

# Legacy Business Registry Staff Report

HEARING DATE JANUARY 28, 2019

## SAN FRANCISCO SUPPLY MASTER

*Application No.:* LBR-2017-18-029  
*Business Name:* San Francisco Supply Master  
*Business Address:* 2050 McKinnon Avenue  
*District:* District 10  
*Applicant:* Shahram Farman, Owner  
*Nomination Date:* January 4, 2018  
*Nominated By:* Supervisor Malia Cohen  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Shahram Farman founded San Francisco Supply Master ("SF Supply Master", a.k.a "Clean Master") on January 1, 1983. The family-run business sells disposable food service items wholesale, and it is the largest food service paper supply product distributor based in San Francisco. Farman immigrated to San Francisco from Iran in 1979, leaving the country after the Iranian Revolution. He started working at The Little Shamrock, an historic bar located at 807 Lincoln Way at 9th Avenue, and eventually became the manager. Neighboring business owners and managers would frequently ask to borrow items such as napkins, towels, garbage bags, etc., that were always well-stocked at The Little Shamrock. When neighbors did not replace the items, he began charging for the items. At this point, Farman seized his opportunity and created his own business.

SF Supply Master has grown from a one man operation into a leading Bay Area distributor, proudly servicing restaurants, hospitals, schools, bars, hotels, and institutions. The initial location of the business was 3911 Noriega Street. In 1989, SF Supply Master moved to a larger location at 1780 3rd Street to accommodate the growing business. At that location, the warehouse space increased from 5,000 square feet to 10,000 square feet to 20,000 square feet as the business grew. It was once the Southern Pacific warehouses. It was torn down to build UCSF hospital, and is now part of the San Francisco Giants' parking lot. In 2000, with the need for more space, SF Supply Master moved to a larger location at 2050 McKinnon Avenue, where the business is still headquartered today. The 2050 McKinnon building was a former Navy World War II warehouse, and it is now planned to be torn down. The current location has a fully stocked 45,000 square foot warehouse with a cash and carry will-call, competitive pick-up pricing options and a superior delivery service. There is next day delivery in San Francisco with weekly and bi-weekly delivery schedules to the East Bay, North Bay, Peninsula and Greater Bay Area.

The business is located between Interstate 280 and Rankin Street in the Bayview 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?

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



3911 Noriega Street from 1983 to 1989 (6 years)  
1780 3<sup>rd</sup> Street from 1989 to 2000 (11 years)  
2050 McKinnon Avenue from 2000 to Present (19 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 Bayview 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:

- San Francisco Supply Master has contributed to the history and identity of the Bayview neighborhood and San Francisco.
- The building dates to the World War II era and may have been associated with the war effort, but no documentation of this potential association has been provided. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to its age as the building was constructed in 1940.

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

Yes, San Francisco Supply Master is committed to maintaining the physical features, craft, art form and traditions that define the business.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that San Francisco Supply Master 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:

- Wholesale business model.
- Food service paper supply product inventory.
- Warehouse and product showroom.

**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.

- Supplier of food service products..

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include San Francisco Supply Master currently located at 2050 McKinnon 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 JANUARY 28, 2019

SAN FRANCISCO SUPPLY MASTER

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2017-18-029  
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legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SAN FRANCISCO SUPPLY MASTER, CURRENTLY LOCATED AT 2050 MCKINNON 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 January 28, 2019, 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 San Francisco Supply Master 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 San Francisco Supply Master:

Physical Features or Traditions that Define the Business:

- Wholesale business model.
Food service paper supply product inventory.
Warehouse and product showroom.

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

- Supplier of food service products.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 28, 2019.

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-2017-18-029  
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*Nomination Date:* January 4, 2018  
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**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

3911 Noriega Street from 1983 to 1989 (6 years)  
1780 3<sup>rd</sup> Street from 1989 to 2000 (11 years)  
2050 McKinnon Avenue from 2000 to Present (19 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:** The year 2019 versus 2018 is being used to calculate the number of years in Criterion 1.

**DELIVERY DATE TO HPC:** December 19, 2018

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 10



City and County of San Francisco

**MALIA COHEN**  
**馬莉亞郭嫻**

January 4, 2018

Office of Small Business  
Attn: Small Business Commission  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, California 94102

SF Supply Master Inc.  
Attn: Ryan Farman  
2050 McKinnon Avenue  
San Francisco, California 94124  
(415) 642-0700

**Re: Legacy Business Nomination for SF Supply Master**

To Whom It May Concern:

I am writing to express my support for Mr. Ryan Farman's application to recognize SF Supply Master as a Legacy Business.

San Francisco has always been a City that embraces diversity and the entrepreneurial spirit of its citizens. Founded 37 years ago by Mr. Farman's father, Supply Master positively contributes to the community by retaining long-standing relationships with locally-based businesses and non-profits. For more than 20 years, the City and County of San Francisco has contracted Supply Master for disposable food containers, utensils and service items. By providing jobs for more than 15 years, SF Supply Master is a critical asset to the Bayview-Hunters Point community.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Malia Cohen".

