



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2024-25-051
Business Name: Mission Groceteria
Business Address: 2950 23rd St.
District: District 9
Applicant: Jabra Muhawieh, Owner
Nomination Date: February 20, 2025
Nominated By: Supervisor Jackie Fielder

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?
 X Yes No

2950 23rd St. from 1940 to Present (85 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
 X 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?
 X Yes No

FEATURES OR TRADITIONS: Grocery store

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: August 18, 2025

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Richard Kurylo, Legacy Business Program Manager
Legacy Business Program, San Francisco Office of Small Business

Dear Mr Kurylo,

I am honored to submit this letter of recommendation for Mission Groceteria to be recognized as a San Francisco Legacy Business. As a cornerstone of the Mission District for over 90 years, Mission Groceteria has played a vital role in serving the local community and preserving the neighborhood's rich cultural heritage.

Mission Groceteria is a small yet indispensable business that offers a diverse range of products, including a wide variety of beverages, groceries, sandwiches, toiletries, medicine, and more. Its ability to adapt to the evolving needs of the neighborhood while maintaining a sense of familiarity and reliability has cemented its reputation as a go-to spot for generations of San Franciscans.

The business serves a diverse customer base, consisting of hardworking residents of the Mission District, Potrero Hill, Noe Valley, and even healthcare workers from San Francisco General Hospital and Trauma Center. Its customer demographics span multiple generations and income levels, making it an inclusive and accessible establishment. Many residents consider Mission Groceteria an integral part of the neighborhood, and for good reason. It has provided excellent products and customer service consistently throughout its long history.

Founded in 1963 by Jabra Muhawieh, an immigrant from Palestine, Mission Groceteria has been more than just a business, it has been a family legacy. Jabra built this store to support his family and his community, creating a welcoming environment for all who walked through its doors. The business changed hands within the family three times! Ownership was under three generations by his son, John Muhawieh and is now owned by his grandson, Jabra Muhawieh, named after his grandfather.


Mission Groceteria has not only been a provider of essential goods but also a place of deep historical significance. Through the years, it has been a meeting place where community bonds are strengthened. It has also been associated with notable patrons, including professional baseball player Alonzo Powell, and has touched the lives of countless neighborhood residents. The heartwarming stories shared by longtime customers about the kindness and generosity of Jabra Muhawieh Sr. are a testament to the impact this business has had on the community.

With its current ownership, Mission Groceteria is committed to maintaining its status as a trusted neighborhood institution. The owner's dedication to community engagement and fostering a positive atmosphere reflects the very essence of what makes a Legacy Business invaluable.

For all these reasons, I fully support Mission Groceteria's application for recognition as a San Francisco Legacy Business. Its history, contributions, and dedication to the community make it a deserving candidate for this prestigious designation. Thank you for your time and consideration.

Thank you for considering this nomination.

Sincerely,


Jackie Fielder
Supervisor, District 9

2/20/25

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 280 • San Francisco, California 94102-4689 • VOICE
415-554-5144 • E-mail: Jackie.Fielder@sfgov.org



Legacy Business Registry Application



Business Information

Business name: Mission Groceteria

Business owner name(s): Jabra Muhaweih

Identify the person(s) with the highest ownership stake in the business

Current business address: 2950 23rd St., San Francisco, CA 94110

Telephone: (415) 648 – 0275

Email:

Mailing address (if different than above): P.O. Box 1625, Millbrae, CA 94030

Website:

Facebook:

Twitter:

7-digit San Francisco Business Account Number (BAN):

1

1

6

5

2

9

2

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☒ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Jabra Muhaweih

Contact person title: Owner

Contact telephone: () –

Contact email:

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.

Original San Francisco address: 2950 23rd St. Zip Code: 94110

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: Circa 1940 To: Present

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Applicant Disclosures

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. A business deemed not current 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 grants through the Legacy Business Program.

