shelves, and they are happy to help customers find exactly what they are looking for – whether it's a perfect wine-pairing for dinner, beer for the office happy hour, a full-bar for a wedding or anything in between. The Jug Shop is San Francisco's source for all of wine, beer and spirit needs.

The Jug Shop's 52-year tenure on Pacific and Polk streets and trusted reputation have inherently made it part of all San Francisco's traditions and events that involve wine, spirits and beer and everything beverage related. The store has wine tasting every Thursday afternoon in which bartenders educate customers about wines, winemaking and food pairings. The Jug Shop is open 364 days per year (every day except Christmas). The store is a part of the community and a part of the events and celebrations they help bring to life.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Historically, some of the the Jug Shop's biggest business days revolve around local events: Bay to Breakers, Fleet Week, Halloween, St. Patrick's Day, Cinco de Mayo, Union Street Fair, North

Beach Festival, Outside Lands and sporting events with the Giants, 49ers and Warriors. Of course, the classic holidays of Easter, Thanksgiving, Christmas and New Year's Eve drive robust business for the Jug Shop, which means, with all of the above-mentioned festivities, that we have become part of the ritual for our countless customers in preparing for these cherished events and in enhancing the memories with good wine, beer and cocktails.

The Jug Shop has manufactured some of its own history and fond memories for the public by hosting some of the most memorable tastings around. They have hosted their own series of Wine Olympics where the tasters vote in the Gold, Silver and Bronze medal selections. Also, they've hosted events involving multiple food pairing tastings, a Pinot Noir Festival and a Champagne Festival. There was also an IPA craft beer bracket style showdown of IPAs from Northern California versus IPAs from Southern California. Every year, the Jug Shop hosts one of the best events during SF Beer Week called "It Came From the Wood" and features an extensive offering of barrel-aged craft beer.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

The Jug Shop has been featured in several newspaper and magazine articles. Most notably, the business was featured in "Superstar Retailers Leaders" magazine in an article titled "The Jug Shop's Personal Touch." Also, the store has received awards for Retail Excellence, being named one of the Top 10 Retailers in 1987. Supporting documents are provided.

d. Is the business associated with a significant or historical person?

The Jug Shop has been visited by the actor Dan Aykroyd and Michael Sorrentino "The Situation" from MTV's Jersey Shore. Pictures are provided.

e. How does the business demonstrate its commitment to the community?

The Jug Shop has been committed to the community throughout the years. Whether it is the immediate local community, larger San Francisco community or Northern California community, the shop finds numerous ways to help give back.

The Jug Shop makes regular donations to local schools, churches and other charitable organizations for charity functions and auctions. At times it may be donations of wine, beer or spirits to be consumed at events, while other times it may be donations of gift certificates or novelty bottles of wine for auctions or auction baskets to help organizations raise money. The Jug Shop has always worked closely with the Salesian Boys and Girls Club and the Guardsmen.

The Jug Shop worked with Middle Polk Neighborhood Association (MPNA) to throw an epic 50th Anniversary party that was fitting for the institution the store has become in San Francisco. In 2018, The Jug Shop supported the formation of the Discover Polk Community Benefit District, providing material supportive for meetings.

Recently, the store hosted a European wine tasting with 13 different importers and contributed all the proceeds, products, labor and more to cut a check to the Redwood Credit Union Fire Relief Fund in the amount of \$2,500. Historically, the Jug Shop has hosted comped holiday tastings for the MPNA and Russian Hill Neighbors Association and donated to St. Francis Hospital, St. Brigid School, Next Village, etc.

f. Provide a description of the community the business serves.

The Jug Shop has been blessed to serve some of the most loyal customers in San Francisco. The family business has served San Francisco for 52 years and processes nearly 120,000 transactions per year. In 2017, The Jug Shop was visited by nearly 100,000 customers. The store is located along Polk Gulch, so it serves the immediate Polk Street area and the residents of the surrounding Nob Hill and Russian Hill neighborhoods. Clients also travel down from Pacific Heights, over from North Beach and the Marina as well as many other parts of the city. Most of the customers arrive by foot, but numerous others are regulars for the delivery service.

The shop has a wide range of clientele including elderly, long-tenured customers; Baby Boomers; corporate offices; independent business owners; family households; single middle-aged professionals; and, in recent years with growth in the tech sector and those workers taking residence in new developments in the neighborhood, a substantial uptick in younger, corporate professionals. The store has a great selection of beverages, excellent customer service and a delivery service. The store's philosophy combines dependable, personal service with knowledgeable and friendly staff. They help customers select ideal products through their professional staff and by adding little notes to the shelves. They also host tastings that are fun and informative.

Overall the Jug Shop's customers are people who see the value in good living by incorporating wine, beer and spirits into their regular and social lives.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The huge sign that says "The Jug Shop" painted in dark cherry color in front of the store is eye-catching and defining to the business itself. The library-style, dark cherry wood shelving with natural green paint tones on the walls attempts to bring the feel of the vineyard into the interior space. There are huge shelves spread across the walls on the inside, allowing the business to display their variety and diversity of products. Huge wooden rows of wine displays and wine bars run down the aisles. In the back lies a big bar with granite surface, a place designated for weekly wine tasting events.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

The absence of the Jug Shop would leave a huge void in the surrounding community. Losing a family business that has served San Francisco for 52 years and processes nearly 120,000 transactions per year would force numerous loyal customers to seek an alternative source for their beverage product and educational needs. The countless customers that walk in and visit the shop daily, nightly, weekly for regular purchases, recommendations on the perfect bottle for dinner, a beverage consult for their party on the upcoming weekend or their upcoming wedding reception would no longer be able to do so with the long-tenured entity that has earned their trust. It means the world to the co-owners of the business when customers say, "You have never steered me wrong." These customers would now have to travel a significant distance to find comparable service and selection to that of the Jug Shop. Not only would the public be affected, but the loyal, amazing, long-tenured team that makes up the Jug Shop staff and ownership would now be forced to seek out an alternative career path should the Jug Shop be forced to shut down or experience an unsuccessful relocation for any reason. The Jug Shop is a unique, cherished institution that reflects the character of old San Francisco and has become a signature component of the Polk Street neighborhood fabric as one of the last large independently-owned family wine spirits shops in San Francisco amidst an industry dominated by Costco, Total Wine and Bevmo. We plan to continue to be here to serve the community that needs us.

CRITERION 3

a. Describe the business and the essential features that define its character.

The Jug Shop has a set of strong core values that have defined them throughout the decades. At the core of these values is an unwavering sense of loyalty and commitment to their customers as demonstrated through their customer service. This is what differentiates them from other liquor stores. Part of this commitment to customer service is hiring a knowledgeable and passionate staff that truly enjoy informing and helping customers make selections for the special events in their lives. This includes not just their sommelier but all the employees, most of whom have been in the industry for years.

Another defining feature is the wide and unique selection of drinks offered, though this ties in to customer service in a sense. The Jug Shop is certainly not your typical beverage store, offering a truly eclectic mix of wines, craft beers and spirits along with mixers and non-alcoholic selections. Additionally, they host weekly wine tastings and many other tasting events throughout the year with different themes, making them much more than a basic liquor store.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

As discussed in the previous question, customer service is at the heart of the Jug Shop. This always has been and always will be their highest priority, and they are committed to staying

true to this in all aspects of running their business. Although new technology and changes in consumer demand have changed the business model somewhat, the stellar customer service has not faltered for an instant. The Jug Shop listens to their customers. As an example, rosé wine, gin and rye whiskey have become very popular as of late, and the store has adapted their offerings accordingly. The same was true for the craft beer movement. The store started off selling much more jug wine and basic beers. Their product line, for the most part, has changed. However, they also offer new services now such as their tasting events and food pairings, as well as alcohol delivery. So while the goods and services offered at the Jug Shop have evolved from the original offerings, this stays in line with their commitment to offering the best experience a customer could want from a beverage store.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

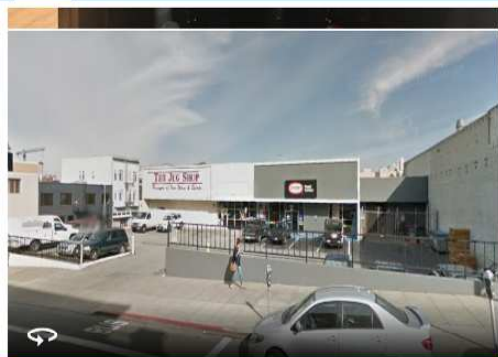
Although the current building itself does not hold any historical significance, much thought went into initial renovations in order to develop a space that is both presentable and comfortable for the customers. No other major renovations have been done since the shop opened at their latest location, and they intend to remain at that location. The Jug Shop actively maintains the exterior of the building as well such as painting over graffiti, though they have considered hiring a muralist to make the exterior truly special for the neighborhood. The “Jug Shop” sign is another historic part of the business as well, and is maintained regularly and lit up every day.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The Jug Shop has been a brick-and-mortar retail wine, spirits and beer store since 1965.