Malia Cohen  
Member, Board of Supervisors

## 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.

<b>NAME OF BUSINESS:</b>		
S.F. SUPPLY MASTER		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
SHAHRAM FARMAN		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
2050 McKINNON AVENUE SAN FRANCISCO, CA 94124		((415))642-0700
		<b>EMAIL:</b>
		shah@sfsupplymaster.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.sfsupplymaster.com	www.facebook.com/sfsupplymaster	www.yelp.com/bz/sf-supply-master-san-francisco?osq=sf+supply+master

<b>APPLICANT'S NAME</b>	
<input checked="" type="checkbox"/> Same as Business	
<b>APPLICANT'S TITLE</b>	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	( )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0141913	C1196917

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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
3911 NORIEGA ST	94122	01/01/1983
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	01/01/1983 - 05/22/1989	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1780 3RD STREET	94158	Start: 05/23/1989
		End: 12/12/2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2050 McKinnon Avenue	94124	Start: 12/13/2000
		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:

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.

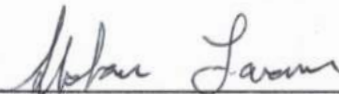
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

Shahram Farman 11/08/2018

Name (Print):

Date:

Signature:



## **SAN FRANCISCO SUPPLY MASTER**

### **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 headquarterd location) and the opening dates and locations of all other locations.**

Shahram Farman founded San Francisco Supply Master ("SF Supply Master") in San Francisco on January 1, 1983. He has operated in San Francisco ever since. The business, also known as Clean Master is presently located at 2050 McKinnon Avenue.

Shah's story is truly one of the American Dream. He immigrated to San Francisco from Iran in 1979, leaving the country after the Iranian Revolution. He got a job at The Little Shamrock, an historic bar located at 807 Lincoln Way at 9<sup>th</sup> Avenue. He worked very hard, even working two jobs at times, eventually becoming the manager at the bar. Neighboring business owners and managers would frequently ask Shah if they could borrow certain items such as napkins, towels, garbage bags, etc., that were always well-stocked at The Little Shamrock. In most cases, the neighbors weren't replacing the borrowed items, so Shah started charging them, particularly for the disposable food service items. It was at this point that Shah seized his opportunity and created his own business selling disposable food service items wholesale.

SF Supply Master has grown from a one man operation into a leading Bay Area distributor, proudly servicing restaurants, hospitals, schools, bars, hotels, and institutions.

The initial location of the business was 3911 Noriega Street, which is now a pizza restaurant. In 1989, the SF Supply Master moved to a larger location at 1780 3<sup>rd</sup> Street to accommodate the growing business. At that location, the warehouse space increased from 5,000 square feet to 10,000 square feet to 20,000 square feet as the business grew. It was once the Southern Pacific warehouses. It was torn down to build UCSF hospital, and is now part of the San Francisco Giants' parking lot. In 2000, with the need for more space, SF Supply Master moved to a larger location at 2050 McKinnon Avenue, where the business is still headquarterd today. The current location has a fully-stocked 45,000 square foot warehouse with a cash and carry will-call, competitive pick-up pricing options and a superior delivery service. There is next day delivery in San Francisco with weekly and bi-weekly delivery schedules to the East Bay, North Bay, Peninsula and Greater Bay Area.

The 2050 McKinnon building was a former navy WWII warehouse, and it is now planned to be torn down.

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

San Francisco Supply Master has never ceased operations in San Francisco.

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

San Francisco Supply Master is a family-owned business. Shahram Farman, founder, is the sole owner of the business. He works with his two sons, Ryan and Justin Farman.

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

N/A

**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.**

N/A

**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 historic resource status of 1780 3rd Street, 2050 McKinnon Avenue and 3911 Noriega Street are all listed by the Planning Department 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.**

San Francisco Supply Master is a family owned and operated business, proudly operating for 35 years. It is the largest food service paper supply product distributor based in San Francisco. SF Supply Master provides superior customer service, extensive product knowledge and high quality products at competitive prices.

San Francisco Supply Master has positively contributed to the community by retaining long-standing relationships with locally-based businesses and nonprofits. In addition, the City and County of San Francisco has contracted with SF Supply Master for disposable food containers,

utensils and service items for more than 20 years. The fundamental key to the business' success is their commitment to superior customer service. They take pride in providing, understanding and catering to the needs their clientele. They offer personalized customer care, which includes customized price lists and ordering guides, and the ability to anticipate and monitor their customers' needs in a consistent, efficient, friendly and professional manner.

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

SF Supply Master makes frequent donations to San Francisco General Hospital, which they use for their events.

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

SF Supply Master has not been referenced in an historical context such as in a business trade publication, media or historical documents.

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

Significant clients include San Francisco General Hospital; San Francisco Giants; San Francisco 49ers; Cow Palace; San Francisco State University; Chowders, Hook & Cook and Trishes Dishes at Pier 39; and recently Beach Blanket Babylon.