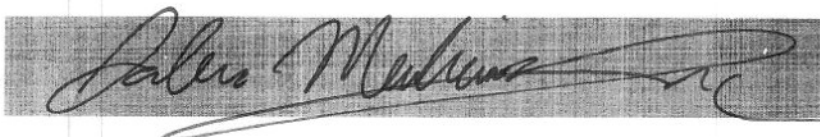
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Name: JABRA MUHAWIEH

Signature:



Date: 1/27/2025

Mission Groceteria

Written Historical Narrative

Introduction

a. Describe the business. What does it sell or provide?

Mission Groceteria is small grocery, liquor, and convenience store that sells groceries, dairy products, sandwiches, full beverage products, beer, wine, hard liquor, toiletries, medicine, candy, tobacco products, and much more.

b. Describe whom the business serves.

Mission Groceteria serves the hardworking people who live in the Mission District. The average customers are residents who live within a two-mile radius of the store's location at 2950 23rd Street. Customer demographics range from children, teenagers, adults, and seniors. The income level ranges from \$50,000 to \$250,000, and the average education level is a bachelor's degree.

Mission Groceteria also serves the neighborhoods of Potrero Hill, Noe Valley, and the healthcare workers of San Francisco General Hospital. Countless long time customers consider the business to be an icon in the Mission district, as the business has been providing excellent products and customer service consistently for decades.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Quality groceries and liquor you can trust!

Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Mission Groceteria is a neighborhood corner store at 2950 23rd Street in the Mission neighborhood. It was established as "Mission Groceteria" circa 1940, but its origins as a grocery store date back over 100 years to at least 1906.

In the 1906 telephone directory, a grocery store was listed at 2950 23rd Street under the name of the apparent owner, Louis Kreuzer.

It is believed that Mission Groceteria was founded under its current name by spouses Vando and Olga Del Papa circa 1940. The business first shows up in the telephone directory under the name “Mission Groceteria” in the February 1940 edition. It was originally believed that the name of the business was changed to Mission Groceteria in 1925, and the owners’ names were Tony and Olga Delpapa, but the owners are listed in old telephone directories as Vando and Olga Del Papa.

The business was sold to Jabra Muhawieh on March 1, 1963. Jabra was born on January 17, 1925, in Ramallah, Palestine. He immigrated to the United States and bought the grocery store to support his family.

Jabra ran the store for 23 years, providing excellent groceries, deli, liquor, and convenience products.

In March 1986, Jabra Muhawieh tragically passed away at age 61. Jabra’s unexpected death was devastating to his family. His son John Muhawieh stepped up to take over the business and preserve his father’s legacy. John ran the business faithfully for 22 years.

At the end of 2008, John sold the business to Omar Abunie. Omar ran a good business for many years by providing quality products, reliability, and great customer service.

On January 1, 2025, Jabra’s grandson and John’s son Jabra Muhawieh, who is named after his grandfather, bought Mission Groceteria. As the current owner of his grandfather’s first business when he came to the United States, grandson Jabra Muhawieh can only imagine the challenges his grandfather faced when he had to leave his homeland for a new life in a foreign land.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1963 to 1986:	Jabra Muhawieh (founder)
1986 to 2008:	John Muhawieh (founder’s son)
2009 to 2024:	Omar Abunie
2025 to Present:	Jabra Muhawieh (founder’s grandson)

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Mission Groceteria has never ceased operations in San Francisco and has continued to keep up with customer trends and provide quality products since the business was founded. Open seven days a week for decade after decade, Mission Groceteria has been there for the community.

Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Mission Groceteria has long been a staple in the Mission community, playing a crucial role in shaping the identity of the neighborhood. For decades, it has served as a convenient and reliable go-to spot for residents living in the surrounding homes. Whether it's for a quick snack, groceries, tobacco products, or a bottle of liquor, Mission Groceteria provides an essential service that big retailers like Costco or Walmart simply can't offer—immediate access to necessities, right around the corner. In a fast-paced world where convenience is key, many locals appreciate having a store that's just a short walk away, ready to meet their needs whenever they arise.