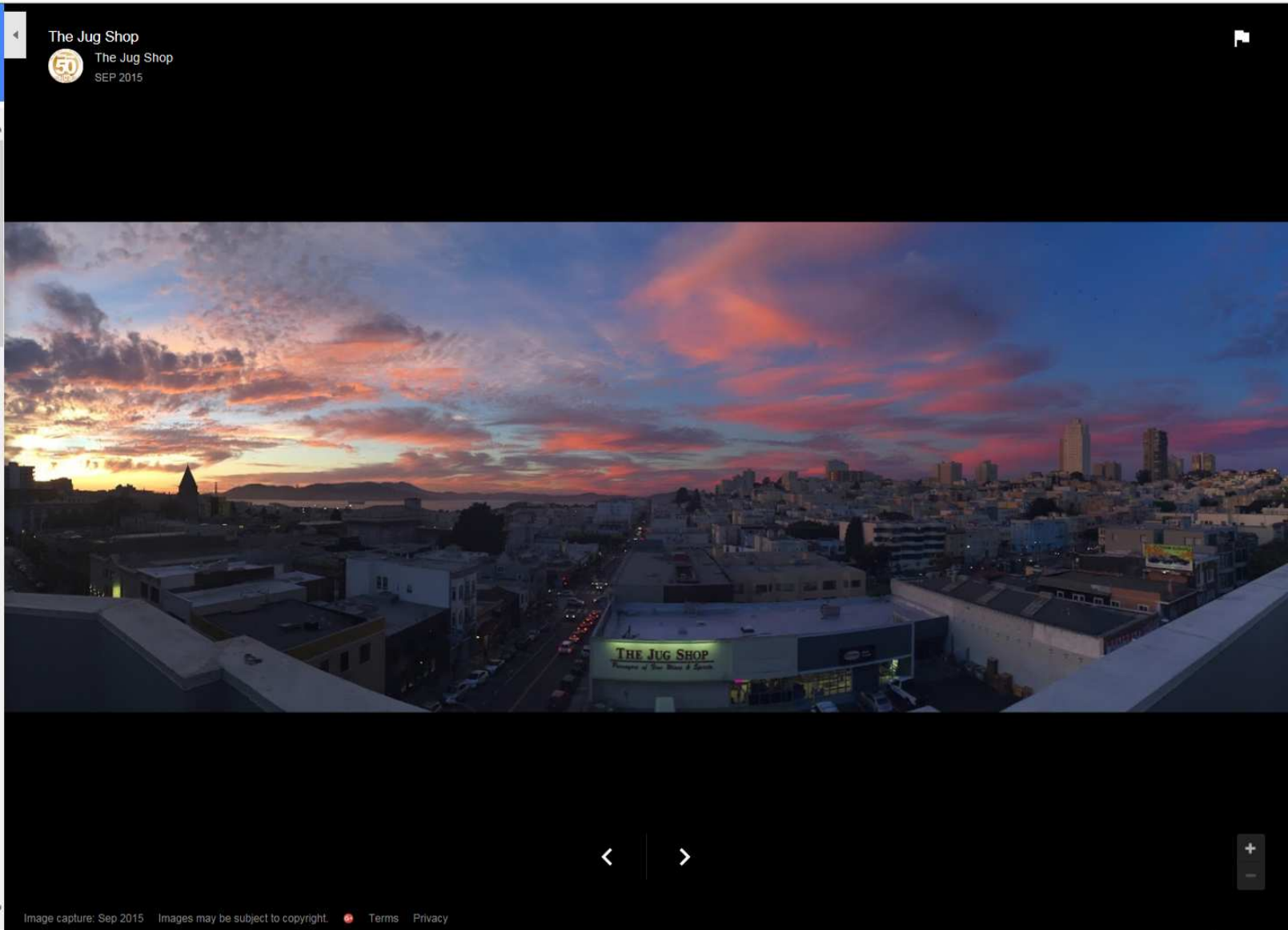
The Jug Shop

ALL FROM MENU INSIDE BY OWNER 360° VIEW

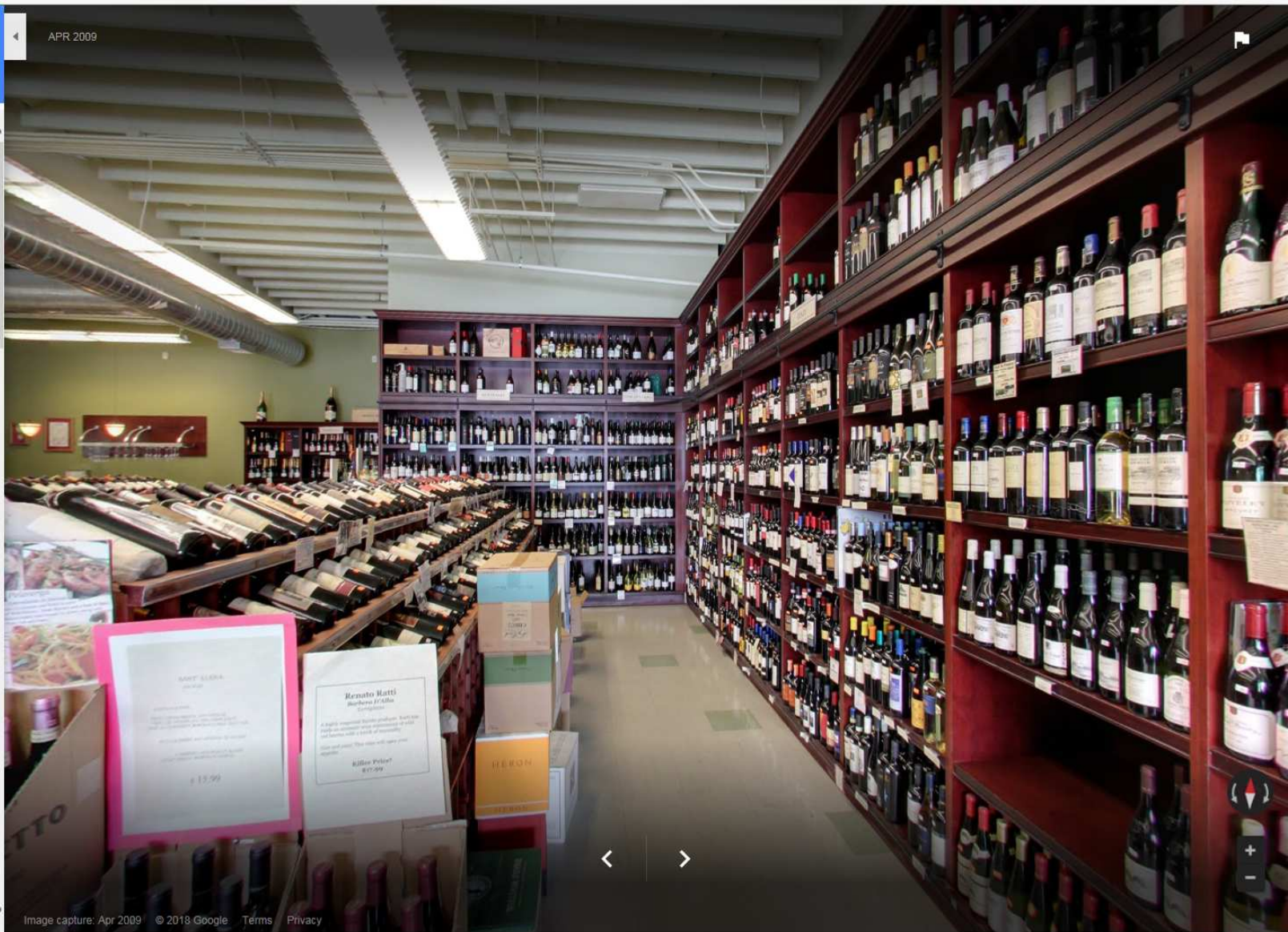


← The Jug Shop

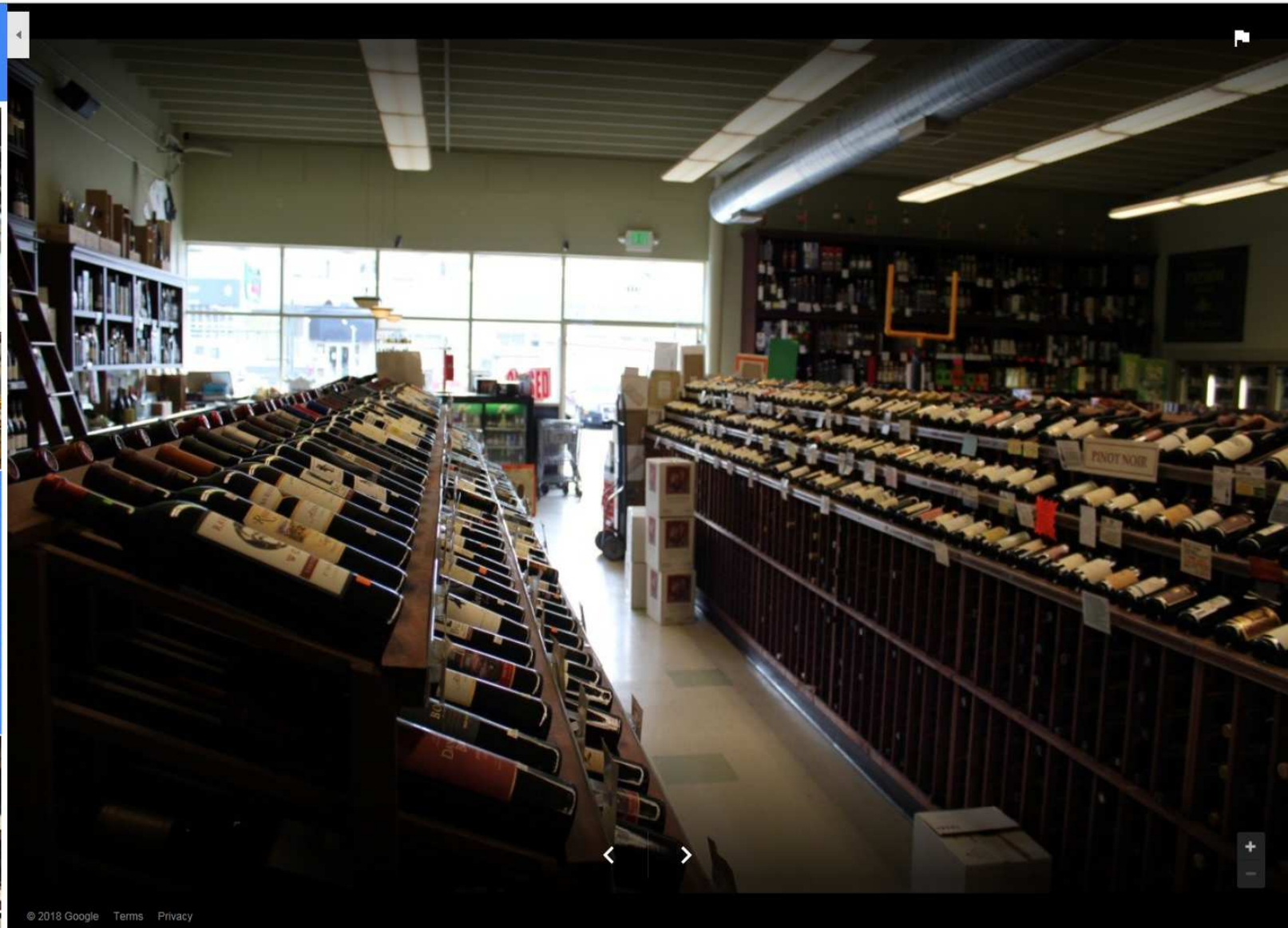
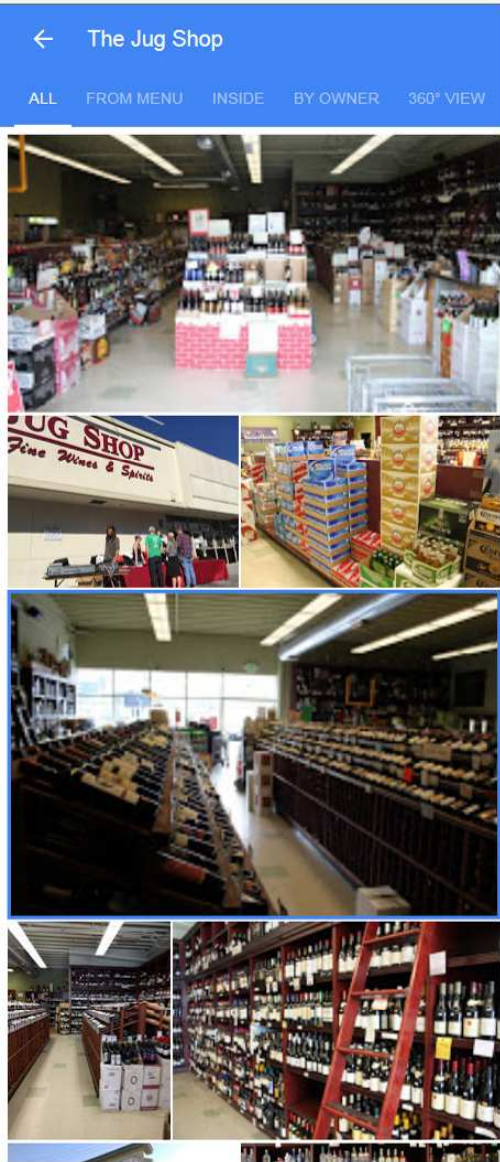
ALL FROM MENU INSIDE BY OWNER 360° VIEW





