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

By providing local jobs for more than 15 years, SF Supply Master is a critical asset to the Bayview-Hunters Point community. There are three hires through Jobs Now and 6 employees from the Bayview community. With the exception of one employee, the remainder of the company's employees reside in San Francisco.

SF Supply Master makes donations to San Francisco Senior Citizen nutrition programs, Project Open Hand, Salvation Army, Meals on Wheels, United Jewish Center, Self Help for the Elderly, etc. SF Supply Master has also maintained low product pricing for these organizations over 30 years despite price increases from vendors.

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

San Francisco Supply Master has continued to grow along with San Francisco with more than 60% of their customer base being here in the city. They have long standing relationships with many nonprofit organizations like Project Open Hand, Self Help for The Elderly, On Lok, Jewish Community Center and others. SF Supply Master has also been a proud vendor and partner with the City of San Francisco, being awarded the Disposable Food Containers, Utensils & Service Items contract for the better part of 20 plus years for San Francisco General Hospital,

Laguna Honda Hospital, the Department of Public Health, Animal Care, Mission Act, Juvenile Probation Department, San Francisco Municipal Transportation Agency, City College of San Francisco, San Francisco Aging and Adult Services Commission and the Board of Supervisors.

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

The business is not associated with a culturally significant building, structure, site, object or interior.

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

If San Francisco Supply Master were to close, 16 jobs would be lost and customers would lose a reliable distributor of business supplies. The customers, some that have been with SF Supply Master for multiple decades, would lose a high standard of customer service and personal knowledge of their supply needs. Many customers have special items that are stocked and stored with SF Supply Master until they need them delivered. In addition, the City and County of San Francisco would lose their contracted disposable product supplier, which they have depended on for 20+ years.

**CRITERION 3**

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

San Francisco Supply Master is the largest food service paper supply product distributor based in San Francisco. The company is a leader in the food service industry with the greatest level of expertise and tireless dedication. SF Supply Master always offer superior customer service paired with extensive product knowledge and high quality products, including a full line of paper, biodegradable and compostable products, and janitorial supplies, at affordable prices. Additional services provided to customers include cash and carry, will call, pick-up option and delivery throughout the greater Bay Area.

**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)**

San Francisco Supply Master is committed to maintaining the tradition of distributing wholesale food service paper supply products. Products available include bags and can liners, bakery products, bowls, plates, plasticware, coffee filters, containers and trays, cups and lids, foils, liners, wraps, food pails, food products, green products, janitorial supplies, napkins, picks, register tape, straws and stir sticks, syrups, table décor, towels and tissue.

**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.).**

San Francisco Supply Master occupies a former WWII warehouse used for storing, receiving, will call and delivery of products. The business added an office, cement flooring, new doors and a product showroom.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.**

N/A

**3911 Noriega Street**



**KAISER**  
ALUMINUM  
INSTITUTIONAL FOIL  
ITEM 88  
36 1/2" x 48" x 1 1/2" x 20000 POUNDS

98750

98750

98750

TOILET TISSUE  
48 1/2" x 20 1/2" x 4 1/2"  
GREEN BAY PAPER CO., GREEN BAY, WIS.





**1780 3rd Street**



1780

**S. F. SUPPLY MASTER**  
FOOD SERVICE & SANITATION SUPPLIES  
**CASH & CARRY**  
EQUIPMENT AND SUPPLIES FOR  
HOSPITALS, SCHOOLS, RESTAURANTS,  
BARS, HOTELS AND INSTITUTIONS.