Founder Jabra Muhawieh became a beloved figure in the Mission District, turning his grocery store into the neighborhood's go-to spot. He expanded his business by offering sandwiches and a full deli selection of meats. Living in an apartment above the store, Jabra earned a reputation as one of the most honest and kind-hearted men around.

Harold, a longtime resident who lived nearby, shared his recollections with the current owner, Jabra's grandson. "Your grandpa was the best. He'd give us kids free sandwiches when we didn't have money and let us take whatever we wanted." Jabra also hired local kids in need of work, earning their admiration—"I loved Jabra," Harold says. Another customer, Gladis, often shares her admiration. "What a man he was," she says. "Jabra always took care of me, no matter what I needed, and his sandwiches were the best. There was a picture right there of him on the wall, does your grandmother still have it?"

Hearing these words fills his grandson's heart with warmth, knowing that his grandfather made such a lasting impact on the hardworking men and woman of the neighborhood. When grandson Jabra first heard these stories after taking over the store in January 2025, he was moved to tears, reflecting on the immense effort and challenges his grandfather put into providing for his family. He had a heartfelt feeling, wishing he could have met the man himself, especially since it was so refreshing to hear such incredible things from people outside of his own family. The fact that his grandfather touched so many people and his first business is still standing was a moment grandson Jabra will never forget.

The store's legacy is built on its consistent presence and unwavering dedication to serving the community, becoming more than just a store but a trusted part of daily life. Through decades of change, Mission Groceteria has shaped its identity by being a reliable, friendly neighborhood hub, always there for customers when they need it most.

b. Is the business associated with significant people or events, either now or in the past?

Everyone is a legend to someone in this world. It's very difficult to become famous; however, it's truly other people who continue to tell your legacy. Founder Jabra Muhawieh immigrated to the United States, driven by the dream of a brighter future. Jabra saw entrepreneurship as the path to success and a way to provide for those he loved.

Current owner and the founder's grandson, Jabra Muhawieh, often finds himself wishing he had the chance to meet his grandfather, a man whose legacy still resonates in his family and community. From all the stories he's heard, it's clear he was a truly remarkable person, one whose kindness, wisdom, and strength earned him the love and admiration of everyone around him. He had a way of making people feel seen and valued, and his sense of honor and respect was unmatched. It's humbling to know that such a great man was part of his family, and he can't help but feel a longing to have experienced his presence, to have learned from him firsthand and felt the warmth of his influence.

Mission Groceteria has attracted a variety of notable patrons, including Tito Fuentes, Alonzo Powell, and even a former owner of the Golden State Warriors. Alonzo Powell, a professional baseball player, was a childhood friend and high school classmate of John Muhawieh. Alonzo and John would stop by Jabra's store for snacks before heading to their baseball games. Jabra would always wish them luck, though he never got to watch his own son play due to his dedication to the store.

Store founder Jabra Muhawieh was the driving force behind the business. His legacy lives on through Mission Groceteria, a testament to the many achievements he made in his life.

c. How does the business demonstrate its commitment to the community?

Mission Groceteria has always been dedicated to supporting its local community, serving as a reliable neighborhood go-to for residents. The store's commitment extends beyond just providing quality products; it's about building long-lasting relationships with the people it serves. Whether it's fulfilling a customer's request for a specific brand or ensuring that favorite items are always in stock, the business strives to meet every individual need.

Under the new leadership of grandson Jabra Muhawieh, who also is the manager of J's Laundry—a respected Legacy Business right across the street—Mission Groceteria is committed to fostering a strong positive atmosphere for the entire community. With Jabra's dedication to positive community impact, the store aims to remain a valued resource for years to come.

Looking to the future, Mission Groceteria is determined to maintain its role as a top-quality liquor, grocery, and convenience store for generations to come, continuing to cater to the

evolving tastes and preferences of the community it serves and contributing to the long-term prosperity of San Francisco.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Mission Groceteria has not been featured in the media.

e. Has the business ever received any awards, recognition, or political commendations?

