

# Super Mart

February 24, 2026

Fresno County  
Board of Supervisors

Esteemed Board Members,

We are writing to you in hopes that you will consider the expansion of our alcohol licensing from Type 20 (beer and wine) to Type 21, which would add spirits. Below is our response to the criteria as required by the Board of Supervisors.

- 1) The issuance of this license would not create a law enforcement problem or increase the level of crime because it will not notably increase the availability of alcohol in the community. Our customer base consists of “regulars”, or people we have spent decades building an established rapport with. As a result, petty crime like shoplifting, public intoxication, trespassing or loitering is a rare occurrence both in our town and especially at our storefront.
- 2) The issuance of a license would provide a needed service to community as we would become an additional vendor in the community. It would increase variety of goods offered and introduce more competitive pricing. Customers will no longer be limited to 2 shops. Our current shop offers much more than the average convenience store: it includes fresh vegetables, staple household items, and a meat market. Many of our customers come specifically to us in order to avoid multi-stop shopping experiences. A consistent comment we get from our customers relates to how well-lit and well-sized our parking structure is, which ultimately results in a safer and more pleasant shopping experience for them in comparison to local competitors. Adding spirits would allow us to continue to provide this necessary safe and pleasant experience, especially in the evening hours, with the fullest array of products possible available to our valued customers.
- 3) The issuance of this license will have a positive impact on the local economy as it will drive costs down due to the new availability for more competitive pricing. This results in a net positive impact on the community, assuring our community members are seeing the best return for their dollars possible. Furthermore, this drives up local sales and generates more tax revenue to be pushed back into our community.

We thank you sincerely for your time and consideration.

Super Mart

**SUPER MART    2307 W. TAHOE AVE CARUTHERS CA 93609    559-283-4533**