



MARK HEDIN

**Daldas** is the second Tenderloin store to get public help converting to healthy fare. Right, an employee at The Market pauses over the store's cider display.



LISE STAMPFLI

# Corner store faceoff: tops in TL vs. tech's market

## 2 neighborhood markets display income inequality

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quor store is a part of City Hall's policy nod to food justice.

In the nearby fridge are waters, teas, juices, aloe, coconut beverages and kombucha, replacing wine and champagne. Deeper in the store are nuts, dry goods such as rice and beans and, in the deli case, blocks of cheese and a selection of meats — chicken and beef links, about a half-dozen different Oscar Meyer sandwich meats, hot dogs, sausages, bologna, bacon, breakfast sandwiches and barbecued beef heroes.

Chips and wine, candy, tobacco, liquor, lottery tickets and sundries as varied as batteries, toiletries, bug spray, condoms, phone chargers, headphones, cat food and even watches are all still readily available. Daldas still sees a steady stream of customers for such things, and beer distributors continue to roll in hand trucks stacked high with their products.

But nowadays, according to TNDC's Ryan Thayer, co-coordinator of the Coalition, the store's humble selection of fruits and vegetables stocked in two produce cases about 5 feet wide combined also needs constant replenishment.

"Anything for the community," says Satwinder "Bill" Multani, the always smiling, turbaned owner, who bought the place eight years ago.

### DALDAS A 'FRIENDLY PLACE'

Daldas is rocking from 7 a.m. till 2 a.m., seven days a week, Satwinder said, staffed by him and his wife and two employees. Satwinder is Punjabi from northern India. He said the store, named by his predecessors, means "friendly place" in Arabic.

Although the cash register at Daldas is ensconced behind what appears to be a bullet-proof, shoulder-high partition, and security cameras and strategically placed mirrors are plainly visible, Multani says that crime isn't much of an issue for him, and that he can usually shame the occasional shoplifter with reminders that his is a community store and should be treated respectfully.

Meanwhile, across the streetcar tracks South of the Slot, once you've passed the ever-present Admiral security guard at the front of The Market, its spacious aisles lead past sumptuous displays of fresh fruit and vegetables and high-grade coffee and craft beer offered at commensurate prices. There's a butcher, baker, fishmonger and a wine shop, too.

Customers can take a seat to eat from steaming trays of prepared foods such as barbecued chicken, Cajun potatoes and roasted vegetables, all for \$8 per pound. At the rear of the market is

concessionaire Azalina's, offering Malaysian food. There's also a pizzeria, a taqueria and a tapas bar with beer on tap and televisions overhead.

Several other food concessions operate from alcoves — each nearly as large as Daldas' entire space — where in one, shoppers can peruse chocolates, ice cream and other sweets made by the local company Nuubia, which describes its "amazing signature confections" as "the best artisan indulgences in the precise French discipline" made by "the first food producer in the world to earn the right to be labeled 'Wildlife Friendly,' 'Gorilla Friendly' and Palm-Oil Free."

Beauty products maker EO Exchange operates from another alcove, at the front of the store. "Love Life. Live Clean," its pitch on The Market's Website urges, so over-the-top PC that it smacks of satire: "Indulge your senses with EO natural & organic personal care, crafted with pure aromatherapeutic essential oil blends ... natural, GMO-free, gluten-free, and cruelty free," sourced from organic ingredients "whenever and wherever" possible and "formulated and manufactured" in, you guessed it, Marin County.

### HAPPY-HOUR BIVALVES

There's a sushi/oyster bar where the happy-hour bivalves go for a discounted price of \$1.50 each and each glass of wine is \$1 off, Market spokeswoman Elaine Trierweiler told The Extra.

In the south corner, accessible from 10th Street, is the uber high-end Blue Bottle coffee concession, and there's another cafe that opens at 7 a.m. in the other 10th Street corner, on Market Street. The rest of The Market opens daily at 8 a.m. and closes at 10 p.m.

"Visit your neighborhood market," its Website reads. The absence of parking makes the store inherently locally oriented, Trierweiler said.