Mission Groceteria has not yet received any formal awards or recognition. However, Jabra remains optimistic that the Legacy Business designation could serve as the opportunity the business truly deserves to gain broader recognition for its consistent and positive contributions to the local community. With its long-standing presence and commitment to serving residents, Mission Groceteria continues to be a vital part of the neighborhood, and Jabra hopes that this designation will help honor the enduring impact the store has had over the years.

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

If Mission Groceteria were to shut down, the community would lose not just a local store but a cherished cornerstone of everyday life. For many residents, it's more than just a place to shop—it's a convenient, accessible store that offers the ease of picking up something quick without having to trek to large retailers like Costco, Walmart, or Target. This kind of neighborhood service is something many rely on and would deeply miss. Jabra, along with other longtime residents, would feel a personal loss, as his grandfather's legacy looms large in the community. His grandfather was well-loved, respected, and honored, and it's clear how much the store meant to both the family and the people who've lived here for years. Mission Groceteria isn't just a business; it's a small business with a big heart, built on a foundation of helping all walks of life and providing something special that larger corporations can't replicate. Losing this store would create a void that would be felt by the whole community, especially the local residents who are regular customers.

Criterion 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Mission Groceteria doesn't have any significant signs or features that define the business.

b. In a few words, describe the main business activity you commit to maintaining.

Mission Groceteria is committed to maintaining a high-quality liquor, grocery, deli, and convenience store, which has always been the core vision of the business since the very beginning.

c. What is the plan to keep the business open in the long term beyond the current ownership?

Maintaining the legacy of a family-owned business is an aspiration for many entrepreneurs, especially when it has been passed down through generations. For Jabra Muhawieh, the opportunity to purchase his grandfather's liquor and grocery store was not just a chance to continue a family business, but also to honor the values instilled in him by his grandfather and father. Although Jabra never met his grandfather, many people say they are strikingly similar, especially when it comes to their work ethic and sense of honor. With the goal of keeping the store open forever, Jabra has developed a plan that blends tradition with modern adaptation to ensure the business remains a vital part of the community.

Family Legacy and Current Plans

The founder of Mission Groceteria, Jabra Muhawieh, purchased the business and ran it for 23 years. It was then run by his son John. It is currently owned by Jabra's grandson, also named Jabra. Mission Groceteria has a deep personal significance to the current owner. When he acquired the store, Jabra saw it as an opportunity to honor his family's legacy while improving and adapting the business for the future. His plan includes rearranging the store to match his grandfather's original layout with an L-shape counter near the entrance, making a few repairs to refresh the space, and expanding the product selection to include more diverse, high-quality brands. This will help the store meet evolving customer needs while maintaining the traditional focus on groceries and liquor. From the outside of the business, Jabra plans to add a new burgundy color to the business awning sign with the slogan, "From Grandpa's Hands To Yours." This will attract and maintain customers for the long term and look much better from the outside.

Preserving Core Identity and Exploring Options for Succession

Jabra's main goal is to maintain the store's identity as a neighborhood-centered grocery and liquor store, preserving the sense of community his grandfather and father fostered. However, Jabra is most likely thinking of selling or leasing the store in the future, provided it goes to a family that shares the same values of hard work and dedication. This would allow the business to continue while honoring its original mission. Jabra bought the store for many different reasons, but one of the main points was to protect his grandfather's legacy and preserve an

awesome store to serve all the hardworking people of the neighborhood. However, Jabra has his own career and other business interests, so running the day-to-day operations will be challenging for him to remain the owner in the long run.

Succession Planning and Legacy

Part of Jabra's plan is to ensure the store remains within a family that understands and upholds its core values. Whether he passes the store on to his children or finds another family to take over, Jabra wants to ensure the business stays true to its mission for generations to come.

Conclusion

Jabra's plan to keep the family-owned grocery and liquor store open in the long term involves honoring its history while adapting to the current customers' needs. By expanding the products and different brands customers want, updating the store's layout, and ensuring it stays a key part of the community, Jabra is positioning the business for continued success. His vision for succession—whether through his family or another like-minded family—ensures the store's legacy will live on for generations. Jabra wants the new owner to succeed, provide for their family, and create a business that they will love and take pride in running.

d. What challenges is the business facing today?

