

To the Honorable Members of the Board of Supervisors

My name is Shaddad Sifyan and this here is my mother Gowhura Sifyan, we are the owners of a newly renovated neighborhood supermarket located in Del Rey, California. I respectfully request approval of a beer and wine license based on public convenience and necessity for our community.

The City of Del Rey currently does not have a full-service supermarket. Our store will be the first and only supermarket in town, providing residents with access to essential goods that have not been locally available for years. This includes fresh meat, fish, fruits, vegetables, grocery items, and household necessities.

In addition, our store will:

- Be the only location in Del Rey offering WIC and food stamp (EBT) services
 - Provide hot, prepared food, which is currently unavailable locally
 - Be the largest retail store in the community
 - Offer check cashing services for residents who need accessible financial services

For years, members of the community have been asking for this market to be renovated and reopened. There is strong local support, and residents are looking forward to having a reliable place to shop for their daily needs without leaving town.

1. Commitment to Public Safety

We understand the importance of maintaining public safety and ensuring that the issuance of this license does not create law enforcement concerns.

We will take the following steps:

- Install security cameras throughout the property
- Maintain clear signage such as “No Loitering” and “No Hanging Around”

- Enforce strict ID checks for all alcohol purchases
- Train staff on responsible alcohol sales
- Maintain a clean, well-lit, and well-managed store

We are part of this community—we know the residents, and they know us. We are committed to making sure there are no problems and that our store remains a safe and respectful place for everyone.

2. Meeting a Critical Community Need

This supermarket is not just a convenience—it is a necessity.

Without it, residents must travel outside Del Rey to purchase basic groceries and essential items.

Our store will provide:

- Fresh and healthy food options
- Affordable groceries and household goods
- Access to WIC and EBT services
- Hot food for individuals and families

The addition of beer and wine is a standard part of operating a full-service supermarket and is important to meeting customer expectations. Without this license, it will be significantly more difficult for the business to succeed and continue serving the community.

3. Positive Economic Impact

Our business will have a direct and lasting positive impact on the City of Del Rey by:

- Creating jobs and hiring employees from the local community
- Providing economic activity and stability in the area
- Offering essential services that support working families

- Helping meet the needs of both existing residents and new housing developments

This store represents an investment in Del Rey's future.

Additionally, I would like to note that I have met directly with the Del Rey Community Board at their local community center to present my plans for the Del Rey Super Food Center. During this meeting, I explained how the market will provide essential goods such as fresh fruits, vegetables, meat, and household items, as well as create local employment opportunities for residents. The response from the community was overwhelmingly supportive. Community members expressed a strong need for a full-service supermarket in Del Rey and voiced their encouragement for this project. Many have signed a document in support of the store, which I will be submitting upon receipt. This level of community backing clearly demonstrates that the project meets a genuine need and has the full support of the residents it is intended to serve.

The Del Rey community has been waiting for this supermarket for years. There is strong support from local residents, and this store will provide essential services that are currently unavailable in the area.

We respectfully request approval of this license so we can successfully operate, serve the community, create jobs, and provide a safe, much-needed resource for the City of Del Rey.

Thank you for your time and consideration.

Respectfully,

Shaddad Sifyan
Gowhura Sifyan
Del Rey Super Food Center

Support for Alcohol License – Del Rey Super Food Center

Dear Fresno County Board of Supervisors,

I am writing to respectfully express strong support for the approval of a beer and wine license for the Del Rey Super Food Center in Del Rey, California.

Currently, there is no supermarket or market in Del Rey that provides fresh groceries such as fruits, vegetables, or meat. In addition, there are no hot food options, restaurants, or establishments in the community that accept WIC benefits. This leaves residents without access to essential food services and forces families to travel outside the area for even the most basic necessities.

Fresno County has recently approved new housing development in Del Rey, which will bring many new families into the community. For this development to move forward successfully, it is critical that residents have access to a proper, fully stocked supermarket that can serve their everyday needs, including groceries, household goods, and prepared food options.

The Del Rey Super Food Center is prepared to fill this important gap. It will be the first location in the community to offer fresh produce, meat, hot food, and WIC services all in one place. However, without the approval of a beer and wine license, the store will not be financially viable and will not be able to open. The ability to sell beer and wine is essential to supporting the overall operation of the market, helping to offset costs and sustain the business long-term.

If the supermarket cannot open, it will negatively impact both current residents and the success of the newly approved housing development. A lack of access to food, prepared meals, and essential goods will make it difficult for families to settle and thrive in the community.

Approving this license will:

- Provide the first reliable access to fresh food, hot meals, and essential goods in Del Rey
- Introduce the first WIC-accepting location in the community
- Support the success of new housing development projects
- Promote local economic growth and job creation
- Improve the overall quality of life for residents

For these reasons, I strongly urge the Fresno County Board of Supervisors to approve the beer and wine license for Del Rey Super Food Center. This approval is critical not only for the success of the business, but for the future growth and well-being of the entire community.

Thank you for your time and consideration.

Sincerely,
Gowhura Sifyan