BUY 12 BTLs.
OF WINE AND
GET 5% OFF!*



MORE CHILLED 6-PACKS NOT ON THE SHELF:

- BASS
- CARLSBERG
- ST. PAULI (NA)
- BECKS (NA)
- O'DOULS (NA)
- CLAUSTHALER (NA)
- SAPPORO
- NEW BELGIUM TRIPPEL
- DESCHUTES GREEN LAKES, OBSIDIAN
- COOPERS STOUT, VINTAGE, PALE, STAR
- BUD SELECT 55
- MOLSON CAN.
- NEWCASTLE
- PERONI
- KRONENBOURG
- NORTH C. OLD #38
- SPEAKEASY TRIPLE
- ANDERSON VALLEY (VARIOUS)

ASK US ABOUT OUR KEG SELECTION

*RESTRICTIONS APPLY



TheJugShop BLOG
www.thejugshop.blogspot.com

Smile
on





Friday Night Beer Tasting

- Come taste different hard to find beer selections Friday nights between 6:30-8:30!
- Schedule posted online weekly
- Pricing at the door
- Sign up for beer tasting emails

SQUARE
ONE

VODKA

ABSINTHE TASTING SET

ABSINTHE TASTING SET

SALE!
3 OLIVES 50M!

REUSE
REUSABLE
REDUCE

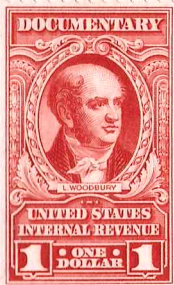
after reuse



Flyin' high



THERE ARE many ways of showing that Seagram's 7 Crown whiskey continues to fly high in the sales record, and an especially unique one was created at the Jug Shop, Pacific and Polk in San Francisco. It's a helicopter display that's a guaranteed eye-catcher. "Climbing aboard" are Phil Priolo, owner, and Phil Racchi of Rathjen.



Certificate

No. 2

125

Shares

Issued to

Admora Barbato

December 6 1965

in whom transferred

19

No Original
Shares

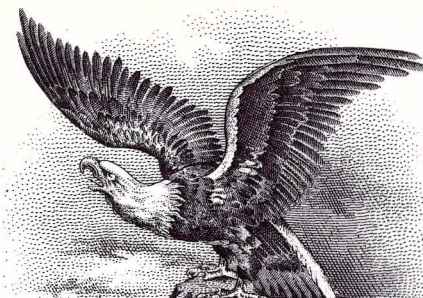
No. of Shares
Transferred.

No.

Shares

19

INCORPORATED UNDER THE LAWS



OF THE STATE OF CA

JUG SHOP, INC.

CAPITAL STOCK 5,000 SHARES

WITHOUT PAR VALUE

This Certifies that

holder of

JUG SHOP, INC.

is the re
Shares of the Capital Stock

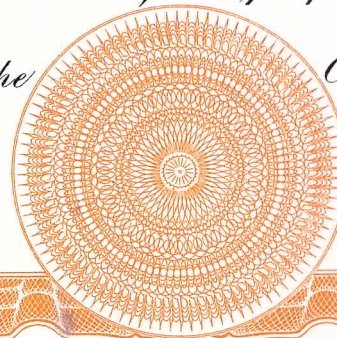
transferable on the share register of said Corporation in person or by duly authorized
Attorney upon surrender of this Certificate properly endorsed or assigned.

Witness the Seal of the
its duly authorized officers
Dated

Corporation and the signature

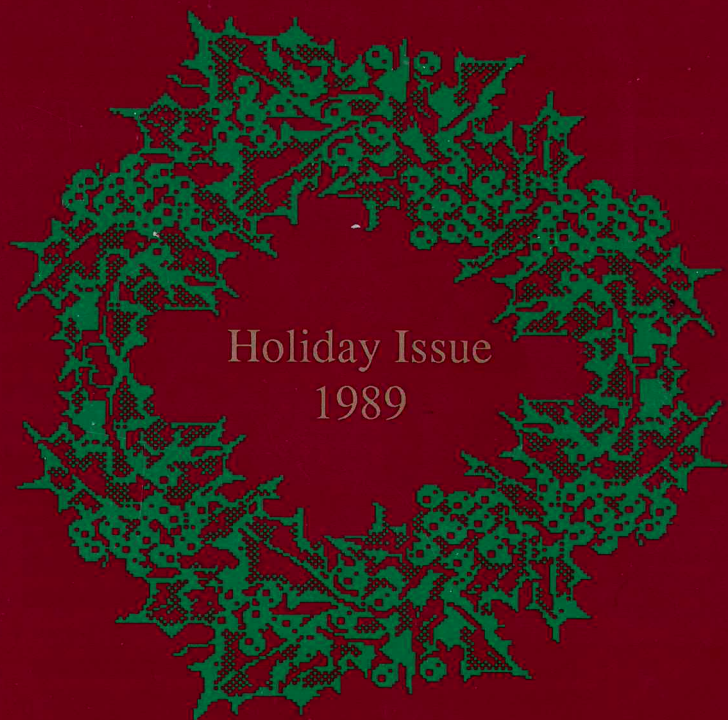
SECRETARY

PRESIDENT



The Jug Shop

Purveyors of Fine Wine & Spirits

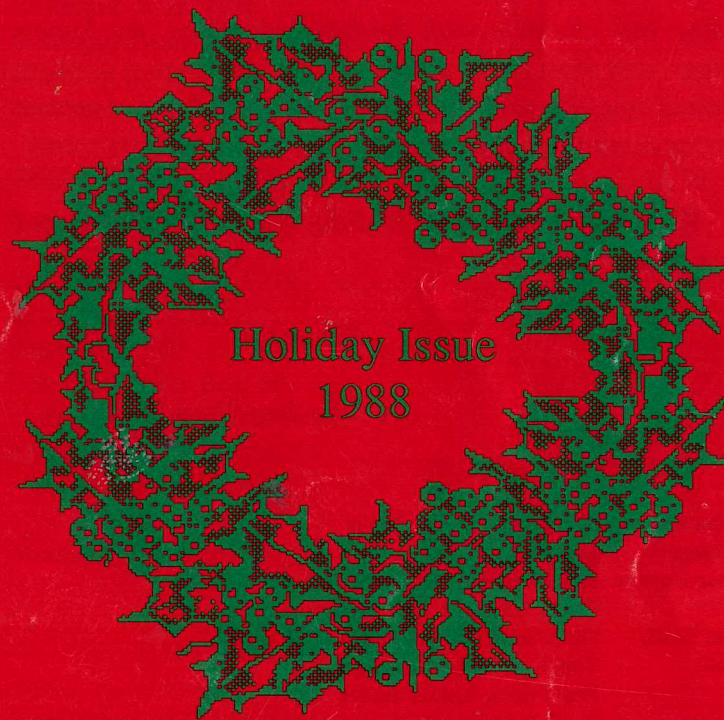


Holiday Issue
1989

Locally Owned & Operated Since 1951

The Jug Shop

Purveyors of Fine Wine & Spirits



Holiday Issue
1988

Locally Owned & Operated Since 1951

The Jug Shop

Purveyors of Fine Wine & Spirits

Holiday Issue 1991



Locally Owned & Operated Since 1951



The Jug Shop

Purveyors of Fine Wine & Spirits

Holiday Issue 1990



Locally Owned & Operated Since 1951



Desk Copy

The Jug Shop

Purveyors of Fine Wine & Spirits

Holiday Catalog 1992

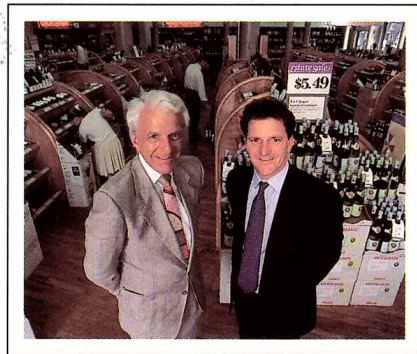
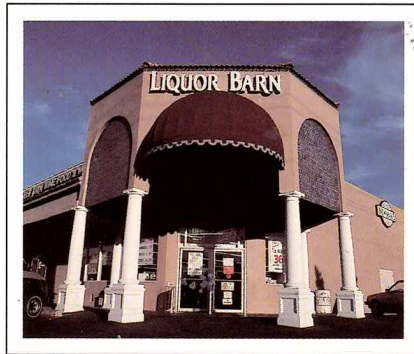


Locally Owned & Operated Since 1951



SUPERSTARS RETAILERS LEADERS

1 9 8 9



A SPECIAL ISSUE FROM
THE PUBLISHERS OF MARKET WATCH

THE JUG SHOP'S

by Sally Lehrman

Phil Priolo loves to tell stories — and that may be key to his success.

Priolo, co-owner of the Jug Shop in San Francisco, knows many of his customers by name. He regales them with information, advice and tall tales, building relationships that last even when customers move out of town.

"It doesn't cost anything to smile," Priolo says.

Priolo, 45, learned the basics of good business when, at 14 years old, he took a job as a stock boy in Dave's Market for 90 cents an hour. Dave's did a strong illegal discount business in an industrial area near the waterfront.

Fair trade laws set minimum prices for liquor in the state in those days. When the California Alcoholic Beverage Control Board got wind of Dave's enterprise, it came out to shut the store down. That day Priolo tore through town with a truckload of deliveries, the authorities hot on his tail.

"We had liquor to go out that day," says Priolo, laughing at the memory. "That's how I learned customer service."

One of the brothers who owned Dave's, Dante Ravetti, later helped Priolo open the Jug Shop in 1963. The store operated much the same way as its predecessor until 1978, when the state relaxed pricing laws, and the "bombers,"

as the discount dealers were called, lost their competitive advantage.