The business has faced several significant challenges in recent years, particularly as the neighborhood has changed. Over the years, the business was thriving, especially during the nighttime hours, with a steady stream of customers. However, since around 2020, a noticeable shift occurred as many people moved out of the area. The neighborhood has seen a decline in population, which has directly impacted sales. Once a bustling local hub, the business has experienced a downturn in both foot traffic and revenue. The loss of longtime customers, combined with fewer people in the area, has created a tough environment for maintaining the same level of success.

Another ongoing challenge is crime. From the very beginning, the business has been targeted by robbers, with founder Jabra Muhawieh and John Muhawieh both facing gunpoint robberies multiple times, and, incredibly, managing to escape unharmed each time. More recently, the situation has worsened with the theft of the ATM machine, as well as additional robberies where money and inventory were stolen. These incidents have not only been financially damaging but also emotionally draining for the business, as the current owner continues to navigate the increasing risks in the neighborhood. It's a constant source of stress, but Jabra remains committed to persevering through it.

The grocery industry itself is also evolving in a way that poses additional challenges. Small, independent businesses are struggling to compete with big box retailers who can offer lower prices to customers by buying in bulk. In addition, the high capital for bigger retailers allows higher inventory purchases, which offers more selection of items on an everyday basis. As these

large corporations continue to expand their locations and customer loyalty, small businesses like Mission Groceteria are finding it difficult to keep up in terms of pricing and product variety. The rise of these giants, coupled with the pressures of maintaining competitive pricing and a wide selection, makes it harder to stay relevant in an increasingly corporate-driven market.

Lastly, finding and retaining good workers has become another challenge. In an environment where people are looking to be their own bosses, it's difficult to find employees who are dedicated and willing to stay long-term. The turnover rate has been high, and it can be stressful to continuously train new staff and manage the expectations of a constantly shifting workforce.

Despite these obstacles, current owner Jabra Muhawieh is committed to overcoming these challenges to preserve the legacy of the business. The store has become an icon in the Mission District, and he is determined to keep it that way, no matter how tough things get.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Grocery store.

b. 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 Planning Department Historic Resource Status of the building at 2950-2952 23rd Street is "C - No Historic Resource Present."

more
 Krenz Robert H, electrical works, 42
 Valley
 Kresich Paul, shoemkr, 3 Clay
 Krestler & Cohn, shoes, 2792 Mission
 Kreutzmann Henry J, physician, 2512
 Washington
 Kreuzer A Mrs, notions, 3017, 20th
 Kreuzer Joseph, liquors, 4600 Mission
 Kreuzer Louis, groceries, 2950, 23d
KRIEG TANNING CO, 1719 San Bruno
 Av, tel Park 787
 Krieger C, candies, 2390 Mission
 Kriember C C, cashier Standard Gas En-
 gine Co, r Belvedere, Cal
 Kroeck P H, dentist, 2804 Folsom
 Kroeger John H, groceries, 3049, 22d
 Kroencke W H, liquors, 1517 Pine
 Kroetz Mary M, physician, 3396, 16th
 Kroger Frank C, plumber, 3230½ Mis-
 sion
 Kroger Martin J, liquors, 3300, 26th
KROGH MANUFACTURING CO.
 F. W. Krogh pres and mgr, C. A.
 Krogh vice-pres, Miss F. J. Krogh
 sec, mfrs irrigation and reclamation
 machinery, also mining pumps,
 hoisting whims, horse powers, wind
 mills, tanks and wine making ma-
 chinery, works 2132 Folsom
 Kroll Mads, bakery, 1261 Webster
KROME A, groceries, wines and liquors,
 1800 Bush

ELEVATORS

KOHL BUILDING, San Francisco
 DOUGLAS BUILDING, Los Angeles
 NEW YORK BLOCK, Seattle

GEORGE J. WELLINGTON

**FIRE PROTECTIVE AND
ELECTRICAL ENGINEERING**

Consulting and Constructing

Fully prepared to care for Installations and Repairs of Electrical
Equipment and Fire Protection, including Automatic Sprinklers,
also to consult in matters of building construction as regards fire
hazard, securing minimum insurance rates.

Special Attention Given to Economies in Installation
and Maintenance

C. W. ROHRER, Supt. Electric Department
ORLO EASTWOOD, Supt. Fire Protection Department.

GENERAL INSURANCE

Entire charge taken of all Insurance matters, including
Adjustments of Rates and Losses.
Special attention given to wording of Policies, insuring
prompt and full settlement of claims.
HARRY BELL, Manager Insurance Department.

CROCKER-LANGLEY SAN FRANCISCO BUSINESS DIRECTORY

FOR THE YEAR ENDING DECEMBER 31st,

1906

CONTAINING AN ALPHABETICAL AND CLASSIFIED LIST OF
BUSINESS HOUSES, PROFESSIONS, ETC.

PRICE, THREE DOLLARS

Copyrighted 1907 by H. S. Crocker Company

COMPILED AND PUBLISHED BY
H. S. CROCKER COMPANY
230-240 BRANNAN STREET, SAN FRANCISCO

SAN FRANCISCO
PUBLIC LIBRARY



Photograph of Mission Groceteria founder Jabra Muhawieh (center) in 1982 with his four children: (From left to right) Isa, Rana, John, and Jawad. The picture was taken immediately after John's high school graduation. Even after the graduation ceremony, Jabra and John still had to work that day, demonstrating the dedication they both had to the store.



MISSION GROCETERIA EST. 1925
BEER, WINE, GROCERY, LIQUOR



MISSION GROCETERIA
EST. 1925
FROM GRANDPA'S HANDS TO YOURS

MISSION GROCETERIA EST. 1925
BEER, WINE, GROCERY, LIQUOR



MISSION GROCETERIA EST. 1925
BEER, WINE, GROCERY, LIQUOR

MISS
FROM

LAGUNITAS ALES

BUD LIGHT
UFC

A NEIGHBOR'S
SMOKE
CONTAINS
HYDROGEN
CYANIDE.

**¡Envía dinero
a todo México!**

**Splendor
in the
Glass**









Pictured: (left) Jabra J. Muhawieh, the founder's grandson and current owner; (right) Jabra's brother



Small Business Commission

Resolution No. _____

September 22, 2025

MISSION GROCETERIA

Application Number: LBR-2024-25-051
Business Name: Mission Groceteria
Business Address: 2950 23rd St.
District: District 9
Applicant: Jabra Muhawieh, Owner
Nomination Date: February 20, 2025
Nominated By: Supervisor Jackie Fielder
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Mission Groceteria, currently located at 2950 23rd St.

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 on 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 September 22, 2025, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Mission Groceteria in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Mission Groceteria.

Physical Features or Traditions that Define the Business:

- Grocery store.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Mission Groceteria on the Legacy Business Registry:

- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 22, 2025.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: September 17, 2025

Filing Date: August 18, 2025
Case No.: 2025-007619LBR
Business Name: Mission Groceteria
Business Address: 2950 23RD ST
Zoning: RH-2 (RESIDENTIAL- HOUSE, TWO FAMILY) Zoning District
40-X Height and Bulk District
Cultural District: Calle 24 Latino Cultural District
Block/Lot: 4148/013A
Applicant: Jabra Muhawieh
Nominated By: Supervisor Jackie Fielder
Located In: District 9
Staff Contact: Kalani E. Alcala - 628-652-7537
Kalani.Alcala@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Mission Groceteria is small grocery, liquor, and convenience store that sells groceries, dairy products, sandwiches, full beverage products, beer, wine, hard liquor, toiletries, medicine, candy, tobacco products, and much more. Located at 2950 23RD St, the store was established as “Mission Groceteria” circa 1940, but its origins as a grocery store date back over 100 years to at least 1906.

A 1906 telephone director shows a grocery store was listed at 2950 23rd Street under the name of the apparent owner, Louis Kreuzer. In 1940, the grocery store was founded under its current name, Mission Groceteria by Tony and Olga Delpapo. The business was sold to Jabra Muhawieh on March 1, 1963, a Palestinian immigrant. He immigrated to the United States and bought the grocery store to support his family.

Jabra Muhawieh was a beloved figure in the Mission District and transformed his grocery store into the neighborhood’s go-to spot. He expanded his business by offering sandwiches and a full deli selection of meats. Living in an apartment above the store, Jabra earned a reputation as one of the most honest and kind-hearted

men around. He was known for giving kids free sandwiches and hiring local students. Jabra ran the store for 23 years, providing excellent groceries, deli, liquor, and convenience products. Jabra passed away at 61 and left the store to his son John Muhawieh. At the end of 2008, John sold the business to Omar Abunie. On January 1, 2025, Jabra's grandson and John's son Jabra Muhawieh, who is named after his grandfather, bought Mission Groceteria.

Mission Groceteria is built on its consistent presence and unwavering dedication to serving the community, becoming more than just a store but a trusted part of daily life. They serve a diverse customer base, including residents of the Mission District, Portero Hill, Noe Valley, and more. Through decades of change, Mission Groceteria has shaped its identity by being a reliable, friendly neighborhood hub, always there for customers when they need it most.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1940.

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

Yes. Mission Groceteria qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Mission Groceteria has operated continuously in San Francisco for 85 years.
- b. Mission Groceteria has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. Mission Groceteria is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with maintaining high-quality liquor, grocery, deli, and convenience store.

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

Current owner and the founder's grandson, Jabra Muhawieh Jr., often finds himself wishing he had the chance to meet his grandfather, a man whose legacy still resonates in his family and community. From all the stories he's heard, it's clear he was a truly remarkable person, one whose kindness, wisdom, and strength earned him the love and admiration of everyone around him.

Mission Groceteria has also attracted a variety of notable patrons, including Tito Fuentes, Alonzo Powell, and even a former owner of the Golden State Warriors. Alonzo Powell, a professional baseball player, was a childhood friend and high school classmate of John Muhawieh. Alonzo and John would stop by Jabra's store for snacks before heading to their baseball games.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

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

No, not as of the date of this Executive Summary.

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

Mission Groceteria has not been featured in the media.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Mission Groceteria is a minority owned business. The current owner's grandfather, Jabra Muhawieh Sr. was born in Palestine in 1925. He immigrated to the United States and bought the grocery store to support his family. Jabra Sr. was known for giving children free sandwiches and hiring local kids in need of work. Jabra Sr's grandson, Jabra Jr., works to ensure that Mission Groceteria continues to support its local community, serving as a reliable neighborhood go-to for residents. The store's commitment extends beyond just providing quality products; it's about building long-lasting relationships with the people it serves. Whether it's fulfilling a customer's request for a specific brand or ensuring that favorite items are always in stock, the business strives to meet every individual need.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2950 23rd St (1940 – Present)

Recommended by Applicant

- Grocery store

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: September 17, 2025

Case No.: 2025-007619LBR
Business Name: Mission Groceteria
Business Address: 2950 23RD ST
Zoning: RH-2 (RESIDENTIAL- HOUSE, TWO FAMILY) Zoning District
40-X Height and Bulk District
Cultural District: Calle 24 Latino Cultural District
Block/Lot: 4148/013A
Applicant: Jabra Muhaweih
Nominated By: Supervisor Jackie Fielder
Located In: District 9
Staff Contact: Kalani E. Alcala - 628-652-7537
Kalani.Alcala@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MISSION GROCETERIA CURRENTLY LOCATED AT 2950 23RD ST, BLOCK 4148, LOT 013A.

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 September 17, 2025, 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 Mission Groceteria 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 Mission Groceteria.

Locations

Current Locations:

- 2950 23rd St (1940 – Present)

Physical Features or Traditions that Define the Business

- Grocery store

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 to the Office of Small Business on September 17, 2025.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: September 17, 2025