OFFICE

1780

S. F. SUPPLY MASTER

1788  
3rd STREET



S. F. SUPPLY MASTER  
CASH & CARRY 499-2900









55-20  
UP

CONTAINS 100  
QUIET CLASSIC  
HEAVY

500  
QUIET CLASSIC  
HEAVY

Sweetheart  
food 100  
DC16RX

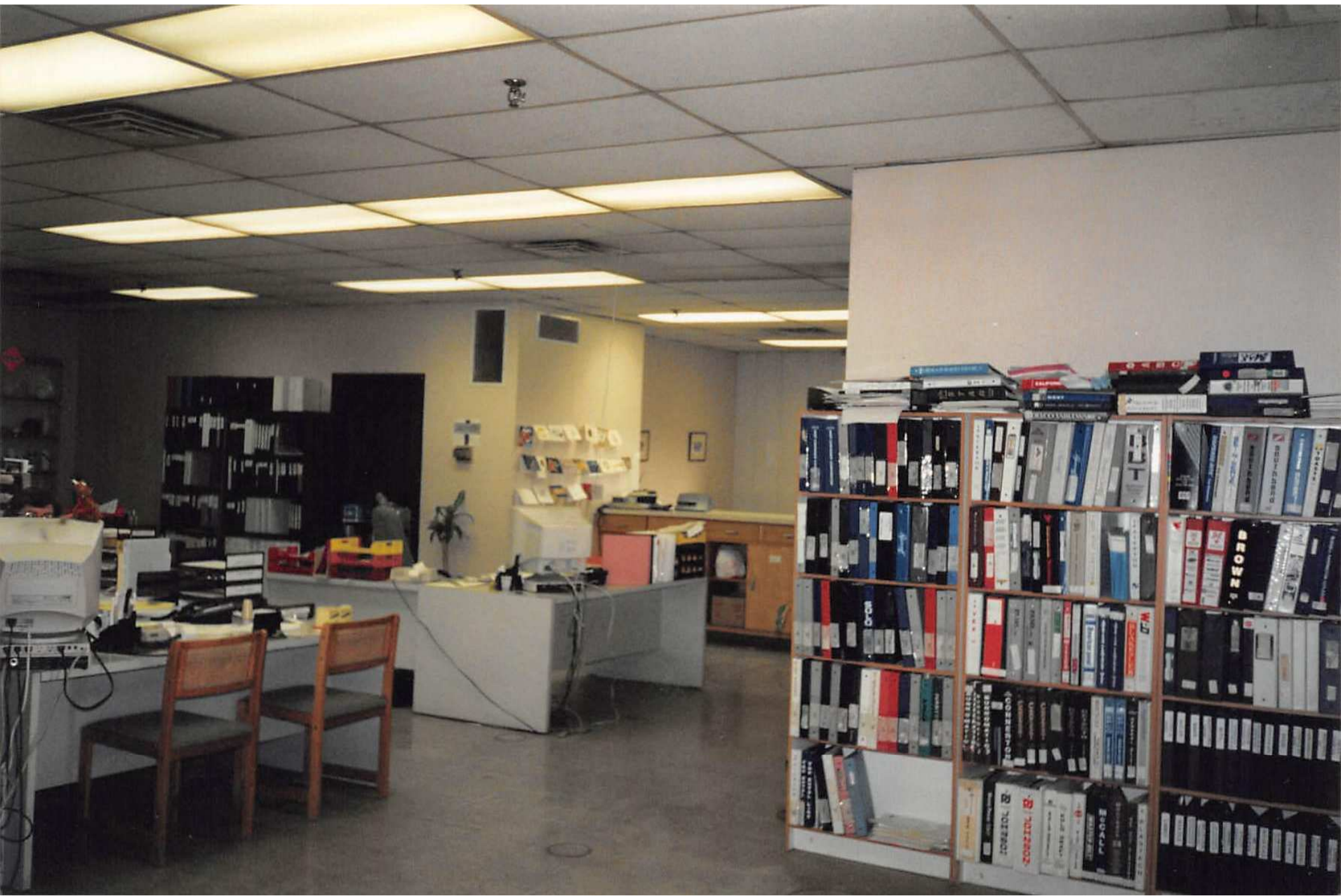
14 OZ. BOWLS

QUIET CLASSIC  
HEAVY  
14 OZ. BOWLS

QUIET CLASSIC  
HEAVY  
14 OZ. BOWLS

QUIET CLASSIC  
HEAVY  
14 OZ. BOWLS









**2050 McKinnon Avenue**

2050



S.F. SUPPLY MASTER  
— CUSTOMER —  
PARKING ONLY

BLDG 428# B



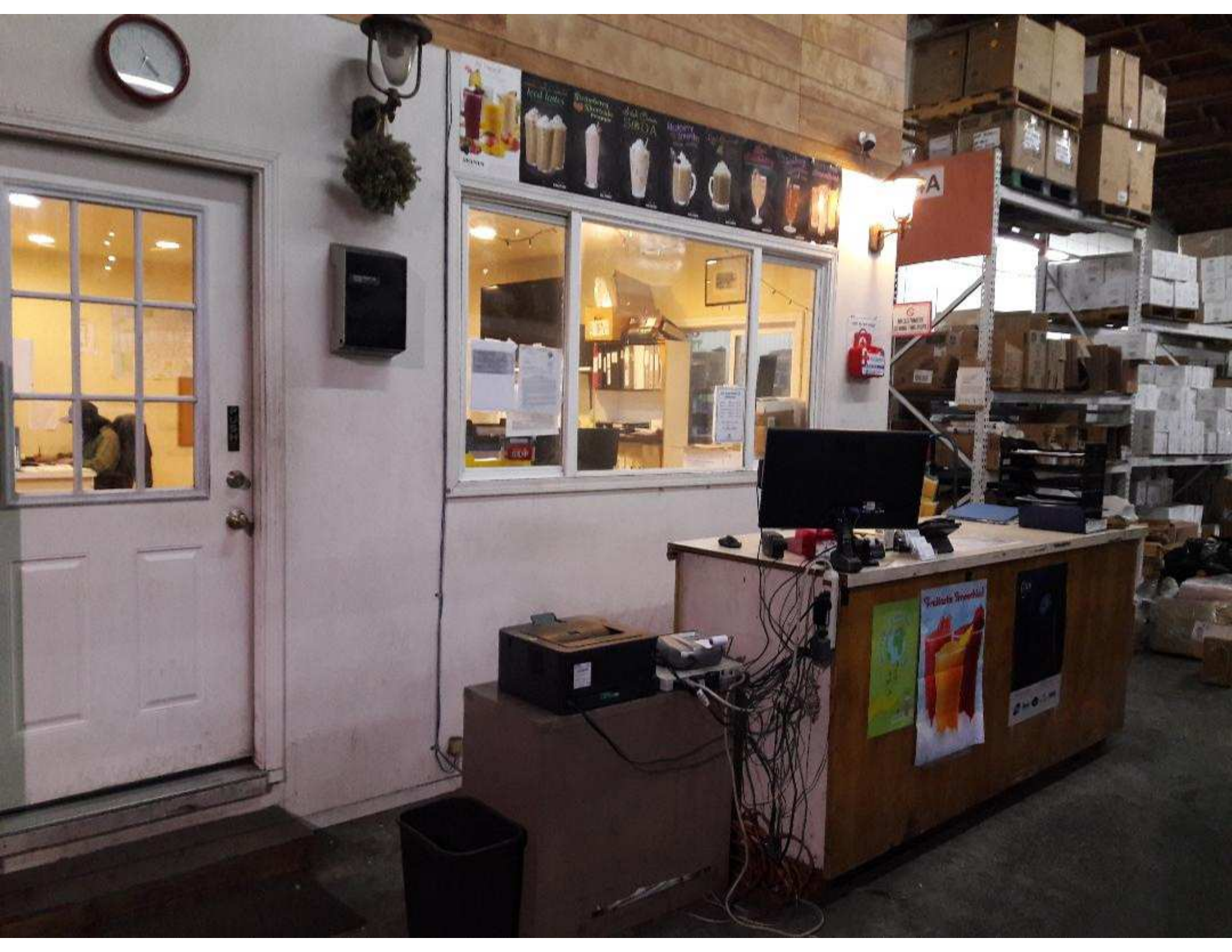


**S.F. SUPPLY MASTER**

Food Service & Janitorial Supplies

CASH AND CARRY 642-0700







**Product Catalog**  
**(Sample Pages of 131-Page Catalog)**



SAN FRANCISCO  
**SUPPLY MASTER**  
SINCE 1980 INC.



<b>BAGS &amp; CAN LINERS-FOIL BAGS</b>	<b>1</b>
<b>BAGS &amp; CAN LINERS-GARBAGE BAGS</b>	<b>2</b>
<b>BAGS &amp; CAN LINERS-GARBAGE BAGS GREEN PRODUCTS</b>	<b>3</b>
<b>BAGS &amp; CAN LINERS-PAPER BAGS</b>	<b>4</b>
<b>BAGS &amp; CAN LINERS-PAPER BAGS SACKS</b>	<b>5</b>
<b>BAGS &amp; CAN LINERS-PLASTIC BAGS</b>	<b>7</b>
<b>BAGS &amp; CAN LINERS-PLASTIC REUSABLE BAG</b>	<b>9</b>