Priolo worked up to 18 hours a day then, perfecting his merchandising and learning ways to keep his customers happy. Lately he has cut back his hours a bit but has kept his good habits. When a shopper recently asked for a rare liqueur the Jug Shop didn't have, Priolo asked him if he could wait 10 minutes. While the man rang up another \$100 in purchases, Priolo sent a stock boy out to buy the special bottle at a nearby store. He won a customer for life.

When the laws changed the Jug Shop moved to a bigger, 8,000-square-foot location with a critical asset: a 16-space



Phil Priolo, co-owner of the Jug Shop, bases his business on variety, price and customer service. The store had revenues of \$5 million last year, with another \$1 million brought in through concessions.



Photos: John Harding

PERSONAL TOUCH

parking lot. In a city where businessmen will exchange blows over a disputed spot and parking tickets average \$20, the rectangle of asphalt was invaluable. Priolo figures the lot turns over 400 cars on an average Saturday.

Priolo and Ravetti stocked the store with spirits and jug wine, but quickly caught on to the varietal explosion and made way for boutique wines. Now 60 percent of their business is in wine, with liquor contributing 25 percent and beer another 15 percent.

The two owners kept many of their customers from Dave's. They also attracted a new clientele as their Pacific Heights neighborhood climbed upscale,

and fancy restaurants and Mercedes repair shops moved in nearby.

These days, the Swiss consulate loads up on Trefethen Eshcol white, stewardesses and pilots stop by with their carriers, hotels and cab drivers recommend the place to tourists, and neighborhood socialites send down their chefs.

The Jug Shop keeps the positive word-of-mouth going with an enthusiastic reception for every customer and an expert staff. Each of the 15 full-time employees has a basic understanding of wines.

Priolo sent his managers to wine classes at the state university; they occasionally take refresher courses and

The Jug Shop maintains a positive image with an enthusiastic reception for every customer and an expert staff.





The 8,000-square-foot store employs a specialist for every category of product.

can refer to an in-store library of tasting notes, magazines and wine books. There's a specialist for every category, from beer to imported wines—even the delivery driver speaks knowledgeably about his cargo.

"We talk wine an awful lot together and we taste a lot of wine together," Priolo says.

Jack Steffen, assistant manager, buys the imported wines and specializes in promotional outreach. He writes flyers, Christmas brochures and a newsletter that goes out about every three months. He has learned that a typeset, easily legible pamphlet with color-coordinated highlights brings in more business: mail orders contribute about 10 percent of the store's sales.

Steffen also uses the newsletter to promote new wines at the Jug Shop wine bar, or conversely, to bolster excitement generated at the bar with a special write-up. Rather than just listing prices, he educates readers with careful descriptions of featured products and maps of the regions they come from.

The wine bar occupies a corner near the shop entrance and is open every Friday and Saturday. Steffen taps the

shop's 6,000-name mailing list, categorized by customer tastes, to announce special events.

For a sampling of Pol Roger Champagne in May, Steffen sent out 2,500 invitations. More than 300 customers showed up to meet Christian Pol Roger and taste the Champagne. The Jug Shop sold 25 cases that day, at a minimum \$25 per bottle.

The newsletters also point out special buys or rare finds. The Jug Shop often will take a low markup on a little-known label to entice customers into the store. When the item wins a following, the price climbs and a new bargain takes its place.

Variety and pricing are critical in an area like San Francisco. "The San Francisco market is the number one or two most competitive market in the nation—the Napa Valley is only an hour away," Steffen says. "You have to create an atmosphere of overall selection from low-priced to high-priced wines. You have to get hard-to-find, allocated wines."

He points to the main floor. "You can go out there and find a wine from every region in the world."

The selection pleases recent immigrants and frequent travelers. The Jug Shop carries good \$5 to \$15 wines from Argentina, Morocco, even Algeria. Catering to the California health-conscious, the store carries two organic wines, Domaine Bousquette for \$6.95 and Chateau Beaucastel for \$15. Rarities include five vintages of Chateau D'Yquem and pre-World War II Fonseca and Taylor Ports, selling for \$500 a bottle.

Priolo keeps the best stuff in the back of his little office, which is lined with pictures of his three children, his wife and horse memorabilia. His wife, Joan, raises quarterhorses and it is clear Priolo loves them too. The rest of the merchandise goes in a 3,000-square-foot storage area, to which he recently added a 2,500-square-foot second level.

The Jug Shop buys out private cellars and woos distributors for such finds. Quantity purchases bring the price down, then the store varies its markup and offers plenty of in-house specials.

"I try to buy just as if I was shopping here—looking for bargains," says Peter Boza, in charge of the Jug Shop's domestic wines. "The competition is pretty



With wine accounting for 60% of sales, the Jug Shop carries wines in every price range and those that are hard to find.

fierce, so you have to have that edge.”

The Jug Shop, which must face off against tough price competitors such as wine-conscious supermarkets and the Liquor Barn chain, wins favor by treating customers like old friends. The store averages 350 shoppers a day.

Boza spends his days matching people to wines. When the Jug Shop discovered the quality of Oregon pinot noirs, Boza made it his mission to introduce the varietal to the scores of women who would only buy whites. Soon sales of the category picked up. Now Boza—nicknamed Pinot Noir Pete—is moving his followers along to merlots.

“It’s not just selling wines here, it’s education and sharing,” Boza says. “Over the years, I’ve made more friends and gotten invited to more people’s houses because I’ve recommended a good pinot.

“I’m not just trying to sell them a bottle of wine; I’m trying to make their evening for them.”

The Jug Shop also offers information with shelf talkers and signs at every opportunity, even the beer case—which is packed with 400 choices. They’re changed regularly, to keep them in

customer view.

Beer, spirits and jug wines cover the worn concrete in neat floor stacks, leading into wine featured on its side in wooden boxes. Priolo thinks the boxes look like a better deal.

Non-alcoholic beverages such as sparkling water and soda pop occupy a growing spot in the center of the store. More wines line the wall, with plenty of wine coolers and Champagne—both magnums and bottles—packed into a refrigerator. If somebody picks a Champagne not in the case, the Jug Shop will send it off in a bag packed with ice.

The store has boosted sales with cross-promotions and by bundling goods with its neighbors, a deli and a flower shop. Pacific Pantry Gourmet Foods augments Jug Shop wine tastings with cheese and crackers, and the Jug Shop contributes its wines to deli functions. Customers can pick specialty foods, flowers and a special wine to be wrapped and delivered for special occasions. One buyer requested over 200 packages.

Independents like the Jug Shop can win over shoppers by offering extra services and a flexibility the big stores don’t have, Priolo says. He’ll do consign-

ment sales, accept unused merchandise from big parties and negotiate volume deals.

Jug Shop revenue reached about \$5 million last year. Concessions run at local exhibition and event halls by Jug Shop Corp. brought in another \$1 million. The corporation also runs a nightclub, called Club Mirage, in one of the trade show centers.

The concessions garner catering contracts for some of San Francisco’s biggest events, such as the Exotic/Erotic Ball, a Halloween party that attracted 10,000 people last year.

In a modest suburban part of town, Priolo runs Westlake Liquors as a separate entity. That store, run more like a fast-food and liquor store than the Jug Shop, sells plenty of state lottery tickets and rang up about \$750,000 in business last year.

Down the road, Priolo would like to open another store. For now, though, he’s concentrating on building customer loyalty with good selection and a ready smile. □

Sally Lehrman is a business writer for the San Francisco Examiner.



Reality show royalty: Jersey Shore's 'Situation'

Miss Bigelow

By **Catherine Bigelow**

Published Wednesday, November 3, 2010

In the Jug Shop parking lot on Saturday, it was a "situation," all right.

That's because reality TV "star" **Mike "The Situation" Sorrentino** washed up in EssEff from the not-as-picturesque Jersey shore.



Image 1 of 3

Mike Sorrentino (left) with Jug Shop co-owner Phil Priolo and Devotion vodka partner Johnny Love. October 2010. By Kenny Wardell.

Photo: Kenny Wardell, Special To The Chronicle

Unlike Sorrentino, who arrived at his own PR event an hour late (via a dramatic, oversize black Bauer limo-bus from his crib at the Marriott Hotel), we arrived early. But not out of devotion to the self-impressed celeb, whose moniker refers to his overdeveloped abdominal muscles, which he incessantly reveals from beneath his signature collection of gaudy T-shirts.

Rather, Jug Shop co-owner **Phil Priolo** had graciously hooked up a big-screen TV for viewing of Game 3 of the Giants' World Series. (Not such a great situation, it turned out.)

However, we ended up cooling our heels in said lot with fellow scribes **Beth Spotswood** and **Melissa Griffin** because Sorrentino's belligerent brother/handler banished media from the store.

The media (with a twisted taste for over-the-top, reality-TV train wrecks) had been invited to cover Sorrentino's Jug Shop star turn as he signed bottles of Devotion vodka for a modest line of fans, which required not only a metal police barricade, but also the presence of one of SFPD's finest.

The gimmick of this new elixir? It's infused with casein protein. Why? As we prefer Irish whiskey, we know and care not.

Sorrentino is not only the Devotion spokesman (for which he received a reported \$400K), but he reportedly also has shares in the vodka's profits.

Scratching our heads over this media blackout, we had to keep reminding ourselves that in the past year, Sorrentino, whose entire existence is defined by GTL (gym, tan, laundry), nightclubbing, hitting on women, attempting to dodge unattractive ones whom he dubs "grenades" and being filmed 24/7 in numerous inappropriate and often cringe-inducing interactions with his "Jersey Shore" castmates, has supposedly made 5 million smackers.

Amazingly this fame train has yet to run out of steam: Sorrentino's rookie contribution to the world canon of great literature, "Here's the Situation," hit bookstores this week.

Exiting the parking lot, our situation got less bizarre as we headed to the Palace Hotel for a fundraiser that featured a program by a member of the blue-blooded British monarchy, HRH **Princess Michael of Kent**.

(Oh, that the mercurial god of scheduling had colluded with the white-gloved goddess of decorum to allow the paths of these two personages to meet. Alas.)

Proper, punctual and plummy of tone, the elegant princess mingled graciously among the 200 guests - sans any sign of handlers, police presence or tacky T-shirts.

The event benefited the Village Well, a day care center founded by **Jean Rowcliffe** for low-income families on the grounds of St. Mary the Virgin Episcopal Church in Cow Hollow.

As a young woman, Rowcliffe was nanny at Kensington Palace to the Kents' children, **Lord Frederick** and **Lady Gabriella**, so she asked her princess pal to pitch in at the Well's gala.



Image 2 of 3

Rev. Dr. Jason Parkin of St. Mary the Virgin Episcopal Church (at left) with Village Well founder Jean Rowcliffe, Prince Michael and British Consul General Julian Evans. October 2010. By Catherine Bigelow. Photo: Catherine Bigelow, Special To The Chronicle

"If my children are wonderful, and I think they are," said Princess Michael, "it's due to Jean."

Princess Michael is an engaging speaker, author and historian who politely dishes up tantalizing tidbits of royal history.

In honor of the Well, she delivered a talk titled "Cradle to Crown: Monarchy and Motherhood," which detailed a rocky road filled with plagues, pestilence, royal power plays and early death, from the 1500s up to the 20th century. Phew.

However, the princess avoids discussing present-day monarchs and their parenting skills.

"We all know **King Henry** had many wives, some without heads," said Princess Michael, of those losses that often occurred in the Tower of London. "Even though my husband, **Prince Michael**, is a constable there, I don't like the Tower, so I avoid speaking on current family members."

British Consul General **Julian Evans** was delighted by the lecture, declaring that if his history teachers had been such talented storytellers, he might've stuck with those studies.

And Princess Michael heralded Rowcliffe for her efforts in making young lives better for those less fortunate.

"The most important things we can give our children is a good education, unlimited love, and teach them self-discipline and good manners," said the princess.

Sound advice. But obviously Princess Michael has never set foot upon the Jersey shore.

Rotten



Mikey

MIKE
THE
DISTRACTION

MIKE
THE
SITUATION



BAY AREA BITES

Beer Fridays at the Jug Shop in Nob Hill



Photo by Jennifer Maiser.

Fridays when I am in town, you will likely find me at [The Jug Shop](#) participating in beer tastings organized by Eric Cripe, Beer and Spirits Specialist and a certified cicerone (cicerones are the beer world's version wine sommeliers). Over the past couple years, I have been able to taste literally hundreds of different beers under Eric's guidance, many of them hard to find and specifically curated for these tastings.

When a friend and I stumbled upon the beer tastings at The Jug Shop in early 2010, we immediately noted the differences between these tastings and a typical wine tasting that is held at The Jug Shop tasting bar, which is located in the back of the popular liquor store. Where the wine tastings are quiet and small, the beer tastings are raucous and often crowded. Locals of all ages attend The Jug Shop tastings, and the group size can range from about 10 people to groups of more than 50,

dependent on the theme. If an important sports game is playing, Eric will often have it playing in the background as he pours.



Eric Cripe leads the beer tastings. Photo courtesy of Joe, [Beer at Joe's blog](#).

SPONSORED BY

That's not to say that it's a drunken frat party. Underneath the fun atmosphere is a current of education. At The Jug Shop, I've been able to explore beers from all over the world and hone my taste buds to understand clearly what attributes I like and don't like in beers, and I've been able to do it at an affordable price. Eric is a master, and is able to answer nearly all of the (many, many) questions we

often have. He is a true teacher who is happy to host aficionados of all levels without judgment or attitude.

It took hardly any time before we were recognized by Eric and others who attended the tastings. Many new people cycle through the tastings, but if you come a few times, chances are you will be recognized and that Eric will remember something about what you like and don't like. The regulars at the tastings also often bring another level of education--many are beer geeks who know San Francisco's beer scene inside and out.

Beer tastings take place nearly every Friday from about 6:30 to about 8:30, and you can arrive on a rolling basis (though The Jug Shop's license does require that they shut down tastings by 8:30 pm). Eric has a general goal of having four tastings a month: one tasting features a specific brewery, one features new beers in the store, one is a vertical or something that is a little more expensive, and one is a specific style of beer. The prices are usually around \$15, but vary.

To say that you get a lot of bang for your buck with The Jug Shop beer tastings is an understatement. A recent sour beer tasting which was limited to 30 people cost \$35 and featured generous pours of 29 beers that would have cost me over \$400 to assemble if I could even purchase the rare ones.

For this A-type Virgo, it sometimes takes a little bit of patience to attend the tastings. You may not get a tasting announcement until 24 hours before the event; you may arrive at 6:30 to find the tasting won't start for 15 minutes or so. But if you have any interest in the beer world, these minor hurdles are well worth the effort.

The best way to find out information about the tastings is through the [Jug Shop's newsletter](#). It's where the information comes out first, which is important for exclusive tastings which sell out. And, while you can usually walk in and pay for a tasting (pay up front at the cashier, ask for a glass, and head back to the tasting bar), it's less expensive if you pre-pay through the newsletter.



*Friday's beer tasting will be of Firestone beers.
Photo by Jennifer Maiser.*

The schedule through January 6 is as follows:

November 18

[Firestone Brewing](#).

Parabola, Abacus, Fourteen, Fifteen, and a firkin (a small wooden barrel) of Union Jack Double IPA

December 2

Scaldis vertical from [Brasserie Dubuisson](#).

This tasting will feature 5 years of Scaldis Premium and 3 years of Scaldis Prestige. Verticals are always an interesting way to taste beers, and are difficult to assemble as a tasting on your own outside of a tasting room environment.

December 9

Domestic Christmas Beers

December 16

Imported Christmas Beers

January 6

[Shmaltz Brewing](#).

SPONSORED BY

[The Jug Shop](#)

1590 Pacific Avenue (at Polk)

San Francisco

415-885-2922

Jug Shop on [Twitter](#) & [Facebook](#)

Jordan



March 21, 1988

Mr. Phil Priolo
Mr. Dante Ravetti
The Jug Shop
1567 Pacific Avenue
San Francisco, California 94109

Dear Mr. Priolo and Mr. Ravetti,

As one who is committed to excellence and admires its manifestations in others, I commend you for being selected by Liquor Store Magazine as one of the ten top retailers in the nation. This award recognizes your success in offering the public a distinguished selection of wines attractively presented and serviced by knowledgeable staff. It is very reassuring to premium producers that our wines are available in the professional setting you have created.

I extend an invitation to you to visit Jordan Winery when next you are in our area. To make arrangements, please contact Barbara Bowman, Hospitality Director, at the winery.

Again, congratulations on your award of distinction.

Sincerely,


Tom Jordan

SZS



September 1, 2015

The Jug Shop
1590 Pacific Avenue
San Francisco, CA 94109-2626

Dear Friends:

Thank you for your contribution of \$400.00 to the Pettinelli Golf Event to benefit Be The Match®. We could not do what we do without the support of a caring community of supporters like you.

Be The Match is the world's leading nonprofit organization focused on saving lives through marrow and cord blood transplantation. We continue to improve access to transplant by leading efforts to remove barriers to treatment and strengthen our ability to meet the growing need.

In the past year, we were able to:

- Facilitate 6,300 marrow and cord blood transplants
- Grow and manage the world's largest and most diverse donor registry
- Provide over \$3.5 million in patient assistance grants
- Conduct 250 research studies to expand treatment and improve outcomes

Your support brings hope and healing to patients when they need it the most. For that, we could never thank you enough.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Chell".

Jeffrey W. Chell, M.D.
CEO
Be The Match®

POSTED

Be The Match Foundation is a 501(c)(3) nonprofit organization that supports the National Marrow Donor Program (NMDP); Federal Tax ID #41-1704734. The tax-deductible portion of your gift is \$400.00, gift date 8/28/2015. This letter serves as an official acknowledgment of your gift for tax purposes. Be The Match Foundation/NMDP did not provide any goods or services in consideration of your contribution.

Supports the NATIONAL MARROW DONOR PROGRAM®

The National Marrow Donor Program® is an Affirmative Action/Equal Opportunity Employer

3001 Broadway Street N.E., Suite 601
Minneapolis, MN 55413-1753
1 (800) 507-5427 | (612) 884-8700
BeTheMatchFoundation.org

11107; AUG 2010

Officers

Stephen Leveroni

President

Frank Lavin

First Vice-President

Michael Pellegrini

Second Vice-President

Jerome Paolini

Treasurer

Robert Wall, Jr.

Secretary

Russell J. Gumina

Executive Director

Randal DeMartini

Assistant Director

Joselyn M. Staley

Assistant Director

Thomas Boles

Assistant Director

Sherri Hughston

Assistant Director

Board of Directors

Roseanne Alioto

Kenneth L. Baccetti

Lois A. Baldocchi

Barbara Barcon

David Basso

Fred Bellerio

Lora Bermani

Paul Boschetto

Angela Canepa

Michael Cardella

Mario Cassettari

Claudio Cipollina

Alfred J. Cleary, III

Arthur Costamagna

Edward T. Cox

Peter Crudo

Gary DeMartini

Mrs. Marie DeMartini

Vince Dito

Marie Duggan

Nick Dutto

Robert Frugoli

Greg M. Galli

Lisa Harris, Ed.D.

Rev. John Itzaina, S.D.B.

Robert J. Kimmel

Sr. Patricia King, E.M.A.

Mrs. Mara Sikaters Kopp

Rudy Laperia

Denise M. LaPointe

Christopher T. Larocca

Robert LaRocca

Frank Lavin

Bill Lazzaretti

Peter Lee

Stephen Leveroni

Tom Lockard

Emil Maionchi

Michael Mallen

David Mana

Joseph Martino

Katherine McDonald

John Monfredini

Marty Monfredini

Rev. Ted Montemayor, S.D.B.

Richard Moresco

Sergio Nibbi

Jerome Paolini

Joseph Passanisi

Michael Pellegrini

Richard Pellegrini

Corrado Petruzzella

James Piccetti

Michael Sabella

Angelo Sangiacomo

R. Alexander Saveri

Cheryl Scoma

Bob Scuoteguazza

Ed Serrata

Warren Spiegel

Arrigo Sturla

Wayne Tomei

Steve Tomkovicz

Robert Wall, Jr.

Diana Whitehead

Leon Wiatrak

John Zuffo

Advisory Board

Nunzio Alioto

Betty Battaglia

Alberto Cipollina

Herbert H. Myers

Patricia Olcomendy

Diane Richards



SEP 11 2015

Salesian Boys' & Girls' Club

680 Filbert Street, San Francisco, CA 94133

p 415-397-3068 f 415-397-3038

www.salesianclub.org

September 1, 2015

The Priolo Boys
The Jug Shop
1590 Pacific Ave
San Francisco, CA 94109

Gentlemen:

On behalf of the Salesian Boys' & Girls' Club, let me personally express our appreciation for donating all the ice for our annual "Beer Fest". It was a huge success and everyone who attended had a blast! It is organizations like the Jug Shop and especially you gentlemen, who help make our youth organization so successful. Thank you so much for always donating/contributing to our program. Lunch on me!

Sincerely,

Randal DeMartini
Randal DeMartini
Assistant Director

4016 ICE

10 x \$11.99

4 x \$11.99

4 x \$11.99

> \$215.82

\$18.89 >

"The youth of today are the leaders of tomorrow" \$234.72

November 24, 2015

DEC 3 2015

Mr. Phil Priolo
The Jug Shop, Inc.
1590 Pacific Ave
San Francisco, CA 94109-2627


Dear Mr. Priolo:

On behalf of board of directors and staff, thank you for your generous in-kind gift to benefit The Associates' 7th Annual White Caps & Night Caps fundraiser. This letter serves as an acknowledgment of your gift for your records.

We deeply appreciate your support of Saint Francis Memorial Hospital's healing mission. Your generosity enables the work of the Saint Francis Foundation and its mission to provide philanthropic support to Saint Francis Memorial Hospital and the communities the Hospital serves.

Should you have any questions regarding your contribution, please do not hesitate to contact me directly at 415.353.6811.

Sincerely,



Markham Miller
Senior Vice President
Saint Francis Foundation

\$250.00
Gift
Card

By IRS regulations, we are unable to provide you with the monetary value of your gift. However, we believe that your estimate of the fair market value to be \$250.00, as recorded on the gift form you provided us, is reasonable.

Officers
 Stephen Leveroni
President
 Frank Lavin
First Vice-President
 Michael Pellegrini
Second Vice-President
 Jerome Paolini
Treasurer
 Robert Wall, Jr.
Secretary
 Randal DeMartini
Executive Director
 Russell J. Gumina
Development Director
 Joselyn M. Staley
Assistant Director
 Sherri Hughston
Finance & Operations Manager
 Vince Manfreda
Assistant Director

Board of Directors

Roseanne Alioto
 Kenneth L. Baccetti
 Lois A. Baldocchi
 Barbara Barcon
 David Basso
 Fred Bellero
 Lora Bermani
 Paul Boschetto
 Joe Braucher
 Angela Canepa
 Michael Cardella
 Mario Cassettari
 Claudio Cipollina
 Arthur Costamagna
 Edward T. Cox
 Peter Crudo
 Gary DeMartini
 Mrs. Marie DeMartini
 Vince Dito
 Marie Duggan
 Nick Dutto
 Robert Frugoli
 Greg M. Galli
 Lisa Harris, Ed.D.
 Rev. John Itzaina, S.D.B.
 Robert J. Kimmel
 Sr. Patricia King, E.M.A.
 Mrs. Mara Sikaters Kopp
 Rudy Lapera
 Denise M. LaPointe
 Christopher T. Larocca
 Robert LaRocca
 Frank Lavin
 Bill Lazzaretti
 Peter Lee
 Stephen Leveroni
 Tom Lockard
 Emil Maionchi
 Michael Mallen
 David Mana
 Joseph Martino
 Katherine McDonald
 John Monfredini
 Marty Monfredini
 Rev. Ted Montemayor, S.D.B.
 Richard Moresco
 Sergio Nibbi
 Jerome Paolini
 Joseph Passanisi
 Michael Pellegrini
 Richard Pellegrini
 Corrado Petruzella
 James Piccetti
 Michael Sabella
 R. Alexander Saveri
 Cheryl Scoma
 Bob Scuoteguazza
 Ed Serrata
 Phil Spiegel
 Warren Spiegel
 Arrigo Sturla
 Steve Tomkovicz
 Robert Wall, Jr.
 Diana Whitehead
 Leon Wiatrak
 John Zuffo

Advisory Board

Nunzio Alioto
 Betty Battaglia
 Alberto Cipollina
 Herbert H. Myers
 Patricia Olcomendy
 Diane Richards
 Wayne Tomei



Salesian Boys' & Girls' Club

680 Filbert Street, San Francisco, CA 94133

p 415-397-3068 f 415-397-3038

www.salesianclub.org

March 4, 2016

Michael Priolo
 The Jug Shop
 1590 Pacific Avenue
 San Francisco, CA 94109

Dear Mike:

Thank you very much for donating a magnum of the 50th Anniversary NFL Franklin Abbey Red Wine for our silent auction on March 12th. Wine is always a very popular item at the auction and commands a great deal of attention. Last year the auction netted us almost \$37,000.00 and we hope to do even better this year.

Please save this letter to verify your donation at the end of the year. Wine magazine estimates the retail value of the wine is \$250.00. It should be noted that no goods or services were received in exchange for your donation.

Once again, thank you very much. I greatly appreciate your support.

Sincerely yours,

Russell J. Gumina
 Executive Director

*Is the Priolo
 Boys.
 Thank you for
 all that you do
 for the Salesian
 Boys' & Girls' Club!
 I know I keep
 saying it but
 I mean it!
 Thank you!
 soon.*

"The youth of today are the leaders of tomorrow"



April 12, 2016

Mr. Mike Priolo
The Jug Shop
1590 Pacific Avenue
San Francisco, CA 94109-2626

Dear Mr. Priolo:

We are so very grateful that you have reached out to help those in need with your gift of \$150.00, given through Insurance Auto Auctions and received on 4/6/2016. Please know your generosity will have a direct impact in supporting people overcoming poverty, homelessness, addiction, and domestic violence.

Support to the St. Vincent de Paul Society of San Francisco helps us provide an important safety-net to those who have fallen on hard times as we continue to see the need in our community rise. Your generosity supports our important programs, which include:

- **Riley Center** – A safe place for survivors of domestic violence.
- **Multi-Service Center – South** – Shelter and a meal for those who have fallen on hard times.

For believing in the of the St. Vincent de Paul Society of San Francisco's mission and helping us create positive change in the lives of those who need it most, you have my deepest appreciation.

With gratitude,

A handwritten signature in cursive script, appearing to read "Leah Jones".

Leah Jones
Development Director



ENRICHING YOUNG LIVES
SINCE 1947

1016 Lincoln Boulevard
Suite 205
San Francisco, CA
94129

Mailing Address:
P.O. Box 29250
San Francisco, CA
94129-0250

(415) 856-0939
(415) 856-0949 Fax

www.guardsmen.org

June 10, 2016

Michael Priolo
The Jug Shop, Inc.
1590 Pacific Avenue
San Francisco, CA 94109

Dear Michael:

RECEIPT#146011214

On behalf of the Bay Area's at-risk youth, thank you for The Jug Shop, Inc.'s in-kind donation on 3/22/2016 of 2013 Vintage 1.5 L Magnum of Spring Mountain, Napa Valley, CA valued by the donor at \$250 in support of The Guardsmen's Havana Nights Casino to be held on June 10, 2016. Donations like this allow us to break the cycles of poverty for the Bay Area's at-risk children and youth.

In the words of Derick, one of our Campership Recipients, "The counselors handed me the map and asked me to lead the group of 20 campers. They encouraged me to take initiative and I succeeded." Like Derick, many children who receive a Guardsmen Campership have never experienced the outdoors or even been away from home. They often do not have the opportunities to explore their interests and strengths in a nurturing and safe environment.

Last year over 250 children like Derick also received a Guardsmen Scholarship to attend a Bay Area private school. The majority of these students' families survive on less than \$1,500 per month. Consequently, most reside in neighborhoods with high rates of drug/alcohol abuse as well as violence, decreasing their ability to access quality education. A Guardsmen Scholarship provides these students with an opportunity to thrive in schools with smaller class sizes and dedicated staff.

Your continued support allows us to help the children of our community realize their potential and exceed their expectations. Thank you again for your generosity!

Sincerely,

Patrick J. Gilligan
President

This letter serves as your tax receipt. Federal tax laws require that you maintain this receipt to substantiate your charitable deduction. The Guardsmen is a 501 (c) (3) nonprofit corporation registered under Taxpayer Identification Number 94-1196194. The Guardsmen provided neither goods nor services in exchange for this contribution.



June 21, 2016

The Jug Shop
Attention: Mike Priolo
1590 Pacific Avenue
San Francisco, California 94109

Dear Mike:

On Thursday, June 23, 2016, the North Bay Alzheimer's Association will be holding its tenth annual education conference entitled, "Alzheimer's Disease: Continuum of Care" at the Doubletree Hotel in Rohnert Park. We expect up to 250 participants in attendance from the Northern California region.

Thank you for your support of this Conference and the donation of a case of wine to present to our Conference speakers. For this donation, the Jug Shop would be acknowledged at the Conference for this generous gift.

If you would like more information, please contact me at 707.573.1210 x1608 or by email at sdombroski@alz.org.

Thank you for your consideration of this request.

Very truly yours,

Shelley Dombroski

Shelley Dombroski
Regional Director

Alzheimer's Association Tax ID #94-2897949

Officers
 Stephen Leveroni
President
 Frank Lavin
First Vice-President
 Michael Pellegrini
Second Vice-President
 Jerome Paolini
Treasurer
 Robert Wall, Jr.
Secretary
 Randal DeMartini
Executive Director
 Russell J. Gumina
Development Director
 Joselyn M. Staley
Assistant Director
 Sherri Hughston
Finance & Operations Manager
 Vince Manfreda
Assistant Director

Board of Directors

Roseanne Alioto
 Kenneth L. Baccetti
 Lois A. Baldocchi
 Barbara Barcon
 David Basso
 Fred Bellerio
 Lora Bermani
 Paul Boschetto
 Joe Braucher
 Angela Canepa
 Michael Cardella
 Mario Cassettari
 Claudio Cipollina
 Arthur Costamagna
 Edward T. Cox
 Peter Crudo
 Gary DeMartini
 Mrs. Marie DeMartini
 Vince Dito
 Marie Duggan
 Nick Dutto
 Robert Frugoli
 Greg M. Galli
 Lisa Harris, Ed.D.
 Rev. John Itzaina, S.D.B.
 Robert J. Kimmel
 Sr. Patricia King, F.M.A.
 Mrs. Mara Sikaters Kopp
 Rudy Lapera
 Denise M. LaPointe
 Christopher T. Larocca
 Robert LaRocca
 Frank Lavin
 Bill Lazzaletti
 Peter Lee
 Stephen Leveroni
 Tom Lockard
 Emil Maionchi
 Michael Mallen
 David Mana
 Joseph Martino
 Katherine McDonald
 John Monfredini
 Marty Monfredini
 Rev. Ted Montemayor, S.D.B.
 Richard Moresco
 Sergio Nibbi
 Jerome Paolini
 Joseph Passanisi
 Michael Pellegrini
 Richard Pellegrini
 Corrado Petruzzella
 James Piccetti
 Michael Sabella
 R. Alexander Saveri
 Cheryl Scoma
 Bob Scuoteguazza
 Ed Serrata
 Phil Spiegel
 Warren Spiegel
 Arrigo Sturla
 Steve Tomkovicz
 Robert Wall, Jr.
 Diana Whitehead
 Leon Wiatrak
 John Zuffo

Advisory Board

Nunzio Alioto
 Betty Battaglia
 Alberto Cipollina
 Herbert H. Myers
 Patricia Olcomendi
 Diane Richards
 Wayne Tomei



Salesian Boys' & Girls' Club

680 Filbert Street, San Francisco, CA 94133
 p 415-397-3068 f 415-397-3038
www.salesianclub.org

July 16, 2016

Michael & Greg Priolo
 The Jug Shop
 1590 Pacific Ave
 San Francisco, CA 94109



Gentlemen:

Once again, let me kindly express my gratitude for always donating 10 cases of beer to our annual Bocce Ball Tournament. It was another successful day as everyone had a wonderful time eating, drinking and playing bocce! It's people like the Priolo boys and their father Phil, who continue to support our organization and help make it the finest youth program in the city. Thank you so very much for your ongoing support.

Sincerely,
Randy
 Randal DeMartini
 Executive Director

*Boys:
 Thank you so
 much for all that you
 do. Mark down
 June 24, 2017. That is next
 year's Bocce Ball Tournament.
 all the best to the
 entire Priolo Family*

"The youth of today are the leaders of tomorrow"

November 14, 2016

NOV 21 2016

Mr. Phil Priolo
The Jug Shop, Inc.
1590 Pacific Ave
San Francisco, CA 94109-2627

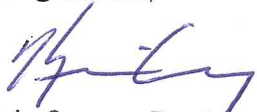
Dear Mr. Priolo:

On behalf of board of directors and staff, thank you for your in-kind donation of \$300.00 for a gift card to the Jug Shop to benefit The Saint Francis Foundation Associates' 8th Annual White Caps & Night Caps fundraiser, held October 22, 2016 at The Bently Reserve. This letter serves as a receipt for your records.

All net proceeds from this year's White Caps & Night Caps will benefit Tenderloin Health Improvement Partnership (Tenderloin HIP). This multi-sector collective impact partnership is committed to improving community health, safety and well-being for more than 33,000 residents of the Tenderloin, including 3,500 children that call the Tenderloin home.

Thank you for your commitment to helping us to make the Tenderloin neighborhood a healthier place to live and work. Should you have any questions regarding your in-kind donation, please do not hesitate to contact Allison Lamm, Development Officer, at 415.353.6787.

With gratitude,


Kevin Causey, President
Saint Francis Foundation

THANK YOU!

\$300 Gift Certificate

PS: By IRS regulations, we are unable to provide you with the monetary value of your gift. However, we believe that your estimate of the fair market value to be \$300.00, as recorded on the gift form you provided us, is reasonable.



PO BOX 263
Novato, CA 94948

DEC 19 2016

December 3, 2016

Mr. Phil Priolo
Jug Shop
1590 Pacific Ave.
San Francisco, CA. 94109

Donation
\$ 50.00 Gift Certificate
to Jug Shop.

Dear Phil:

I am extremely sorry for the tardiness of our show of appreciation for your donation of a gift certificate that we raffled off at our Polytechnic Alumni Association luncheon is so very much appreciated. And, you gave to us AGAIN. So thoughtful.

We will acknowledge your generosity in our next bulletin of the Perennial Parrot (our alumni bulletin). Thank you again Phil, for your great generosity to our Alumni cause. So thoughtful. Those of us who have eaten at your great restaurant, wish we had won the raffle ourselves.

Hail Poly and best regards,

Sal Priolo

Sal Priolo, President
Polytechnic Alumni Association

PAA 161203.Priolo

NEXTVillageSF Molly Tello

Assistant Director & Volunteer Coordinator

858-245-5575 (M)
415-888-2868 (O)

Molly@nextvillagesf.org
www.nextvillagesf.org
PO Box 330278, San Francisco, 94133

11/1/14

Dear Michael Priolo,

Thank you so very much for your generous donation to the NEXT Village SF Halloween Party on Sunday evening. The lovely mixed case of wine was a hit, and we received so many compliments about it. Thank you for helping make our fundraiser such a success. We certainly sang your praises to our guests and to everyone on our mailing list.

If you have any seniors who are regulars, please feel free to let them know about how

NEXT Village helps seniors in the neighborhood to age in place and stay connected. We don't turn anyone away for lack of funds.

Again, thank you for your contribution to our event. We'll long remember and appreciate your generosity.

Sincerely,

Molly Tello, and the board of NEXT Village SF



May 22nd, 2017

The Jug Shop
Michael Priolo
1590 Pacific Avenue
San Francisco, CA, 94109

Dear Michael,

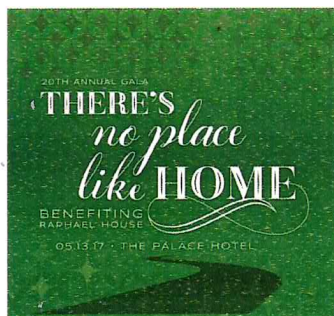
Thank you very much for your generous donation of the whiskey and scotch to our 20th Annual Gala, "There's No Place Like Home" being held on Saturday, May 13th 2017. We deeply appreciate your support! We're very excited to celebrate our 45th year of helping Bay Area homeless families in need, as we eat, drink, and dance in the beautiful ambiance of the Palace Hotel!

The Gala is our largest fundraiser of the year and it crucially supports our mission of giving shelter, personal case management, housing and job placement, and care and compassion to all of the families we serve. We've helped over 22,000 parents and children since 1971, and with your donation this year, we've managed to raise over \$750,000 to provide them the housing and job solutions they need to succeed. Over 91% of Raphael House families achieve long-term stable housing and financial independence, and we couldn't do it without you!

Thank you once again. Raphael House provides a once-in-a-lifetime opportunity for homeless families to build a new and happy life —**an opportunity made possible because of donors like you.**

All the best,

Erin Reeser
Events Manager
415-345-7262
ereeser@raphaelhouse.org



Sponsorship is tax deductible over the fair market value of \$200 per ticket redeemed. Raphael House is a non-profit 501(c)3 organization. Tax ID # 94-3141608.

VINCE MANFREDA
Assistant Director

RANDAL DeMARTINI
Executive Director

RUSSELL J. GUMINA
Development Director

SHERRI HUGHSTON
Finance Manager

JOSELYN M. STALEY

7/24/17

MICHAEL & GREG:

I CAN NEVER THANK YOU ENOUGH FOR YOUR ONGOING SUPPORT OF THE SALESIAN BOYS' & GIRLS' CLUB. OUR BOCCIE BALL TOURNAMENT WAS A SUCCESSFUL DAY AND THAT'S BECAUSE OF PEOPLE LIKE THE PRIOLO BOYS! HOPEFULLY NEXT YEAR, YOU CAN JOIN US! LOVE TO DAD. HOPE HE IS DOING OK!

RANDY

SALESIAN BOYS' & GIRLS' CLUB

680 Filbert Street • San Francisco, California 94133 • Boys' Phone (415) 397-3068 • Girls' Phone (415) 397-3067 • Fax (415) 397-3038

SALESIAN



St. Vincent de Paul Society
St. Raphael's Conference

1104 Fifth Avenue • San Rafael, CA 94901

August 14, 2017

The Jug Shop, Inc.
ATTN: Mike Priolo
1590 Pacific Avenue
San Francisco, CA 94109

Dear Mike,

We are writing to thank you for your generous support of our 13th Annual Bocce Tournament and Picnic Fundraiser. Your donation of 5 cases of wine was such valuable contribution to our event and made for wonderful prizes for the tournament winners and runner-ups. The fundraiser itself was a great success, the sun was out and the bocce balls were rolling!

So again, from both the St. Isabella and St. Raphael St. Vincent de Paul Conferences, we want to offer our sincere gratitude for your donation and say thank you for your generosity! We hope that we might be able to count on you again next year when we host our 14th Annual Bocce Tournament and Picnic.

Sincerely,

Josh Lacore
St. Raphael's SVDP

POSTED



SAN FRANCISCO MARITIME

NATIONAL PARK ASSOCIATION

Chief Executive Officer
John R. Tregenza

President/Chairman
Charles Hart

Vice Presidents
Rickard O. DeAtley
Brian Mullins
Charles "Bruce" Woodward

Secretary
Betty Taisch
Karl Tede

Treasurer
Jack Lapidos

Trustees
Robert A. Bleicher
John Briscoe
Susan E. Brown
Lana Constantini
Eric Danoff
Andrea Donohoe
Caren Edwards
Thomas C. Escher
Rodney A. Fong
Ronald J. Forest
Taryn Hoppe
David Hoppes
Lynn Krieger
Mark L. McNay
Anita Mills
Tom Mowbray
Stefan Mühle
Barton O'Brien
Kevin O'Brien
Richard Pikelney
Oliver Roup
Nina Simosko
Prescott W. Stone
John R. Tregenza

Sr. Trustees
Anne Halsted
Mark Scott Hamilton
David E. Nelson

December 5, 2017

Michael & Greg Priolo
The Jug Shop
1590 Pacific Avenue
San Francisco, CA 94109

Dear Michael & Greg,

Thank you for your generous in-kind donation of one keg of beer.

The San Francisco Maritime National Park Association is a 501(c)3 nonprofit organization.

Sincerely,

Darlene Plumtree
Development Director



JAN 23 2018

January 18, 2018

The Jug Shop
1567 Pacific Avenue
San Francisco, CA 94109

Dear Donor:

Your generous gift, shown below, helped make our 2017 alumni luncheon a success. We truly appreciate your support for our organization.

- Twelve bottles fine wine, 6 red and 6 white, valued at \$500

The Polytechnic Alumni Association is an IRS exempt organization under Section 501(c) (3) of the Internal Revenue Code, Tax ID 81-4851384. Your contribution was a gift for which no goods or services were provided.

Sincerely,

Carol Sale Randall
President, Board of Directors

Officers

Frank Lavin

President

Michael Pellegrini

First Vice-President

Robert Wall, Jr.

Second Vice-President

Jerome Paolini

Treasurer

Lisa Harris, Ed.D.

Secretary

Randal DeMartini

Russell J. Gumina

Joselyn M. Staley

Sherri Hughston

Vince Manfreda

Mary Powelson

Communication & Theatre Director

Board of Directors

Roseanne Alioto

Richard Azzolino

Kenneth L. Baccetti

Lois A. Baldocchi

Barbara Barcon

David Basso

Barbara Bechelli

Fred Bellerio

Lora Bermani

Paul Boschetto

Joe Braucher

Michael Cardella

Mario Cassettari

Claudio Cipollina

Arthur Costamagna

Edward T. Cox

Peter Crudo

Gary DeMartini

Mrs. Marie DeMartini

Randy DeVoto

Vince Dito

Marie Duggan

Nick Dutto

Robert Frugoli

Greg M. Galli

Lisa Harris, Ed.D.

Robert J. Kimmel

Mrs. Mara Sikaters Kopp

Rudy Lopera

Denise M. LaPointe

Christopher T. Larocca

Robert LaRocca

Frank Lavin

Bill Lazzaretti

Peter Lee

Stephen Leveroni

Tom Lockard

Emil Maionchi

Michael Mallen

David Mana

Joseph Martino

Katherine McDonald

John Monfredini

Marty Monfredini

Rev. Ted Montemayor, S.D.B.

Richard Moresco

Charlene Mori

Sergio Nibbi

Jerome Paolini

Joseph Passanisi

Michael Pellegrini

Richard Pellegrini

Corrado Petruzzella

James Piccetti

Sr. Rosann Ruiz, F.M.A.

James Sangiacomo

R. Alexander Saveri

Cheryl Scoma

Bob Scuoteguazza

Ed Serrata

Phil Spiegel

Warren Spiegel

Arrigo Sturla

Fr. Gael Sullivan, S.D.B.

Robert Wall, Jr.

Diana Whitehead

Leon Wiatrak

John Zuffo

Advisory Board

Nunzio Alioto

Betty Battaglia

Angela Canepa

Alberto Cipollina

Herbert H. Myers

Patricia Olcomendy

Diane Richards

Wayne Tomei



Salesian Boys' & Girls' Club

680 Filbert Street, San Francisco, CA 94133

p 415-397-3068 f 415-397-3038

www.salesianclub.org



March 5, 2018

Michael Priolo
The Jug Shop
1590 Pacific Avenue
San Francisco, CA 94109

Dear Mike:

Thank you very much for donating the Andy Warhol Special Edition Wine Pack valued at \$250.00 Included in the pack are a 2014 Cuvaion, Cabernet Sauvignon, Mount Veeder and a 2014 Cuvaion, Chardonnay, Carneros and Napa Valley. They will be included in our week long online auction beginning on March 5, 2018 and will coincide with our black tie Gala on Saturday, March 10, 2018.

Please save this letter to verify your donation at the end of the year. It should be noted that no goods or services were received in exchange for your donation.

Once again, thank you very much. I greatly appreciate your support.

Sincerely yours,

Randal DeMartini
Executive Director

Michael:
As always,
many thanks for
supporting the Club!
Please say hello to
Dad. Hope he's
doing well!

"A structured foundation for the youth of today, promises to bring a brighter future for the world of tomorrow"

2 April 2018

Feldman Architecture
1648 Pacific Ave, Suite B
San Francisco, California, 94109

Subject: North Bay Fire Fundraiser / Feldman Architecture Open House

Dear Jug Shop,

Feldman Architecture is a collaborative, innovative residential and commercial design practice recognized as an industry leader in the San Francisco area. We are known for creating buildings that sit gracefully and lightly on the earth: beautiful, healthful, and soulful spaces that enhance our clients' lives, our communities, and the environment.

We recently completed our transformation of the Landmark Pacific Ave Firehouse into our new design studio and are opening it up to close industry partners and friends on Thursday, May 31st. The event will be jointly used to introduce our firm to the neighborhood and raise money for those affected by the North Bay Fires.

In October of last year, six wildfires ravaged the communities of Napa, Sonoma, Medocino, and Lake Counties. Over 8,000 homes were lost and hundreds of people displaced. Throughout the 23 days the fires raged, many left their houses with only the belongings they could carry. Now, five months later, there are still families left without a home to return to. Although the media may have moved on, there are countless individuals with no opportunity to do the same.

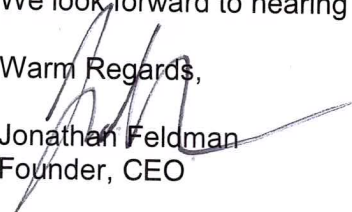
Together with Rebuild Wine Country <https://www.rebuildwinecountry.org/> we are working to raise money to continue rebuilding the homes and lives of those affected by the fires. We are expecting up to 200 guests to attend and hope to raise \$10,000. Your support is key in helping us achieve our goal.

Would you, Jug Shop, consider contributing a special gift, such as a gift certificate, to help us achieve our mission? By reaching out to our neighbors and fellow community members, we believe we can make a real difference in the lives of the families in the northern counties. We are scheduled to hold a raffle during our Open House event, for which your generous donation would be used, and all proceeds will go directly to Rebuild Wine Country to assist in the construction of the homes destroyed last fall.

We thank you in advance for your support! Your donation is greatly appreciated and a beautiful example of how communities can band together to assist one another. Companies that choose to donate will be included on our sponsors list in our next studio newsletter. If you're interested in participating, please give Serena Brown a call at (415) 252-1441 x219, or email us at info@feldmanarch.com.

We look forward to hearing from you.

Warm Regards,


Jonathan Feldman
Founder, CEO

CCMP

Coalition of Concerned Medical Professionals

2809 38th Avenue
Oakland, CA 94619
510-436-8020
www.ccmpbayarea.com

BOARD OF DIRECTORS:

Roy Borodkin
LaTasha Brown, R.N.
Nancy Cecconi, R.N.
Argentina Dávila-Luévano
James Eichel, M.D.
Brad Engle
Paul Garcia, M.D.
Judith Gismondi
Hester Green
Ayako Hanaoka
Rev. Nobu Hanaoka
Lesli Handmacher, O.D.
Richard B. Hansen
Andrew Heffernon
Leslie Hilger, M.D.
Harold Hoogasian
Angel Luévano
F. Raineldo Moncada, D.D.S.
Penelope Montemayor
Darren Newell
John Noble, D.D.S.
Ramon Oropeza
Mary Grace Purganan
Michaele Ramirez
Felipe Rodriguez
William Roger, FAIA, ACHA
David Salk
Martha Sanchez-Beswick
Tolbert Small, M.D.
Rod Smith
Catherine Steinbach, R.N.
Mel Terry, R.P.T.
Darryl Torchio
Joe Ursino
Barbara Vitalis
Lyle Yee, D.D.S.

Labor donated

Thank You from CCMP!

Dear Mike,

On behalf of all of us at CCMP, THANK YOU FOR JOINING the many health professionals, merchants, institutions and individuals in our fight for basic health needs among low-income workers in the Bay Area.

Your support helps us continue to be the most and only hope against the growing desperation facing so many without access to health care. While your donation is critical, it is in the long PEOPLE THAT COUNT.

CCMP asks you to help us find others as concerned and as generous as you are, as well as those, perhaps like you who want to participate more directly in our day to day work. Many of our supporters have invited CCMP speakers to their own events or have sent our CCMP support letters to their friends. In this way, they are helping to spread the word about CCMP.

We would very much like to meet with you and introduce you to our staff. Whatever you can do will help. Please call or come by the office.

Sincerely,

Brad Engle
for CCMP

P.S. - Your donation of wines really made our Evening of Tribute special! I hope you will be able to attend it next year!

Filing Date: August 22, 2018
Case No.: 2018-011983LBR
Business Name: The Jug Shop
Business Address: 1590 Pacific Avenue
Zoning: NCD (Polk Street Neighborhood Commercial)
65-A Height and Bulk District
Block/Lot: 0573/011
Applicant: Mike Priolo, Owner and Operations Manager
1590 Pacific Avenue
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

The Jug Shop is a family-owned, brick-and-mortar retail wine, spirits and beer store that opened in 1965. The primary business model was founded on customer service, product selection and knowledge, and this tradition has been passed down from the previous generations and is the Jug Shop's differentiating factor.

The shop is a family operation co-owned by a father and son, daughters/sisters/aunts and a granddaughter/niece. It is operated by brothers/sons, cousins, a fiancé and an aunt/sister. The staff, which includes a Silver Pin Certified Sommelier, conducts interesting weekly wine tastings on Thursdays, where the public can learn specifics on featured selections and or ask general wine questions. The Jug Shop tasting bar is also utilized for well-attended beer tastings on select Fridays. The beer staff has been represented by a Certified Cicerone (beer sommelier) along with aspiring experts.

The Jug Shop provides delivery service and expertise over the phone and also makes its expert staff available to customers for event hosting and or tasting and educational needs at their residence or at the office. The Jug Shop is open 364 days per year (every day except Christmas).

The Jug Shop has hosted memorable tastings, including their own series of Wine Olympics where the tasters vote in the Gold, Silver and Bronze medal selections. They've hosted events involving multiple food pairing tastings, a Pinot Noir Festival and a Champagne Festival. There was also an IPA craft beer bracket style showdown of IPAs from Northern California versus IPAs from Southern California. Every year, the Jug Shop hosts one of the best events during SF Beer Week called "It Came From the Wood" and features an extensive offering of barrel-aged craft beer.

The business is located on the northeast corner of Pacific Avenue and Polk Street in the Nob Hill neighborhood. It is within a NCD (Polk Street Neighborhood Commercial) Zoning District and a 65-A Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1965.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. The Jug Shop qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. The Jug Shop has operated continuously in San Francisco for 53 years.
- ii. The Jug Shop has contributed to the history and identity of San Francisco by serving as a retail wine, spirits and beer store.
- iii. The Jug Shop is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the crafting of wine, beer, and spirits.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1964 and has not been formally evaluated.

6. *Is the business mentioned in a local historic context statement?*

No. However, the property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. The Jug Shop has been featured in several newspaper and magazine articles. Most notably, the business was featured in "Superstar Retailers Leaders" magazine in an article titled "The Jug Shop's Personal Touch." Also, the store has received awards for Retail Excellence, being named one of the Top 10 Retailers in 1987.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1590 Pacific Avenue

Recommended by Applicant

- Loyalty and commitment to their customers

- A knowledgeable and passionate staff
- The wide and unique selection of drinks
- “The Jug Shop” sign
- The library-style, dark cherry wood shelving and green-painted walls
- Large wooden rows of wine displays and wine bars
- The back granite bar

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: SEPTEMBER 19, 2018

Case No.: 2018-011983LBR
Business Name: The Jug Shop
Business Address: 1590 Pacific Avenue
Zoning: NCD (Polk Street Neighborhood Commercial)
65-A Height and Bulk District
Block/Lot: 0573/011
Applicant: Mike Priolo, Owner and Operations Manager
1590 Pacific Avenue
San Francisco, CA 94109
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE JUG SHOP CURRENTLY LOCATED AT 1590 PACIFIC AVENUE, (BLOCK/LOT 0573/011).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on September 19, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that The Jug Shop qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for The Jug Shop.

Location(s):

- 1590 Pacific Avenue

Physical Features or Traditions that Define the Business:

- Loyalty and commitment to their customers
- A knowledgeable and passionate staff
- The wide and unique selection of drinks
- "The Jug Shop" sign
- The library-style, dark cherry wood shelving and green-painted walls
- Large wooden rows of wine displays and wine bars
- The back granite bar

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2018-011983LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on September 19, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: