

Society North, with its full liquor license and extended operating hours (9am to 2 am), stands as a premier choice for investors seeking to capitalize on the market. The ability to offer a comprehensive range of alcoholic beverages not only enhances guest experience, but also significantly increases revenue potential through beverage sales. Extended hours until 2:00 a.m. uniquely amplifies this advantage in Escondido by accommodating a greater array of events, from corporate gatherings to late-night celebrations, thereby maximizing venue utilization and profitability. The ability of Society to operate such extended hours with its full liquor license sets it apart from competitors, making it a preferred choice for customers, event planners, organizers, and other patrons. In a competitive landscape where versatility and customer satisfaction are paramount, Society North's strategic positioning with these operational enhancements ensures a robust business model poised for sustained success and growth.

BEFORE THE
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
OF THE STATE OF CALIFORNIA

IN THE MATTER OF THE APPLICATION OF

SIMAYA INC
SOCIETY BILLIARDS
141 E GRAND AVE
ESCONDIDO, CA 92025-2701

} FILE 47-661042

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} REG.

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**PETITION FOR CONDITIONAL
LICENSE**

For Issuance of an On-Sale General Eating Place - License

Under the Alcoholic Beverage Control Act

WHEREAS, petitioner(s) has/have filed an application for the issuance of the above-referred-to license(s) for the above-mentioned premises; and,

WHEREAS, pursuant to Section 23958 of the Business and Professions Code, the Department may deny an application for a license where issuance would tend to create or aggravate a law enforcement problem; and,

WHEREAS, the issuance of an unrestricted license would be contrary to public welfare and morals;

NOW, THEREFORE, the undersigned petitioner(s) do/does hereby petition for a conditional license as follows.
to-wit:

1. The quarterly gross sales of alcoholic beverages shall not exceed the quarterly gross sales of food during the same period. The licensee shall at all times maintain records, which reflect separately the gross sales of food and the gross sales of alcoholic beverages of the licensed business. Said records shall be kept no less frequently than on a quarterly basis and shall be made available to the Department on demand.
2. Sales, service and consumption of alcoholic beverages shall be permitted only between the hours of 9AM to 2AM each day of the week.

O.H

Initials

A.H
ABC-112(5/94)

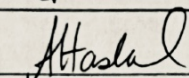
This petition for conditional license is made pursuant to the provisions of Sections 23800 through 23805 of the Business and Professions Code and will be carried forward in any transfer at the applicant-premises.

Petitioner(s) agree(s) to retain a copy of this petition on the premises at all times and will be prepared to produce it immediately upon the request of any peace officer.

The petitioner(s) understand(s) that any violation of the foregoing condition(s) shall be grounds for the suspension or revocation of the license(s).

DATED THIS 3 DAY OF December, 2024


Applicant/Petitioner


Applicant/Petitioner