A survey conducted by the Tenderloin Healthy Corner Store Coalition in 2013 found that the majority of the TL's corner stores had no fresh produce for sale, although all but eight, mainly the halal markets, carried alcohol and cigarettes.

The Coalition arose out of community frustrations over the inability to attract a full-scale supermarket into the neighborhood despite years of advocacy, and the survey work sprang from the Vietnamese Youth Development Center's interest in documenting the prevalence of tobacco retailers in the hood. The Coalition began working with TL merchants to provide what the neighborhood has never had — readily available fresh food.

The resultant Healthy Retail S.F. program this year is transforming three TL stores, another in the Bayview and one in Oceanview.

Last year, as the program finally got under way, Radman's, at 201 Turk St., was the first — and so far only — cor-

ner store to get made over. Supervisor Jane Kim presented owner Fadhl Radman with the Brother Kelly Cullen Service Award at TNDC's May 18 birthday celebration for emphasizing fresh produce, adding a meat counter and bulk bins for dry goods.

The Coalition also has been working with Amigo's Market at Ellis and Leavenworth to improve its produce display with new shelving, signage and architectural consultation on how to best use the limited space. This summer, the MidCity Market in the 900 block of Geary is also undergoing changes, most noticeably in an impressive U-shaped refrigeration unit the store helped pay for itself, along with consultation on store design, product placement and improved signage.

### JOBS AT THE MARKET

At Amigo's, the Coalition also helped coordinate with the EatSF program to enable its clients, typically those at risk of chronic diseases, to use its produce vouchers, becoming one of just four stores in the Tenderloin to accept them.

The Market, adjacent to the soon-to-open opulent Dirty Water bar, is the site of what the mayor's office touts as its top success in providing jobs for San Franciscans — those here before the tech boom, that is.

A dozen D6 residents from OEWD training programs were among the 43 hired at The Market early this year. Six were from ZIP code 94102 — the TL — and six from 94103, western SoMa. Trierweiler says 18 of The Market's em-

ployees are from those two ZIPs.

The jobs pay San Francisco's minimum wage, except for one or two line cook or lead line cook spots, where the pay ranges from \$15-\$17 per hour, according to OEWD data.

That might be enough for them to afford The Market's grass-fed ground beef at \$5.99 a pound or one of its pound-size mangoes at \$1.49 each — they cost 30¢ more at Daldas — but maybe not the organic tomatoes that run up to \$5.49 per pound.

The Market, whose owners plan to open two more such stores in the city next year, is of a scale and location to be the neighborhood's longed-for supermarket. But it's not.

The city's meager subsidy of the Tenderloin corner stores' transformation to healthier fare is in keeping with other City Hall policy on the TL/tech interface.

Twitter and related businesses moving into mid-Market got a tax break worth tens of millions. If the bottom line is your target, Mayor Lee and Supervisor Kim hit a bull's-eye and the Tenderloin way of life is simply collateral damage.

Their giveaway lured a consumer base affluent enough to finally be able to support a neighborhood supermarket.

But The Market is a seven-digit resource, out of reach for most of those who live North of the Slot. Their corner stores, like Daldas, will phase in healthier fare one market at a time under the city's investment of \$15,000 per store. ■

## Her generous service to TL comes to end

BY MARJORIE BEGGS

**DINA HILLIARD** is ending her work in the Tenderloin after 16 years of neighborhood service — first as a teacher, then as TL Community Benefit District executive director from 2006 to mid-2014, and, for the last year, as executive director of Safe Passage.

She helped found Safe Passage in 2008 and nurtured the all-volunteer organization until it finally got funding for staff in 2014.

At the end of August, Illinois native Hilliard heads back to a Chicago suburb with her husband and toddler daughter. Her successor hasn't been named.

"The richness and depth of my time here with you all will make this transition very difficult for me," Hilliard wrote colleagues in a July email announcing her departure. "You've taught me a great



CHRISTINA FINK

**Dina Hilliard** shares a spot with Yammer employee Ryan Triggs, volunteering for the day as a corner captain.

deal about compassion, tenacity, collaboration, love and celebration. I am so thankful for the work we've done together."

Good luck, Dina. ■