<b>BAGS &amp; CAN LINERS-SANDWICH BAG</b>	<b>10</b>
<b>BAKERY PRODUCTS</b>	<b>11</b>
<b>BOWLS, PLATES, PLASTICWARE-BOWLS &amp; LIDS</b>	<b>14</b>
<b>BOWLS, PLATES, PLASTICWARE-BOWLS &amp; LIDS GREEN PRODUCTS</b>	<b>16</b>
<b>BOWLS, PLATES, PLASTICWARE-PLATES   CLAY COATED</b>	<b>17</b>
<b>BOWLS, PLATES, PLASTICWARE-PLATES   GREEN PRODUCTS</b>	<b>18</b>
<b>COFFEE FILTERS</b>	<b>20</b>
<b>CONTAINERS &amp; TRAYS-BEVERAGE SUPPLIES</b>	<b>22</b>
<b>CONTAINERS &amp; TRAYS-CONTAINERS-PAPER CONTAINERS</b>	<b>23</b>
<b>CONTAINERS &amp; TRAYS-CONTAINERS-PLASTIC CONTAINERS</b>	<b>28</b>
<b>CONTAINERS &amp; TRAYS-CONTAINERS GREEN PRODUCTS</b>	<b>35</b>
<b>CONTAINERS &amp; TRAYS-FOOD TRAYS</b>	<b>39</b>
<b>CONTAINERS &amp; TRAYS-FOOD TRAYS GREEN PRODUCTS</b>	<b>43</b>
<b>CUPS &amp; LIDS-COLD CUPS &amp; LIDS</b>	<b>45</b>
<b>CUPS &amp; LIDS-COLD CUPS &amp; LIDS-COMPOSTABLE COLD CUPS</b>	<b>47</b>
<b>CUPS &amp; LIDS-COLD CUPS &amp; LIDS-PAPER COLD CUPS</b>	<b>48</b>
<b>CUPS &amp; LIDS-COLD CUPS &amp; LIDS-PLASTIC COLD CUPS</b>	<b>49</b>
<b>CUPS &amp; LIDS-COLD CUPS &amp; LIDS GREEN PRODUCTS</b>	<b>53</b>
<b>CUPS &amp; LIDS-HOT CUPS &amp; LIDS</b>	<b>54</b>

<b>CUPS &amp; LIDS-HOT CUPS   GREEN PRODUCTS</b>	<b>56</b>
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## Compostable Can Liners

**COMPOSTABLE CAN LINERS**

**COMPOSTABLE IN INDUSTRIAL FACILITIES**  
 Check locally, as these do not exist in many communities. **Not suitable for backyard composting.** CERT # 9001056

**BPI**

**100% COMPOSTABLE CAN LINER**

- Meets **ASTM D6400** Composting Standards
- No additives to enhance decomposition
- Utilize soy-based ink
- Superior performance with leak proof seals
- Available in the most commonly requested sizes



CODE	DESCRIPTION	WIDTH	LENGTH	COLOR	GALLONS	MIL	CASE PACK
1021037	GARBAGE BAG COMPOSTABLE	24	33	GREEN	12-16	1.2	100
1021036	GARBAGE BAG COMPOSTABLE	33	39	GREEN	31-33	1.2	100
1021031	GARBAGE BAG COMPOSTABLE	33	44	GREEN	30-40	1.2	100
1021033	GARBAGE BAG COMPOSTABLE	40	48	GREEN	40-45	1.2	100



**SKU 142204**

Compostable Plate Paper Pulp. 6". 1000 per case.



**SKU 142418**

Compostable Plate Heavy Paper Pulp. 7". 1000 per case.



**SKU 142156**

Compostable Plate 1 Compartment. 9". 500 per case.



**SKU 142154**

Compostable Plate 3 Compartment. 9". 500 per case.



**SKU 142158**

Compostable Plate 1 Compartment. 10". 500 per case.



**SKU 142160**

Compostable Plate 3 Compartment. 10". 500 per case.

# CONTAINERS & TRAYS- CONTAINERS|GREEN PRODUCTS



**SKU 144700**

Compostable Hinged Lid Container. 6"X6"x3". White. 500 per case.



**SKU 144707**

Compostable Hinged Lid Container. Hoagie. 9"X6"x3". White. 250 per case.



**SKU 144708**

Compostable Hinged Lid Container. Hoagie 2-Compartment. 9"X6"x3". White. 250 per case.



**SKU 147201**

Compostable Hinged Lid Container. Shallow. 8"X8"x2.5". White. 200 per case.



**SKU 144702**

Compostable Hinged Lid Container. Shallow 3 Compartment. 8"X8"x2.5". White. 200 per case.



**SKU 144705**

Compostable Deep Hinged Lid Container. Medium. 8"X8"x3". White. 200 per case.



# CONTAINERS & TRAYS- CONTAINERS|GREEN PRODUCTS



**SKU 146034**

PLA Lined Hinged Lid Containers. 3 Compartment.  
Large. 9" x 9" x 3". White. 160 per case pack.



**SKU 146066**

PLA Lined Compostable Hot/Cold Food Container. 8 oz.  
White Design. 1000 per case.



**SKU 146067**

PLA Lined Compostable Hot/Cold Food Container. 12  
oz. White Design. 500 per case.



**SKU 146068**

PLA Lined Compostable Hot/Cold Food Container. 16  
oz. White Design. 500 per case.



**SKU 146069**

PLA Lined Compostable Hot/Cold Food Container. 32  
oz. White Design. 500 per case.



**SKU 146070**

PLA Lined Compostable Hot/Cold Food Lid. 8 oz.  
White. 1000 per case.

# CONTAINERS & TRAYS-FOOD TRAYS|GREEN PRODUCTS



**SKU 111026**

Eco Box Take Out. #1. Kraft. 450 per case.



**SKU 111021**

Eco Box Take Out. #1. White. 450 per case.



**SKU 111027**

Eco Box Take Out. #2. Kraft. 200 per case.



**SKU 111022**

Eco Box Take Out. #2. White. 200 per case.



**SKU 111028**

Eco Box Take Out. #3. Kraft. 200 per case.



**SKU 111023**

Eco Box Take Out. #3. White. 200 per case.

# CUPS & LIDS-COLD CUPS & LIDS-COMPOSTABLE COLD CUPS

## Compostable Cold Drink Cups



CODE	DESCRIPTION	OUNCES	COLOR	CASE PACK
1076143	CUP PLA 07oz	7	CLEAR	1000
1076151	CUP PLA 09oz OLD FASHIONED	9	CLEAR	1000
1076212	CUP PLA 09oz OLD FASHIONED	9	CLEAR/wPRINT	1000
1076144	CUP PLA 10oz	10	CLEAR	1000
1076152	CUP PLA 12oz	12	CLEAR	1000
1076178	CUP PLA 12oz	12	CLEAR/wPRINT	1000
1076153	CUP PLA 16oz	16	CLEAR	1000
1076166	CUP PLA 16oz	16	CLEAR/wPRINT	1000
1076154	CUP PLA 20oz	20	CLEAR	1000
1076172	CUP PLA 20oz	20	CLEAR/wPRINT	1000
1076155	CUP PLA 24oz	24	CLEAR	600
1076187	CUP PLA 24oz	24	CLEAR/wPRINT	600

## Compostable Cold Drink Cup Lids



CODE	DESCRIPTION	SIZE	TYPE	CASE PACK
1078415	LID PLA 12/20oz	12/20	CLEAR X SLOT	1000
1078425	LID PLA 12/20oz	12/20	CLEAR DOME, 1" HOLE	1000
1078450	LID PLA 12/20oz	12/20	CLEAR DOME, NO HOLE	1000
1078440	LID PLA 12/20oz	12/20	CLEAR, FLAT, NO SLOT	1000
1078420	LID PLA 16/24oz	16/24	CLEAR X SLOT	1000
1078430	LID PLA 16/24oz	16/24	CLEAR DOME, 1" HOLE	1000
1078435	LID PLA 16/24oz	16/24	CLEAR DOME, NO HOLE	1000

# CUPS & LIDS-COLD CUPS & LIDS|GREEN PRODUCTS



SAN FRANCISCO  
**SUPPLY MASTER**  
SINCE 1980 INC.



**SKU 1078692**

Greenware Portion Cup Clear with Print. 2oz. 2000 per case.



**SKU 1078695**

Greenware Portion Lid Clear Flat for 2oz. 2000 per case.



**SKU 1078693**

Greenware Portion Cup Clear with Print. 3.25oz. 2000 per case.



**SKU 1078696**

Greenware Portion Lid Clear Flat for 3.25oz. 2000 per case.



**SKU 1078863**

Hot Cup. Compostable. INGEO PLA Lined. 8 oz. White Design. 1000 per case.



**SKU 1078865**

Hot Cup. Compostable. INGEO PLA Lined. 12 oz. White Design. 1000 per case.



**SKU 1078866**

Hot Cup. Compostable. INGEO PLA Lined. 16 oz. White Design. 1000 per case.



**SKU 1078867**

Hot Cup. Compostable. INGEO PLA Lined. 20 oz. White Design. 1000 per case.



**SKU 1078868**

Lid for Hot Cup. Compostable. INGEO CPLA. 8 oz. White. 1000 per case.



**SKU 1078869**

Lid for Hot Cup. Compostable. INGEO CPLA. 10-20 oz. White. 1000 per case.



**SKU 139669**

Certified Compostable Fork Heavy Duty. White. 1000 per case.



**SKU 139667**

Certified Compostable Teaspoon Heavy Duty. White. 1000 per case.



**SKU 138884**

Certified Compostable Knife Medium. White. 1000 per case.



**SKU 138885**

Certified Compostable Fork Medium. White. 1000 per case.



**SKU 138886**

Certified Compostable Teaspoon Medium. White. 1000 per case.



**SKU 138883**

Certified Compostable Teaspoon "Individual Wrapped" Medium. Black. 1000 per case.



## BRANDED CUSTOM PRINT PRODUCTS

Your brand on your take-out products not only makes your business look fantastic, it is also one of the most cost effective and popular marketing methods available.



### HOT CUPS

Available in Paper & Compostable

#### CUP SIZE & QUANTITY

(1-4 COLORS)

50 case minimum most sizes

10-12 initial weeks lead time

8oz.	1000/case
10oz.	1000/case
12oz.	1000/case
16oz.	1000/case
20oz.	600/case



### ULTRA CLEAR PET COLD CUPS

#### CUP SIZE & QUANTITY

(1-4 COLORS)

50 case minimum most sizes

10-12 initial weeks lead time

9oz.	1000/case
12oz.	1000/case
16oz.	1000/case
20oz.	600/case
24oz.	600/case



## COMPOSTABLE COLD CUPS

CUP SIZE & QUANTITY  
(1-6 COLORS)  
24-60 case minimum  
10-12 initial weeks lead time  
9oz. 1000/case  
12oz. 1000/case  
16oz. 1000/case  
20oz. 1000/case  
24oz. 600/case



## JAVA JACKETS SLEEVES

COLOR & QUANTITY  
(1-4 COLORS)  
50 case minimum  
10-12 initial weeks lead time  
KRAFT 1000/case  
WHITE 1000/case



## NAPKINS

Available in Beverage & Dinner 1-3ply

COLOR & QUANTITY  
(1-3 COLORS)  
9-10 case minimum Beverage  
36 case minimum Dinner  
6-8 initial weeks lead time  
Beverage 36-50k Napkins total  
Dinner 36k Napkins





## GREASE RESISTANT FOOD WRAP

### COLOR & QUANTITY

(1-3 COLORS)

33-100 case minimum 3000 per case

initial weeks lead time

Available in White or Natural

12X12

14X14

15X16



## PIZZA BOXES

### COLOR & QUANTITY

(1-4 COLORS) 30% Print Coverage

100 case minimum 50 per case

initial weeks lead time

7"

8"

10"

12"

14"

15"

16"

18"



## COMPOSTABLE BAGASSE CONTAINERS

### COLOR & QUANTITY

(1-4 COLORS)

case minimum per case

initial weeks lead time

100% Compostable Bagasse

6" x 6"

8" x 8"

8" x 8" 3 Compartment

9" x 6"

9" x 6" 2 Compartment

9" x 9"

9" x 9" 3 Compartment

10" x 10" 3 Compartment

*Filing Date:* December 19, 2018  
*Case No.:* 2019-000316LBR  
*Business Name:* San Francisco Supply Master  
*Business Address:* 2050 McKinnon Avenue  
*Zoning:* PDR-2 (Production, Distribution, and Repair) Zoning District  
65-J Height and Bulk District  
*Block/Lot:* 5287/002  
*Applicant:* Shahram Farman, Owner  
2050 McKinnon Avenue  
San Francisco, CA 94124  
*Nominated By:* Supervisor Malia Cohen, District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Shahram Farman founded San Francisco Supply Master (“SF Supply Master”, a.k.a “Clean Master”) on January 1, 1983. The family-run business sells disposable food service items wholesale, and it is the largest food service paper supply product distributor based in San Francisco. Farman immigrated to San Francisco from Iran in 1979, leaving the country after the Iranian Revolution. He started working at The Little Shamrock, an historic bar located at 807 Lincoln Way at 9th Avenue, and eventually became the manager. Neighboring business owners and managers would frequently ask to borrow items such as napkins, towels, garbage bags, etc., that were always well-stocked at The Little Shamrock. When neighbors did not replace the items, he began charging for the items. At this point, Farman seized his opportunity and created his own business.

SF Supply Master has grown from a one man operation into a leading Bay Area distributor, proudly servicing restaurants, hospitals, schools, bars, hotels, and institutions. The initial location of the business was 3911 Noriega Street. In 1989, the SF Supply Master moved to a larger location at 1780 3rd Street to accommodate the growing business. At that location, the warehouse space increased from 5,000 square feet to 10,000 square feet to 20,000 square feet as the business grew. It was once the Southern Pacific warehouses. It was torn down to build UCSF hospital, and is now part of the San Francisco Giants’ parking lot. In 2000, with the need for more space, SF Supply Master moved to a larger location at 2050 McKinnon Avenue, where the business is still headquartered today. The 2050 McKinnon building was a former navy WWII warehouse, and it is now planned to be torn down. The current location has a fully-stocked 45,000 square foot warehouse with a cash and carry will-call, competitive pick-up pricing options and a superior delivery service. There is next day delivery in San Francisco with weekly and bi-weekly delivery schedules to the East Bay, North Bay, Peninsula and Greater Bay Area.

The business is located between Interstate 280 and Rankin Street in the Bayview neighborhood. It is within a PDR-2 (Production, Distribution, and Repair) Zoning District and within a 65-J Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1983.

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

Yes. San Francisco Supply Master qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. San Francisco Supply Master has operated continuously in San Francisco for 36 years.
- ii. San Francisco Supply Master has contributed to the history and identity of the Bayview neighborhood and San Francisco.
- iii. San Francisco Supply Master is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

No.

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

No. The building dates to the World War II era and may have been associated with the war effort, but no documentation of this potential association has been provided.

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) due to its age as the building was constructed in 1940.

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

No.

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

No.

### *Physical Features or Traditions that Define the Business*

#### **Location(s) associated with the business:**

- 2050 McKinnon Avenue

#### **Recommended by Applicant**

- Wholesale business model
- Food service paper supply product inventory
- Warehouse and product showroom

**Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

---

## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JANUARY 16, 2019

*Case No.:* 2019-000316LBR  
*Business Name:* San Francisco Supply Master  
*Business Address:* 2050 McKinnon Avenue  
*Zoning:* PDR-2 (Production, Distribution, and Repair) Zoning District  
65-J Height and Bulk District  
*Block/Lot:* 5287/002  
*Applicant:* Shahram Farman, Owner  
2050 McKinnon Avenue  
San Francisco, CA 94124  
*Nominated By:* Supervisor Malia Cohen, District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO SUPPLY MASTER CURRENTLY LOCATED AT 521 CLEMENT STREET, (BLOCK/LOT 1438/038).**

**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 January 16, 2019, 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 San Francisco Supply Master 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 San Francisco Supply Master.

*Location(s):*

- 2050 McKinnon Avenue

*Physical Features or Traditions that Define the Business:*

- Wholesale business model
- Food service paper supply product inventory
- Warehouse and product showroom

**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 2019-000316LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 16, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: