



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: JANUARY 16, 2019

****This report provides recommendations for three (3) Legacy Business applications.****

Filing Date: December 19, 2018
Case No.: 2019-000267LBR
Business Name: BIX Restaurant
Business Address: 56 Gold Street
Zoning: C-2 (Community Business) Zoning District
65-A Height and Bulk District
Block/Lot: 0175/015
Applicant: Douglas Biederbeck, Owner
56 Gold Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
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Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

BIX Restaurant (“BIX”) was founded in June 1988 by Doug “Bix” Biederbeck and partners in the Jackson Square neighborhood. BIX offers modern American cuisine, live jazz, and a full bar. Doug Biederbeck still actively manages the restaurant on a daily basis. He greets the thousands of patrons who choose BIX for family celebrations, business meetings and various other social pursuits. Biederbeck was 35 years of age when he opened BIX. He is now 65 and is a resident of San Francisco for the last 38 years.

Bruce Hill is the Chef/Partner at BIX Restaurant. A native of Washington, D.C., Bruce has been cooking in San Francisco since 1984. A self-trained chef, Bruce made his mark in legendary San Francisco restaurants like Stars and Aqua before joining BIX as executive chef and co-owner in 2002. Under his supervision, BIX has gained 3-star status from SF Chronicle food critic Michael Bauer, yearly placement in the Chronicle’s Top 100 Restaurants and a Top 40 ranking in the Zagat guide.

BIX is now the oldest restaurant in the immediate Jackson Square district. Because of its continuing media presence, it has brought and continues to bring much needed attention to Jackson Square. This includes foot traffic from the Financial District and also both leisure and business travelers that might otherwise miss Jackson Square. BIX has a large local following as well as substantial national and international customers, and it is known as a “special occasion venue” that hosts many private events.

The business is located between Montgomery and Sansome streets in the Jackson Square neighborhood. It is within a C-2 (Community Business) Zoning District and within a 65-A Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1988.

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

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

- i. BIX Restaurant has operated continuously in San Francisco for 31 years.
- ii. BIX Restaurant has contributed to the history and identity of Jackson Square and San Francisco.
- iii. BIX Restaurant is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with jazz music.

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

Yes, the business is located in a contributing building within the Jackson Square Landmark District. Many of the records regarding the building which houses the restaurant have either been lost or are otherwise unobtainable. The building, which is located on an alley (Gold Street), was built right after the 1906 earthquake as a warehouse to serve the businesses on Jackson Street. It has been sometimes identified as an Assay Office where gold was brought during the Gold Rush for testing, but there are no records indicating this was the case. The building is owned by a French family that has owned it since approximately 1906. The Wapler Trust is the current landlord. They also own a building on Jackson Square that has been in their possession since the 1860s.

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

Yes. The business is located in a contributing building within the Jackson Square Landmark District.

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

No.

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

Yes. BIX Restaurant has been listed, reviewed and included in numerous articles and summaries. For many years, BIX was a perennial member of the San Francisco Chronicle's Top 100 Bay Area Restaurants, and BIX was on that Hall of Fame listing as well. BIX was just included in the Chronicle's San Francisco's 28 Most Beautiful Restaurants on September 23, 2018.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 56 Gold Street

Recommended by Applicant

- Restaurant interior dating from the '50s, '60s, and '80s
- Collection of original paintings
- Mahogany bar
- Neon sign
- Devotion to local products and suppliers
- Classic cocktails
- Live jazz music

Additional Recommended by Staff

- None

Filing Date: December 19, 2018
Case No.: 2019-000269LBR
Business Name: Schubert's Bakery
Business Address: 521 Clement Street
Zoning: Inner Clement Street NCD (Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 1438/038
Applicant: Ralph Wenzel, President
521 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Schubert's Bakery is a family-owned bakery founded in 1913 by a German immigrant named Oswald E. Schubert. The business originally operated at 1014 Fillmore Street under the name, "Golden West Bakery". It gained renown for its quality selection of traditional German cakes and pastries. When Schubert retired in the 1940s, he sold the bakery to a fellow pastry enthusiast named Fred Kreye. Kreye carried on Schubert's legacy of old-world artisanal baking techniques for more than 20 years while keeping the business current by adding new items to the already extensive menu, thus beginning to integrate Schubert's bakery with modern times. Schubert's selection of cakes and pastries was soon so popular that Mr. Kreye had to relocate the business to more spacious quarters in order to meet rising demand. In 1948 he moved Schubert's to its current location at 521 Clement Street. The large building enabled him to expand the menu and increase production at the bakery. The new location on Clement Street was conveniently accessible to local pedestrians and easy to locate for visitors.

On June 1, 1969, the bakery passed from Mr. Kreye to a young German couple named Hilmar and Annie Maier, who, despite shifts in the Richmond's demographic, stayed put and continued to establish Schubert's in public consciousness as one of the most prominent bakeries in the city. In 1995, after almost 30 years of dedicated baking, the Maiers sold Schubert's to two German brothers by the names of Ralph and Lutz Wenzel. As the fourth generation of bakers in their family, they honored the Wenzel legacy by combining old world techniques and modern technology to produce the Richmond's favorite sweets; among them are the Neapolitan and Opera cakes, which date back to 1911, as well as modern favorites such as the Swedish Princess or Mango Mousse.

The business is located between 6th and 7th avenues in the Inner Richmond neighborhood. It is within the Inner Clement NCD (Inner Clement Neighborhood Commercial) Zoning District and within a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1913.

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

Yes. Schubert's Bakery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Schubert's Bakery has operated continuously in San Francisco for 106 years.
- ii. Schubert's Bakery has contributed to the history and identity of the Inner Richmond neighborhood and San Francisco.
- iii. Schubert's Bakery is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with the art and craft of pastry, specializing in traditional German baked goods.

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

No.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to its age as the building was constructed in 1910. In a windshield survey of storefronts in the surrounding neighborhood commercial district, this building was found to have no architecturally significant storefronts.

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

No.

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

Yes. Schubert's Bakery has been referenced in USA Today, Prism (Dec. 1995), the San Francisco Chronicle (Aug. 8, 2016), sfist (Apr. 13, 2017), 7x7 (Sep. 8, 2015 and Nov. 2, 2017) and Eater San Francisco (Jun. 28, 2018).

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 521 Clement Street

Recommended by Applicant

- Selection of breakfast pastries, cakes, and cookies made from scratch

- Old wooden sign posted inside the front door
- Red and yellow striped awning
- Collection of historical photographs and newspaper clippings displayed in store

Additional Recommended by Staff

- None

Filing Date: December 19, 2018
Case No.: 2019-000316LBR
Business Name: San Francisco Supply Master
Business Address: 2050 McKinnon Avenue
Zoning: PDR-2 (Production, Distribution, and Repair) Zoning District
65-J Height and Bulk District
Block/Lot: 5287/002
Applicant: Shahram Farman, Owner
2050 McKinnon Avenue
San Francisco, CA 94124
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Shahram Farman founded San Francisco Supply Master (“SF Supply Master”, a.k.a “Clean Master”) on January 1, 1983. The family-run business sells disposable food service items wholesale, and it is the largest food service paper supply product distributor based in San Francisco. Farman immigrated to San Francisco from Iran in 1979, leaving the country after the Iranian Revolution. He started working at The Little Shamrock, an historic bar located at 807 Lincoln Way at 9th Avenue, and eventually became the manager. Neighboring business owners and managers would frequently ask to borrow items such as napkins, towels, garbage bags, etc., that were always well-stocked at The Little Shamrock. When neighbors did not replace the items, he began charging for the items. At this point, Farman seized his opportunity and created his own business.

SF Supply Master has grown from a one man operation into a leading Bay Area distributor, proudly servicing restaurants, hospitals, schools, bars, hotels, and institutions. The initial location of the business was 3911 Noriega Street. In 1989, the SF Supply Master moved to a larger location at 1780 3rd Street to accommodate the growing business. At that location, the warehouse space increased from 5,000 square feet to 10,000 square feet to 20,000 square feet as the business grew. It was once the Southern Pacific warehouses. It was torn down to build UCSF hospital, and is now part of the San Francisco Giants’ parking lot. In 2000, with the need for more space, SF Supply Master moved to a larger location at 2050 McKinnon Avenue, where the business is still headquartered today. The 2050 McKinnon building was a former navy WWII warehouse, and it is now planned to be torn down. The current location has a fully-stocked 45,000 square foot warehouse with a cash and carry will-call, competitive pick-up pricing options and a superior delivery service. There is next day delivery in San Francisco with weekly and bi-weekly delivery schedules to the East Bay, North Bay, Peninsula and Greater Bay Area.

The business is located between Interstate 280 and Rankin Street in the Bayview neighborhood. It is within a PDR-2 (Production, Distribution, and Repair) Zoning District and within a 65-J Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1983.

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

Yes. San Francisco Supply Master qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. San Francisco Supply Master has operated continuously in San Francisco for 36 years.
- ii. San Francisco Supply Master has contributed to the history and identity of the Bayview neighborhood and San Francisco.
- iii. San Francisco Supply Master is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

No.

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

No. The building dates to the World War II era and may have been associated with the war effort, but no documentation of this potential association has been provided.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to its age as the building was constructed in 1940.

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

No.

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2050 McKinnon Avenue

Recommended by Applicant

- Wholesale business model
- Food service paper supply product inventory
- Warehouse and product showroom

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 16, 2019

Case No.: 2019-000267LBR
Business Name: BIX Restaurant
Business Address: 56 Gold Street
Zoning: C-2 (Community Business) Zoning District
65-A Height and Bulk District
Block/Lot: 0175/015
Applicant: Douglas Biederbeck, Owner
56 Gold Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BIX RESTAURANT CURRENTLY LOCATED AT 56 GOLD STREET, (BLOCK/LOT 0175/015).

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 January 16, 2019, 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 BIX Restaurant 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 BIX Restaurant.

Location(s):

- *56 Gold Street*

Physical Features or Traditions that Define the Business:

- *Restaurant interior dating from the '50s, '60s, and '80s*
- *Collection of original paintings*
- *Mahogany bar*
- *Neon sign*
- *Devotion to local products and suppliers*
- *Classic cocktails*
- *Live jazz music*

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 2019-000267LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 16, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 16, 2019

Case No.: 2019-000269LBR
Business Name: Schubert's Bakery
Business Address: 521 Clement Street
Zoning: Inner Clement Street NCD (Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 1438/038
Applicant: Ralph Wenzel, President
521 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SCHUBERT'S BAKERY CURRENTLY LOCATED AT 521 CLEMENT STREET, (BLOCK/LOT 1438/038).

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 January 16, 2019, 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 Schubert's Bakery 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 Schubert's Bakery.

Location(s):

- *521 Clement Street*

Physical Features or Traditions that Define the Business:

- *Selection of breakfast pastries, cakes, and cookies made from scratch*
- *Old wooden sign posted inside the front door*
- *Red and yellow striped awning*
- *Collection of historical photographs and newspaper clippings displayed in 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 2019-000269LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 16, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 16, 2019

Case No.: 2019-000316LBR
Business Name: San Francisco Supply Master
Business Address: 2050 McKinnon Avenue
Zoning: PDR-2 (Production, Distribution, and Repair) Zoning District
65-J Height and Bulk District
Block/Lot: 5287/002
Applicant: Shahram Farman, Owner
2050 McKinnon Avenue
San Francisco, CA 94124
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAN FRANCISCO SUPPLY MASTER CURRENTLY LOCATED AT 521 CLEMENT STREET, (BLOCK/LOT 1438/038).

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 January 16, 2019, 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 San Francisco Supply Master 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 San Francisco Supply Master.

Location(s):

- *2050 McKinnon Avenue*

Physical Features or Traditions that Define the Business:

- *Wholesale business model*
- *Food service paper supply product inventory*
- *Warehouse and product showroom*

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 2019-000316LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 16, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-021
Business Name: BIX Restaurant
Business Address: 56 Gold Street
District: District 3
Applicant: Douglas Biederbeck, Owner
Nomination Date: December 18, 2018
Nominated By: Supervisor Aaron Peskin

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? Yes No

56 Gold Street from 1988 to Present (31 years)

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

NOTES: The year 2019 versus 2018 is being used to calculate the number of years in Criterion 1.

DELIVERY DATE TO HPC: December 19, 2018

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

December 18, 2018

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Director Dick-Endrizzi:

It is my honor and privilege to nominate BIX Restaurant for inclusion on the Legacy Business Registry.

Located in San Francisco's historic Jackson Square neighborhood, BIX Restaurant was founded by Doug Biederbeck and partners in 1988, and has operated continuously since. Most often described as an elegant supper club, BIX exemplifies a rich appreciation for jazz, art, and hospitality.

A now 38 year resident of San Francisco owner, Doug Biederbeck still manages the restaurant on a daily basis and emphasizes the business' commitment to its community, as demonstrated by the culinary team's deep commitment to local products and suppliers.

Known to many as a special occasion venue, BIX is beloved by the local community while still boasting substantial national and international critical acclaim, which has brought - and continues to bring - much needed attention to Jackson Square.

I hope for its continued success and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron P. Peskin".

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
BIX RESTAURANT		Legal Entity (Alley Associates Inc dba Bix)
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Douglas P. BIEDERBECK		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
56 Gold Street SAN FRANCISCO, CA		(415) 433-6300
		EMAIL:
		info@bixrestaurant.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
bixrestaurant.com	@bixsf	bixrestaurant

APPLICANT'S NAME	
Douglas BIEDERBECK/Bix Rest.	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
SAME	() SAME
	EMAIL:
	SAME

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0171578	C1596017

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

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. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
56 Gold St. S.F.	94133	
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	June 1988 to Present	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

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 and a business deemed not current in 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 the Business Assistance Grant.

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.

Douglas P. Biederbeck 9/25/2018 Douglas P. Biederbeck
Name (Print): Date: Signature:

BIX RESTAURANT

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

BIX Restaurant (“BIX”) was founded in June 1988 by Doug Biederbeck and partners. It is located at 56 Gold Street in San Francisco's historic Jackson Square neighborhood. Jackson Square survived the 1906 earthquake, so many buildings in the area predate the earthquake.

Jackson Square encompasses the northeastern part of the former Barbary Coast. Built largely during the mid-late 1800s, its unique collection of Gold Rush-era architecture and quaint tree-lined streets make it one of San Francisco's oldest established historic districts. The district contains the sole surviving buildings of the early central business district of San Francisco. They are the only physical reminders of the city's beginnings as a great port and mercantile center. During the 1850s, this newly filled area which directly adjoined the piers to the east was populated by merchants, banks, places of entertainment, professional and government offices, and assembly halls.¹

On an enticing alley in San Francisco's historic Jackson Square, a lone neon sign for BIX Restaurant leads into a soaring room of fluted columns, mahogany paneling, plush banquettes and distinguished artwork. White jacketed bartenders hold forth behind a gently curved bar, mixing what many have called the city’s best classic cocktails. Variously described as a civilized speakeasy, a supper club and an elegant saloon, BIX offers modern American cuisine served in a soaring two-story dining room to the strains of live jazz nightly.

Douglas “Bix” Biederbeck is the Owner/Proprietor of BIX, which he founded in 1988. His passion for jazz, appreciation of art and commitment to hospitality make BIX a decidedly personal restaurant. Doug recently published *Bixology: Cocktails, Culture and a Guide to the Good Life*, a vest-sized handbook offering advice on food, drinks, music and art, as seen through the eyes of a restaurateur. He is also the owner of Florio, a Mediterranean Bistro in Pacific Heights as well as MarketBar in San Francisco's landmark Ferry Building.

Doug Biederbeck still actively manages the restaurant on a daily basis. He is present to greet the thousands of loyal patrons who choose BIX for family celebrations, business meetings and various other social pursuits. Biederbeck was 35 years of age when he opened BIX. He is now 65 and is a resident of San Francisco for the last 38 years. He goes by the nickname "Bix." It is often

¹ Wikipedia, https://en.wikipedia.org/wiki/Jackson_Square,_San_Francisco

incorrectly assumed that Biederbeck is a relative of the jazz great Leon "Bix" Beiderbecke who was one of the earliest white jazz musicians who died in 1931 at age 28. Beiderbecke was a prodigy known for not only his coronet playing but also his composing. The relationship of Doug Biederbeck to Bix Beiderbecke is tenuous at best, although both are natives of the Midwest and descendants of German immigrants.

Bruce Hill is the Chef/Partner at BIX Restaurant. A native of Washington, D.C., Bruce has been cooking in San Francisco since 1984. A self-trained chef, Bruce made his mark in legendary San Francisco restaurants like Stars and Aqua before joining BIX as executive chef and co-owner in 2002. Under his supervision, BIX has gained 3-star status from SF Chronicle food critic Michael Bauer, yearly placement in the Chronicle's Top 100 Restaurants and a Top 40 ranking in the Zagat guide.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The restaurant has been in continuous operation since it opened in June 1988.

c. Is the business a family-owned business? If so, give the generational history of the business.

BIX Restaurant is not a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Douglas Biederbeck is the original owner of BIX Restaurant. Bruce Hill has been a co-owner of the restaurant since 2002.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The ownership history of BIX Restaurant is as follows:

1988 to 2002: Douglas Biederbeck
2002 to Present: Douglas Biederbeck and Bruce Hill

f. Note any 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.

Many of the records regarding the building which houses the restaurant have either been lost or are otherwise unobtainable. The building, which is located on an alley (Gold Street), was built right after the 1906 earthquake as a warehouse to serve the businesses on Jackson Street. It has been sometimes identified as an Assay Office where gold was brought during the Gold Rush for testing, but there are no records indicating this was the case. The building is owned by a French family that has owned it since approximately 1906. The Wapler Trust is the current landlord. They also own a building on Jackson Square that has been in their possession since the 1860s.

The historic resource status of the building has been classified by the Planning Department as Category A – Historic Resource Present – with regard to the California Environmental Quality Act. The building is listed in the California Register and is of contextual importance to the Jackson Square Historic District.

CRITERION 2

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

BIX is now the oldest restaurant in the immediate Jackson Square district. Because of its continuing media presence, it has brought and continues to bring much needed attention to Jackson Square. This includes foot traffic from the Financial District and also both leisure and business travelers that might otherwise miss Jackson Square.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

One of the restaurant's most memorable events was on the occasion of the 100th anniversary of the 1906 San Francisco Earthquake and Fire. That evening, BIX hosted a dinner for the San Francisco Rising Centennial Phoenix Circle. Many of the city's luminaries were in attendance including then-Mayor Gavin Newsom, who signed a menu as a memento for the restaurant.

As far as industry events, BIX always participates in the Cuesa Sunda Supper event at the Ferry Building and the citywide Meals on Wheels event. BIX often contributes to food charities. The restaurant distributes as many as 50 gift certificate donations annually, mostly to school fundraisers. BIX also contributes to the annual tree lighting on Jackson Street.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

BIX Restaurant has been listed, reviewed and included in numerous articles and summaries. For many years, BIX was a perennial member of the San Francisco Chronicle's Top 100 Bay Area Restaurants, and BIX was on that Hall of Fame listing as well. BIX was just included in the Chronicle's San Francisco's 28 Most Beautiful Restaurants on September 23, 2018.

Several newspaper and magazine articles regarding BIX Restaurant are included in the Legacy Business Registry application.

d. Is the business associated with a significant or historical person?

BIX Restaurant has figured in numerous books, paintings and films over the last 30 years. Several Hollywood films have included scenes at BIX including Class Action starring Gene Hackman and Mary Elizabeth Mastrantonio and Final Analysis starring Richard Gere and Kim Basinger. Prominent authors such as Barnaby Conrad III, James Patterson and the late Jim Harrison have all frequented and mentioned BIX in their writings.

As a longstanding business in the city, BIX Restaurant has hosted as dining guests a number of San Francisco mayors, San Francisco supervisors, California Governors, United States Senators and Representatives and other politicians. During his lifetime, San Francisco Chronicle columnist Herb Caen was a regular diner with his own booth and namesake cocktail.

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

Owner Doug Biederbeck is involved in various philanthropic organizations including the San Francisco Film Society and numerous organizations serving the charitable food community including Meals on Wheels and CUESA. Doug is an ardent conservationist and makes frequent contributions through the restaurant to local and national organizations such as CalTrout and Trout Unlimited.

BIX has been a long standing member of the Jackson Square Association. However, the association has only been active intermittently. BIX Restaurant is also a member of SPUR.

BIX participates in CleanScapes SF, a program through Recology to augment regular City street cleaning. Recology provides San Francisco businesses with 24/7 maintenance services and is equipped to wash, scrub, sweep and/or haul away any unexpected things.

BIX participates in the Cuesa Sunda Supper event at the Ferry Building and the citywide Meals on Wheels event, and often contributes to food charities, school fundraisers and the annual Jackson Street holiday tree lighting.

f. Provide a description of the community the business serves.

Because of the restaurant's long history, BIX has a huge local following as well as substantial national and international customers. Locally, BIX serves many immediate clients who can easily walk to the restaurant. BIX is known as a "special occasion venue," so it hosts many of those types of gatherings. Some customers come from as far as Los Angeles (and elsewhere) on an annual basis and never miss a chance to dine with us. BIX also hosts many private events including at least 200 weddings and receptions over the 30 last years. Additionally, BIX rents the

restaurant out for corporate parties, especially during the holidays. The dramatic decor of the restaurant lends itself well to high profile events.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The restaurant's interior references the era of supper clubs without sticking to any particular timeframe. It appears to be two buildings co-joined into one larger space. No original plans have ever been found. The visible interior consists of a main floor and a mezzanine which looks down upon it. There is a great deal of elaborate molding which, though vintage in look, was added sometime in the 50s or 60s by previous tenants. The current interior has what we call a "moderne" look and style and was installed when BIX was built in 1987/1988. The actual bar was also installed at that time.

BIX is one of the few restaurants with a legitimate collection of original paintings. The marquee painting is The Butler's in Love painted by the late Oakland artist Mark Stock.

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

It is hard to quantify how much it means to the city to have a unique restaurant like BIX in such a beautiful setting like Jackson Square. BIX Restaurant is a "special occasion" place in many customers' lives where people meet, get engaged and later bring their children. It's a place where customers try their first proper martini. If BIX were to close, it would be a major loss to San Francisco.

CRITERION 3

a. Describe the business and the essential features that define its character.

BIX is known for a deep devotion to local products and suppliers. Much of the food comes directly to the restaurant from local farms. The culinary team can be found every Saturday at the storied Farmer's Market at the San Francisco Ferry Building sourcing the finest ingredients.

Since sparking the resurgence of the martini boom in 1988, the mahogany curving bar at BIX has offered what many call the best classic cocktails in San Francisco. There is always a bowl of crushed ice with BIX's custom stemware waiting to be filled. Likewise, wine expert A.J. Anderson has crafted a list of new and old world wines. BIX counts many of the winemakers on the list as customers.

Since its inception in 1988, BIX has been recognized for offering the Bay Area's best jazz musicians. Every evening, the live jazz ranges from solo piano to vocals and spirited trios. The intimate nature of the dining room offers all patrons (including bar guests) a ringside seat.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

BIX Restaurant is committed to remaining a restaurant and bar.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Most of the decor was added to the building when BIX began remodeling prior to opening in 1988. The mural behind the bar (painted by Mindy Lehrman) and the iconic painting *The Butler's in Love* (painted by Mark Stock) are two of the restaurant's most identifiable works of art. The mahogany bar was built for BIX and is irreplaceable at this point. And the simple moody neon sign is critical to the restaurant's outside presence. It adds atmosphere to Gold Street's louche setting.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable. The current co-owner, Douglas Biederbeck, is the original owner of the business.







B
X
HERE

PLAQUE

46

56 GOLD STREET
JACKSON SQUARE
HISTORIC DISTRICT
HAS BEEN PLACED ON THE
NATIONAL REGISTER
OF HISTORIC PLACES
BY THE UNITED STATES
DEPARTMENT OF THE INTERIOR
1971















Cheers!

Esquire's seventh annual selection

The BEST NEW RESTAURANTS

of 1988



BIX
56 Gold Street
415-433-6300

If anyone may be said to have truly sublimated traditional American fare like chicken hash, roast chicken with dressing, crab cakes, and the kinds of dishes we nostalgically associate with the diners, luncheonettes, cafes, and bars & grills of our youth, it is Doug Pawlcyn, whose previous efforts at the Bix and Fog City Diner (Cheers! 1985) have convinced everyone just how good such food can be. And if anyone may be credited with bringing back to San Francisco some real fun and swing after successive eras of formalities, yuppies, and foodies, it is Doug Biederbeck (faintly related to the great jazz musician), who has taken a dreary old neighborhood bar on a quaint old Gold Rush street and turned it into a reverie of a post-Prohibi-



BY JOHN MARIANI

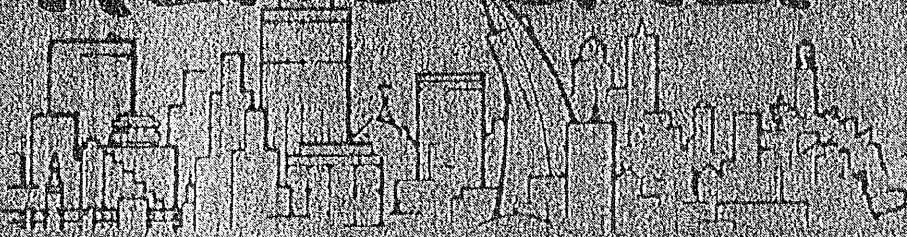
Cheers!

tion supper club. Put Cindy and Bix together and you've got the most sought-out new restaurant in town.

The two-story dining room is done with the kind of art-moderne good looks you associate with the old Cunard and French Line ships of the 1930s. There is a long bar where people are rediscovering (discovering?) the joy of cocktails, and the crowd here seems thrilled to have somewhere to go in their new Wilkes Bashford duds. This is the kind of place where you order a sidecar or a whiskey sour, listen to some good jazz, and dine on Pawlcyn's sensible blend of classic American dishes and modern new ones—soft-shell crabs in garlic butter, sweet-corn custard, Waldorf salad, lamb chops with minted onions, foie gras with artichokes, swordfish with a vegetable ragout, and hefty desserts like bananas Foster and crème brûlée. Prices are quite moderate for food and atmosphere of this caliber. Believe me: if you're in San Francisco, you really don't want to miss Bix.

Wednesday, July 27, 1988

HERB CAEN



The Daily Minimum

★ ★ ★
POSTCARD from Bechtel's Larry Miller in Moscow: "My Intourist guide here wears a San Francisco State sweatshirt, but when he told us in Red Square that 'Lenin is engraved here,' I became suspicious." Sounds like a Stater to me (only kidding!) ... John F. Kennedy Jr., who introduced his "Uncle Teddy" at the Demo convention, spent the past wkend in S.F. with his Brown University chum, Jeff Gradinger, a Bear Stearns stockbroker here, making the rounds from Julie's to Bix's to the Southside and being mobbed everywhere; he cooled off with a spot of waterskiing in the Delta ... Since the convention, I've had varying reports on Atlanta, the funniest coming from S.F.'s Lyn Venable, who used to live there. She calls it "Outer Magnolia"

★ ★ ★

Guests Get Gifts At Writer's Party

But the third Barnaby got some, too

MONDAY WAS A day of many happy returns and Martin Muller took over Bix to give a birthday dinner for Barnaby Conrad III — and to celebrate Barnaby's celebrated book "Absinthe." It was a fun and elegant occasion with toasts made after dinner by Martin, Bar-

PAT STEGER

THE SOCIAL SCENE

naby and his father, Barnaby Conrad of Santa Barbara. Barney III also saluted his stepfather, John Crichton, who was with daughter Lili, in his remarks.

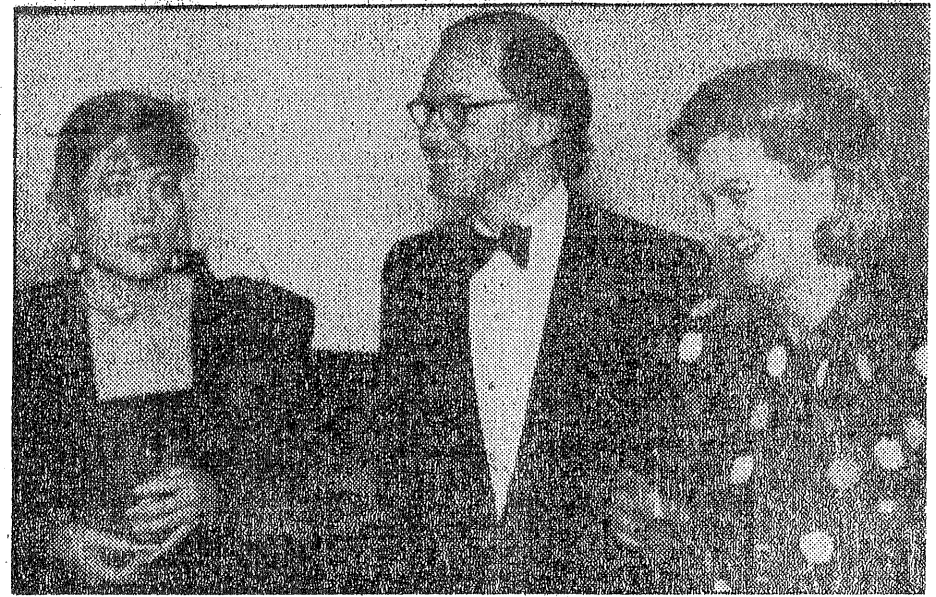
Some guests brought III presents, such as a hand grenade from Gardner and Lani Mein — with a note, "May this be the only bomb you'll ever have." The guests also got gifts: Martin, who owns the art gallery Modernism, commissioned artist Mark Stock of Los Angeles to do a painting for the occasion and everyone received a signed, limited-edition lithograph of it. The name is "The Butler's in Love"; in this town everyone probably wondered, "Is it anyone we know?"

Guests included Emy Callaghan, Fine Arts Museums director Harry Parker with wife Ellen, Nion McEvoy with mother Nan McEvoy, Ann and Bob Seymour, artist John Register and wife Cathy, Cliff Abbey and wife Clare Luce, San Francisco Museum of Modern Art director Jack Lane and wife Jane,

SFMMMA's photography curator Sandra Phillips, Wendy Costello, Alex and Bob Phillips, Walter Sullivan III, Frank Wheeler, David Hill with Lucy Lewis, Peter Thieriot with Kate Kelly, and Pat-sy Pope, who broke three ribs yesterday at exercise class and will be out of action for a bit. Also at the dinner: writers Henry and Olga Carlisle. She has just received a visa to make her first trip to Moscow in 20 years. She beamed, "Glasnost works."

Same day: Clarissa Dyer gave a luncheon at Trader Vic's for fellow Aries people like Joan Quigley, Judy Edwards, Pat Foster, Joan Tayler and Rosemary Wagner, who had her birthday April 11 with family at the Sonoma Mission Inn. Missing: Twin sister, Olive Burt, about to make her annual migration from Palm Beach to London. Rosemary's husband, Barry, said drolly, "It wasn't Olive's birthday; she doesn't have 'em." Since Barry is also an Aries, he and Rosemary were honored yesterday at a lunch given by Matthew Kelly.

WAY TO GO: As you know, Pat Montandon has dubbed her penthouse (sold to Mel and Charlotte Swig) farewell party tomorrow "Gone With the Wind, Part II . . ." For those not familiar with the saga: Her first GWTW party was about 10 years ago, when she was married to Al Wilsey, at their Napa Valley home just months before they parted and he married Dede Traina and got the Napa home (where he keeps a photo in



Lucy Lewis, Martin Muller and Adrianna Pope at the party he gave at Bix.

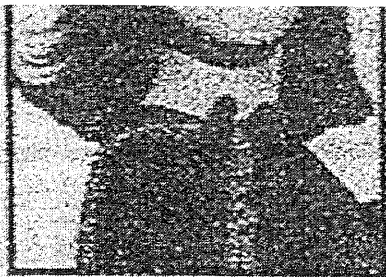
his bathroom of Dede as Scarlett); Pat got the penthouse, and Dede's ex, John Traina, got novelist Danielle Steel.

Pat, who will stay temporarily with longtime pal Anne Thomson, will go to New York in May to see her literary agent, Sterling Lord, who called — "like a sign from the universe," said Pat — to say someone wanted to make a movie out of her 25-year-old book, "How To Be a Party Girl." She said, "I hate to even say that title now. I said I would be only interested in a film if I had creative control . . . I don't want it to reflect adversely on my work now," referring to her Children of Peace programs.

Meanwhile, she's working on a book about the changes in her life — and has had quite a time moving out the giant Michael Taylor designed tables, such as a 5,000-pound travertine coffee table which had arrived by crane from the roof but had to be cut in half for the move. Everything goes into storage for a possible peaceful fund-raising auction.



Barnaby Conrad with honoree Barnaby III at his birthday party.



Paloma Picasso

Mercedes convertible.”

— Paloma Picasso



Robin Leach

“I’d stay in the Presidential Suite of The Fairmont Hotel with Eartha Kitt singing in the Venetian Room. I’d eat at Stars with super chef Jeremiah Tower and then smoke cigars and drink champagne in his new bistro. Then also dine at Rubicon and dream that owners Robin Williams, Robert DeNiro and Francis Ford Coppola were at my same table! Then I’d have Sunday brunch with Wolfgang Puck at his Postrio restaurant for a Rich and Famous pizza of smoked salmon and caviar!”

— Robin Leach



Dick Clark

“There’s only one ‘must stop’ when I go to San Francisco... Bix.. It’s a special place with not only a terrific atmosphere, but also wonderful food and service!”

— Dick Clark

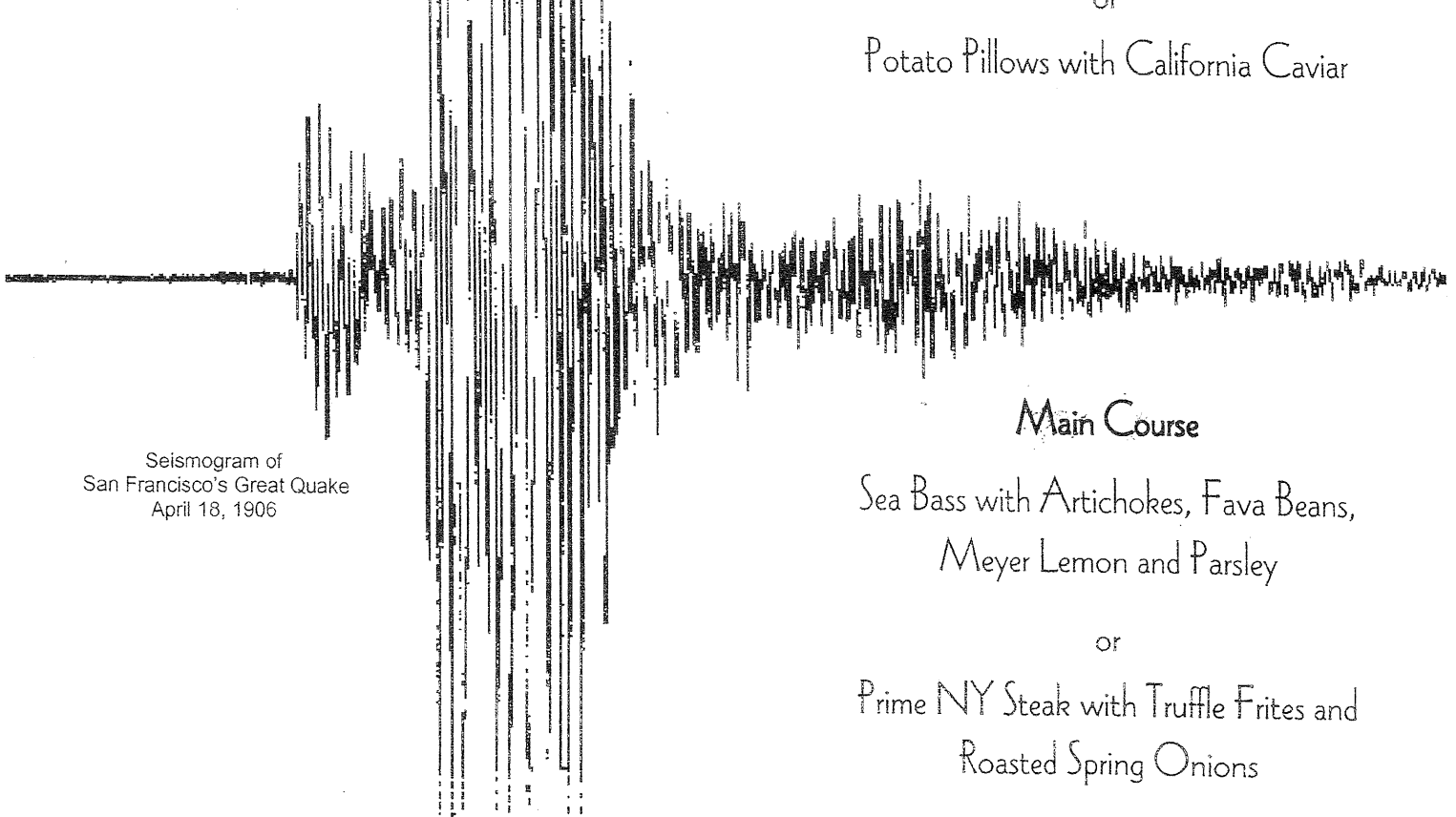
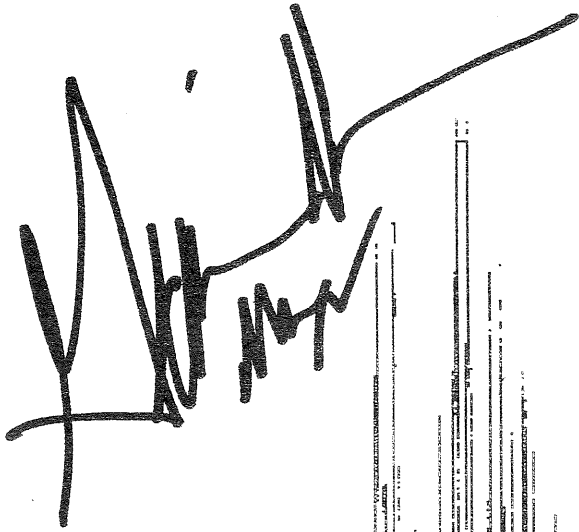


“I don’t have to imagine a fantasy weekend because I had a fantasy weekend at the Huntington Hotel on Nob Hill. It was divine but I can’t tell you much about the food...we just ordered room service.”

— Diane Von Furstenberg



Dinner on the Occasion of the 100th Anniversary
of the 1906 Earthquake and Fire
and
In Honor of the San Francisco Rising Centennial Phoenix Circle



Seismogram of
San Francisco's Great Quake
April 18, 1906

First Course

Asparagus and Dungeness Crab Leg Salad



Second Course

English Pea and Mint Soup, Crème Fraiche and
Local Olive Oil

or

Potato Pillows with California Caviar

Main Course

Sea Bass with Artichokes, Fava Beans,
Meyer Lemon and Parsley

or

Prime NY Steak with Truffle Frites and
Roasted Spring Onions

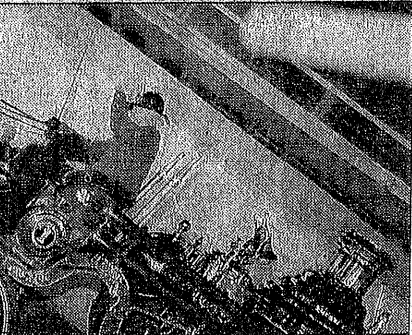
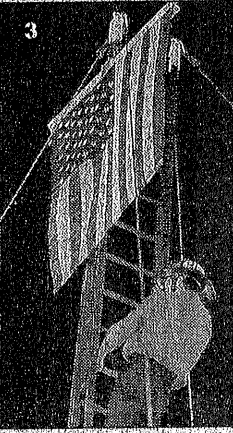


Dessert

WELLS

CATHERINE BIGELOW

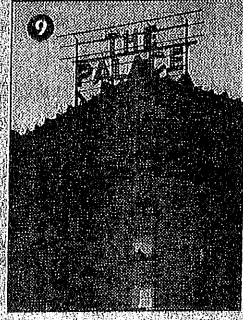
1906 Earthquake Centennial wrap-up



Phoenix Circle: ❶ Bix restaurateur **Doug Biederbeck** (right) with former Mayor **Willie Brown** and **Sonya Molodetskaya**, hosted this Centennial supper at his swank supper club. ❷ Mayor **Gavin Newsom**. ❸ Dinner co-hosts **Ralph and Cheryl Baxter** (left) with Firefighters Union President **John Hanley** and Coldwell Banker's **Betty Taisch**. ❹ "Team Charlotte": Protocol Chief **Charlotte Mailliard Shultz** with Protocol Director **Matthew Goudeau** (left) and PR pro **P.J. Johnston**. ❺ The Gap's **Jen Kurrie** (left) and Charles Schwab's **Pam Brewster**.



Onstage at the 1906 Earthquake and Fire Centennial commemoration. ❷ SFPD Officer **Val Kirwan** escorts survivor told colorful tales. ❸ Firefighter **Larry McDonnell** scrambled up a 65-foot wooden ladder to unfurl the flag. ❹ At a horse-drawn steamers rumbled through the ceremony. ❺ SFPD Chief **Joanne Hayes-White**. ❻ Survivors (from left), **Herb Hamrol** (103) and **Chrissie Martenstein** (109). ❼ Dressed as newsboys, young girls deliver programs. ❽ **Lechtaler** received a medal in honor of their great-grandfather **Max Fenner**, the only police officer who died in duty in 1906. ❹ Early dawn over the Palace Hotel. ❺ Post Lotta's, a stroll along Market Street.



Photos by GENE X. HWANG / Orange Photography / Special to The Chronicle

Photos by GENE X. HWANG / Orange Photography / Special to The Chronicle

at the finale ed over the wide-open blacktop of cold right now there is no way I'm day we honored the hundredth ginger and cucumber juice, so of "The Century," the hotcake

<https://www.sfchronicle.com/entertainment/article/Classic-Bix-refined-inspired-flirty-6399639.php>

San Francisco Chronicle

Arts & Entertainment // Entertainment

Classic Bix — refined, inspired, flirty

Michael Bauer

July 22, 2015

Updated: Nov. 3, 2015 8:23 p.m.



Cocktails at the popular Bix restaurant on Gold Street in S.F., which is as popular and timely as when it opened in 1988.

Photo: John Storey, Special to the Chronicle

In one corner of the Deco-inspired dining room at Bix, a couple sitting on the banquette looked as if they were connected at the hip as they flirted, listened to the music playing a few feet away, and then uncoupled to order five dishes to be shared.

Upstairs, the mezzanine overlooking the always-packed bar and dining room is lined with booths that give diners an added sense of privacy. Both areas weave a tale of nostalgia and romance.

Bix, which opened in 1988, is one of the rare restaurants that's been able to walk the line between tradition and innovation. The feel is akin to a supper club — the low lighting is keyed to romance, and the location in an alley makes it feel like a speakeasy.

Bix is a restaurant that's for all seasons, and all reasons. It's always been one of my favorite places, and the food has been consistently good under Bruce Hill, who is also involved in Picco in Larkspur and Zero Zero and Fog City in San Francisco.

Hill is an excellent chef, but with so many restaurants to watch over, it's tough to consistently produce three-star food. However, with the help of chef de cuisine Emmanuel Eng, best known for his work at Maverick, the menu at Bix is taking on a new polish.

Eng most recently was the chef at Bartlett Hall. He never found his footing there, but at Bix he combines casual and more buttoned-down genres.

He's created a version of General Tso fried chicken (\$10) with just the right amount of sweetness in the sauce coating the crisp nuggets, making the dish well tailored to one of the always well-crafted classic cocktails.

His more refined side shows on such dishes as *a la minute* ceviche (\$16). Here five slices of hamachi are draped over chunks of just-ripe avocado scattered with chiles, ginger and toasted corn nuts.

Service continues to remain on point — adult servers for an adult restaurant. Somehow I screwed up on OpenTable; I thought I had booked for 6:30 p.m., but my name (fake, of course) was nowhere to be found on the reservation list. The host was able to give us a table, with the proviso that another party would need it at 8 p.m. Given the circumstances, that felt right.

Once we were seated, service was as smooth and professional as it's always been. With their vests and ties, servers are the antithesis of the jeans-and-T-shirt-clad staff that seems to populate most new restaurants.

Yet Bix attracts a wide-ranging crowd, and Eng is able to produce classics such as the chicken hash (\$8) and the lobster spaghetti (\$37) while adding his stamp to items such

as the California white sea bass (\$35) perched on a pile of sauteed spinach with green olives and chunks of firm, acidic tomatoes.

He's also carrying on the tradition of the tomato cart (\$17), where several types of tomatoes, burrata and a confetti of basil are arranged on the plate and dressed with a simple vinaigrette table side. The waiter is happy to split the order — and it's a perfect celebration of the season.

Now the kitchen needs to turn attention to dessert. The chocolate brioche bread pudding (\$10) had good flavor, but the sandy grains of undissolved sugar were distracting, and when I tasted the financier (\$10), I heard Richard Harris singing, "Someone left the cake out in the rain." Both deflate the high of the savory courses.

But then the live music washes over the dining room, with its impressive columns and soaring ceiling. I see people standing three deep at the bar and hear the melodic tinkle of cocktails being shaken, and it's obvious why Bix has endured.

Michael Bauer is The San Francisco Chronicle's restaurant critic and editor at large. Find his blog at <http://insidescoopsf.sfgate.com> and his reviews on www.sfchronicle.com. E-mail: mbauer@sfchronicle.com Twitter: @michaelbauer1

★ ★ ★

Bix

Food: ★ ★ 1/2

Service: ★ ★ ★

Atmosphere: ★ ★ ★ 1/2

Prices: \$\$\$\$

Noise: Four Bells

56 Gold St. (off Montgomery, between Pacific and Jackson), San Francisco; (415) 433-6300. www.bixrestaurant.com

Lunch 11:30 a.m.-2:30 p.m. Friday; dinner 5:30-10 p.m. Sunday-Thursday, until 11 p.m. Friday-Saturday. Full bar. 4% S.F. surcharge. Reservations and credit cards accepted. Valet \$10.

<https://projects.sfchronicle.com/2016/top-100-restaurants/>

San Francisco Chronicle



TOP 100 RESTAURANTS

100. That seems like a lot of restaurants, but in San Francisco that number barely covers the creme de la creme. No other area of the country has a more dynamic scene, and it keeps getting better. The proof is in this 21st edition of the Top 100 Restaurants.

Are you trying to find the perfect pizza with that crisp blistered crust? Check out the list. Need a special-occasion meal that you will remember for the rest of your life? I have several to consider. Or are you just looking for a beautifully executed dining experience? You'll find 100 here, and all of them have been visited a minimum of three times.

Whether you go to 1, 10 or 100, I'm interested to learn about your experiences. You can reach me at mbauer@sfchronicle.com. Let's hope you have 100 or more great experiences this year. I know I did.

Michael Bauer

Written by Michael Bauer

Edited by Kitty Morgan & Paolo Lucchesi

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A16



Bar Agricole



Boulevard



Camino



Acquerello



Belga



Bravas Bar de Tapas



The Cavalier



Ad Hoc



Benu



Bull Valley Roadhouse



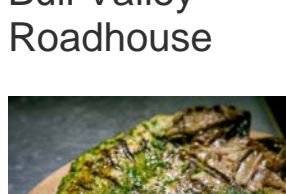
Chez Panisse



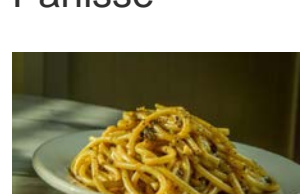
Akiko's



Bistro Don Giovanni



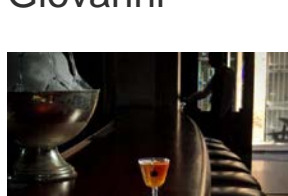
Cala



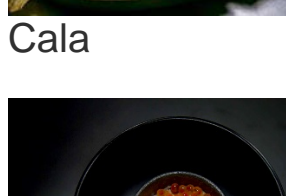
Ciccio



Al's Place



Bix



Californios



Coi



Atelier Crenn



Bottega



Comal



Commis



Del Popolo



Gary Danko



Ippuku



The Commissary



Flour + Water



Hawker Fare



Iyasare



Commonwealth



Foreign Cinema



Hong Kong Lounge II



Kokkari Estiatorio



Coqueta



Frances



House of Prime Rib



Kusakabe



Cotogna



French Laundry



Ichi Sushi + Ni Bar



La Ciccia



Delfina



La Folie



Lazy Bear



Manresa



Nopalito



Pabu



Liholiho
Yacht Club



Marlowe



Octavia



Park Tavern



Little Gem



Mourad



Oenotri



Perbacco



Lord Stanley



Nico



Old Bus
Tavern



Petit Crenn



Madrona
Manor



Ninebark



Omakase



Piperade



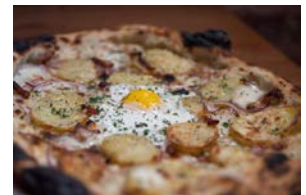
Mamacita



Nopa



Oso



Pizzaiolo



Poggio



Range



Rich Table



State Bird Provisions



Press



Rasa



Saison



Sushi Ran



The Progress



Redd



Shed Cafe



Swan Oyster Depot



Prospect



Redd Wood



Sir & Star



Terra



Quince



The Restaurant at Meadowood



Slanted Door



Tosca Cafe



Ramen Shop



SPQR



Trestle



Trou
Normand



Volta



Yank Sing



Zarzuela



Village Sake



Wayfare
Tavern



Z & Y



Zuni Cafe



Bix





<http://www.bixrestaurant.com>

415-433-6300

Noise Level: 4

\$24-\$48 (plus 4% surcharge)

Lunch Friday; dinner nightly

[Full Review](#)

Few restaurants have such a sexy vibe, bringing the atmosphere of the 1930s supper club into the 21st century. Its location in an alley in the shadow of the Transamerica Pyramid makes it feel like a speakeasy, a sensation that carries through to its classic bar. There, the bartenders in white jackets and black bow ties stir and shake perfect martinis and other classic cocktails. The soaring columns and grand staircase lead to a mezzanine where diners can look down at the live jazz combo below. Early or late, it always feels like a party. The food masterminded by Bruce Hill has taken a huge leap forward with the addition of Emmanuel Eng, who understands how to straddle centuries on his menu: potato pillows with creme fraiche and caviar; braised cocktail meatballs; steak tartare dressed table side; lobster spaghetti; and General Tso-style fried chicken.

Specialties: Deviled eggs with truffles; potato pillows with caviar; steak tartare; chicken hash; truffle burger; bananas Foster; chocolate brioche bread pudding

<https://www.sfchronicle.com/style/article/Bix-toasts-30-years-with-tomatoes-jazz-13082255.php>

San Francisco Chronicle

Bix toasts 30 years with tomatoes & jazz

Catherine Bigelow

July 17, 2018

Updated: July 22, 2018 7:59 a.m.

Summer in EssEff ain't as sleepy as you'd imagine. The big news, of course, is that **London Breed** was inaugurated as mayor. Aside from that, our less-frantic schedules allow us to savor a lot of things we don't always have time for.

For starters — a late-inning Giants game with **Pablo Sandoval** at the plate and a baseball-related drinking game (that I just made up) called “What Position Will Panda Play Next?”

Next up: On brick-lined Gold Alley there's the return of the Killer Tomato Cart (Marquita Farm heirloom tomatoes served tableside with burrata or house-pulled mozzarella, basil and olive oil) at Bix restaurant (www.bixrestaurant.com).

That beloved Art Deco-inspired beauty in Jackson Square recently celebrated its 30th anniversary; amid the rough-and-tumble restaurant industry, that milestone should be counted in dog years.

Founded in 1988 by restaurateur **Doug Biederbeck** (who also owns Florio and Market Bar), this swanky hideaway remains a favorite among writers, artists and creative minds. They not only appreciate great food and skilled service but also revel in inspired artwork (the late **Mark Stock**'s painting, “The Butler's in Love,” hangs pride of place above the piano) and swinging jazz music.

Crossing the threshold feels like you've wandered into a 1920s film set rife with chic bohemians, chilled martinis and clever bon mots.

“Bix is all about the mix of people. Now we've got generations who dine here, too. We don't deal with just Millennials or tourists or supper club aficionados,” says Biederbeck. “This vision of a jazz and supper club, minus tickets, really just came to me one night.”

But let the record be corrected: Biederbeck is not related to '20s-era jazz drummer **Bix Beiderbecke**. They both hail from the Midwest, where Doug and his father earned the “Bix” nickname due to the similarity (although different spelling) of their last names, and a love of jazz. Biederbeck carries on that music every night at Bix where, since the day he opened the doors, jazz artist Mary Stallings often performs.

“Mary is extraordinary, probably the greatest jazz singer of her era still performing,” enthuses Biederbeck. “We can’t reward her what she’s worth, we’re a little restaurant down an alley. It’s not like playing in New York or SFJazz Center, where she always sells out. But Mary likes it here; it feels like home. As long as we’ve got a barstool and a piano, Mary is always welcome at Bix.”



The glow of Bix Restaurant’s neon sign beckons diners along Gold Alley on June 24, 2018.
Photo: Catherine Bigelow / Special to The Chronicle



Restaurateur Douglas Biederbeck (left) and gallerist Martin Muller celebrate the 30th anniversary of Bix Restaurant on June 24, 2018.
Photo: Catherine Bigelow / Special to The Chronicle



The famous mural by Mindy Lehman Cameron hanging over the bar in Bix Restaurant on June 24, 2018.

Photo: Catherine Bigelow / Special to The Chronicle



Jazz artist Mary Stallings in her usual spot at Bix Restaurant on June 24, 2018.
Photo: Catherine Bigelow / Special to The Chronicle

Catherine Bigelow is The San Francisco Chronicle's society correspondent. Email: missbigelow@sfgate.com Instagram: @missbigelow

NOB HILL GAZETTE

Bix Keeps the Supper Club Vibe Alive

By Michelle Konstantinovksy

November 10, 2018

On the afternoon I paid a visit to Bix — the iconic San Francisco restaurant ringing in 30 years of business — the most modern kind of chaos was ensuing outside. Car horns blared, helicopter blades chopped noisily overhead, and distracted pedestrians narrowly avoided iPhone-related collisions every few minutes. So to say it was a relief to step inside the dimly-lit, classically-styled pseudo supper club would be a major understatement.

Tucked away in a single block alleyway in San Francisco's tony Jackson Square, Bix has been serving up cocktails, cuisine and jazz for three decades — a rare and impressive feat, considering the tumultuous nature of the restaurant industry, coupled with the unrelenting real estate market. The brainchild of Doug Biederbeck, Bix offers locals and out-of-towners an incomparable experience that's at once purely fantastical and totally San Franciscan.

"We found this abandoned restaurant and everything was turned upside down," Biederbeck says of the small but sweeping space that would eventually become Bix. "There were piles of debris, and everything was ripped out, but it was this really dramatic space with two stories and really voluminous ceilings. I had this idea for an updated supper club, and this just absolutely fit the bill."

Biederbeck hired architect Michael Guthrie to create an interior aesthetic that paid homage to nightlife venues of the 1930s, '40s and '50s. "We weren't trying to duplicate any one era, but trying to suggest what that era might have been like in many different ways. We opened in June 1988 and never looked back — it's basically a party every night."

One important element of that celebratory vibe is the live music gracing the dining room every night. "I'm just a huge fan of jazz," Biederbeck says (the restaurant's name is a tribute to legendary cornet player Bix Beiderbecke — no relation to the restaurateur, but the inspiration for his nickname, Bix). "I knew music had to be a part of whatever we did, but I didn't know to what level."



Doug Biederbeck has made Bix a bastion of jazz, cocktails and fun that pays homage to eras past while keeping the experience lively and fresh. Photo by Derek Yarra.

On the hunt for in-house talent, Biederbeck crossed paths with well-known pianist **Merrill Hoover**. Along with bassist **Wyatt Ruther** and saxophonist **Benny Miller**, Hoover filled the room with classics for over a decade until his death in 2000. While the original Bix trio no longer provides nightly entertainment, vocalist **Mary Stallings** still belts out standards on a regular basis. (In his book, *Bixology*, Biederbeck admits he “turned down Harry Connick Jr.” after deeming his audition tape a bit too amateurish — seems like things worked out for that guy, though.)

While music is undoubtedly one of Bix’s main staples, the food and beverage program is of course the main attraction. Options include appetizers and entrees Biederbeck hesitates to categorize as “comfort foods,” but which do boast a certain cozy, nostalgic essence; dishes like steak tartare, chicken hash and shellfish are regularly featured on the ever-changing menu. As for libations, Bix has the distinction of being a West Coast pioneer of current nationwide cocktail trends. “I firmly believe we helped spark the martini boom,” Biederbeck says.

“All those years ago, white wine spritzers were popular and the Cosmopolitan had just been invented. Then we came along and started doing Manhattans with shakers at the tables. We didn’t call them ‘craft cocktails,’ but that’s what they were; we started doing these classic cocktails and over the years have added to those.”

As for what’s sustained Bix through all these years, Biederbeck credits the restaurant’s inclusive vibe and unwavering commitment to good old-fashioned fun. “What I’ve learned is it’s important to realize that the mix of customers is key,” he says. “High, low, rich, poor — whether people can only afford a cocktail or they spend \$400 on champagne. That keeps the whole thing relevant and exciting — not just focusing on a certain crowd. I’ve had so much time to reflect on who we are and how we got here. Bix is a fun experience; not a precious experience.”



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-020
Business Name: Schubert's Bakery
Business Address: 521 Clement Street
District: District 1
Applicant: Ralph Wenzel, President
Nomination Date: November 15, 2018
Nominated By: Supervisor Sandra Lee Fewer

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

1014 Fillmore Street from 1913 to 1948 (35 years)
521 Clement Street from 1948 to Present (71 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

NOTES: The year 2019 versus 2018 is being used to calculate the number of years in Criterion 1.

DELIVERY DATE TO HPC: December 19, 2018

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors,
District 1



City and County of San Francisco

SANDRA LEE FEWER
李麗嫦 市參事

November 15, 2018

Dear Director Regina Dick-Endrizzi:

I write with the distinct pleasure of nominating Schubert's Bakery to the City's Legacy Business Registry. The story of Schubert's history, and traditions, across generations of bakers is truly one worth preserving and celebrating. Founded by a German immigrant named Oswald R. Schubert, Schubert's Bakery has been a landmark on Clement Street since the 1940s, and celebrated its 100th anniversary in 2011. Spanning generations of Richmond District residents, Schubert's cakes conjure memories of beautiful birthdays, anniversaries, graduations, and countless celebratory milestones; the sweet treats have become synonymous with joyous occasions and have been woven into many family gatherings. Reflecting the history and diversity of the neighborhood, Schubert's still creates pastries that utilize traditional recipes and techniques, while also creating delectable modern-day favorites. Schubert's continues to make classics such as the the Opera Cake and Swedish Princess Cake!

Even as Clement Street has changed over the decades, Schubert's has been a constant, vibrant presence that anchors the corridor. Schubert's Bakery is a neighborhood-serving business that consistently gives back to the greater community, and is a small business that takes pride in its operation. I hope to see Schubert's thrive as a legacy business in San Francisco.

Sincerely,

Sandra Lee Fewer

Sandra Lee Fewer

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Schubert's Bakery		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Ralph & Valerie Wenzel		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
521 Clement St San Francisco, CA 94118		(415) 752-1580
		EMAIL:
		Schubertsbakery@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.schuberts-bakery.com	Schubert's Bakery	Schubert's Bakery
APPLICANT'S NAME		
Ralph Wenzel		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
President		
APPLICANT'S ADDRESS:		TELEPHONE:
521 Clement St San Francisco, CA 94118		(415) 752-1580
		EMAIL:
		Schubertsbakery@gmail.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
955343		
OFFICIAL USE: Completed by OSB Staff		
NAME OF NOMINATOR:		DATE OF NOMINATION:

Section Two:

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. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1014 Fillmore Street	94115	1913
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1913 to 1948	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
521 Clement Street	94118	Start: 1948
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

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 and a business deemed not current in 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 the Business Assistance Grant.

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.

Valerie Wenzel 8-26-18 Valerie A. Wenzel
Name (Print): Date: Signature:

SCHUBERT'S BAKERY

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Schubert's Bakery located at 521 Clement Street has been a landmark of San Francisco for over 100 years, unwavering in its devotion to the now-forgotten art of classical cake craftsmanship. Founded in 1913 by a German immigrant named Oswald E. Schubert, and operating at 1014 Fillmore Street, it soon gained renown for its quality selection of traditional German cakes and pastries.

From the following photograph featuring Mr. Schubert and his wife, it was originally assumed they purchased a bakery on Fillmore Street named Golden West Bakery in 1913 and re-named it Schubert's Bakery. In reviewing old telephone directories, however, a bakery does not appear at 1014 Fillmore Street until the 1914 directory, and the listing is under the name "Schubert Oswald E." Therefore, it is believed the bakery was opened by the Schuberts and named Golden West Bakery, then later renamed Schubert's Bakery.



In the prime of his baking career, Mr. Schubert was commissioned to design a huge, cat-shaped cake for the San Francisco Press Club's dinner honoring the famed symphony conductor Sir Thomas Beecham, which earned Mr. Schubert a feature in a local news source. Any records of similar events have been lost over time, but the bakery continued to be locally popular for the next 30 years. When Mr. Schubert decided to retire in the 1940s, he sold the bakery to a fellow pastry enthusiast named Fred Kreye.

Mr. Kreye's personal life is shrouded in mystery; all we know is that he carried on Mr. Schubert's legacy of old-world artisanal baking techniques for more than 20 years while

simultaneously keeping the business current by adding new items to the already extensive menu, thus beginning to integrate Schubert's bakery with modern times. Schubert's selection of cakes and pastries was soon so popular that Mr. Kreye had to relocate the business to more spacious quarters in order to meet rising demand, so in 1948 he moved Schubert's to its current location at 521 Clement Street. The large building was perfect for Mr. Kreye's needs, enabling him to expand the menu and increase production at the bakery. The then-new location on bustling Clement Street was conveniently accessible to local pedestrians and easy to locate for visitors.

On June 1, 1969, the bakery passed from Mr. Kreye to a young German couple named Hilmar and Annie Maier, who, despite shifts in the Richmond's demographic, stayed put and continued to establish Schubert's in public consciousness as one of the most prominent bakeries in the city.

In 1995, after almost 30 years of dedicated baking, the Maiers sold Schubert's to two German brothers by the names of Ralph and Lutz Wenzel. As the fourth generation of bakers in their family, they honored the Wenzel legacy by combining old world techniques and modern technology to produce the Richmond's favorite sweets; among them are the Neapolitan and Opera cakes, which date back to 1911, as well as modern favorites such as the Swedish Princess or Mango Mousse. A wide variety of cakes is necessary to match the diverse appetites of Schubert's' patrons.

Although San Francisco's rapidly developing economic modernism has shuttered the doors of many business who made their living serving the needs of a pre-technology era, Schubert's continues to flourish. The shipyards have been dismantled, the Sutro Baths are dry, and computers have replaced pen and paper; but cake will never go out of style.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The bakery has never ceased operations for more than a few days for maintenance reasons.

c. Is the business a family-owned business? If so, give the generational history of the business.

Shubert's Bakery is a family-owned business, defined here as a business in which two or more family members are involved and the majority of ownership or control lies within a family.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of Schubert's Bakery is as follows:

1911 to 1948: Oswald R. Schubert
1948 to 1969: Fred Kreye
1969 to 1995: Hilmar and Annie Maier
1995 to 2016: Ralph and Lutz Wenzel
2016 to Present: Ralph and Valerie Wenzel

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documents are provided in this Legacy Business Registry application that demonstrate the existence of Schubert's Bakery for 30+ years.

f. Note any 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 historic resource status of the building at 521 Clement Street is categorized by the Planning Department as Category C, "No Historic Resource Present / Not Age Eligible."

CRITERION 2

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

Schubert's Bakery has been serving the highest quality crafted cakes since 1911. German immigrant Oswald R. Schubert came to San Francisco and began baking in a small building located on Fillmore Street. The business was known for its quality selection of traditional German cakes and pastries. In the 1940s, he moved to our current location on Clement Street. Growing older, he retired and sold the shop to baker Fred Kreye, who continued the artisanal baking methods that Oswald had used since founding the shop and also added some new products to the already tremendous selection. In 1968, Hilmar and Annie Maier bought Schubert's and ushered the bakery into the modern era. Although the neighborhood began to change, Schubert's remained a constant landmark along Clement Street. Ralph and Lutz Wenzel, fourth generation bakers from Germany, purchased the business in 1995, bringing together old world techniques and modern-day technology with delicious results. Some of the favorites from 1911, such as the Neopolitan and the Opera Cake, are still being baked by popular demand to this day. The selection has also been updated with more diverse offerings such as Tiramisu, Mango Mousse and Swedish Princess Cake.

Schubert's is a long-standing favorite in the Richmond District. Customers always tell us how many years their families have been coming to Schubert's (their grandparents, great-grandparents). In addition, Schubert's is a regular stop on a San Francisco walking tour

conducted by a woman names Jane. She brings groups of tourists to Schubert's to sample our pastries.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Schubert's has been involved in many of the Clement Street events put on by the neighborhood associations. We have also provided pastries for the Octoberfest at Fort Mason for many years.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Shubert's Bakery has been referenced in USA Today, Prism (Dec. 1995), the San Francisco Chronicle (Aug. 8, 2016), sfist (Apr. 13, 2017), 7x7 (Sep. 8, 2015 and Nov. 2, 2017) and Eater San Francisco (Jun. 28, 2018).

We have hosted planned visits from Nancy Pelosi, Diane Feinstein and the late Mayor Ed Lee.

d. Is the business associated with a significant or historical person?

Sir Edmund Hillary, philanthropist and one of the first two climbers confirmed to have reached the summit of Mt. Everest, visited Schubert's in 1995 and subsequently wrote us a note about how much he enjoyed our Swiss Tea Cookies.

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

Shubert's Bakery has made regular donations to events at the SF Senior Center, the Bird and Beckett Cultural Legacy Project, the Purusha Seva Project and the Healing Well in the Tenderloin (a safe community for healing, renewal and growth). We have always donated to local school fundraising events. We participate in the initiatives of the One Richmond campaign directed by the Richmond District Neighborhood Center. We are also active members of the Clement Street Merchants' Association.

We have regularly hired students and residents from the neighborhood.

f. Provide a description of the community the business serves.

The Richmond district's demographic has changed considerably over time and currently is home to a myriad of ethnic groups, including a large Asian and Eastern European population. Although the majority of customers are local, others travel from as far as Marin County and the East Bay to experience this truly exceptional San Francisco bakery. Schubert's is integral to the Richmond community because it is where customers come to find an essential part of any joyful celebration: cake, which Schubert's provides for birthdays, weddings, anniversaries, retirements and many other special occasions.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

An entire wall in the interior of the front of the shop is devoted to historical photos of Schubert's, Clement Street and the neighborhood all the way back to the bakery's inception. We hired two young men to research and locate these photos, and the customers love to peruse the photos. There are also photos of the original location on Fillmore Street at McAllister.

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

If Schubert's Bakery were to close, hundreds of customers would be very sad. They say as much when they visit the bakery. They do not consider any other bakery to have the historical significance and product consistency that we do. If we were to sell, we would need to find buyers like us who want to preserve the history as well as maintain the quality of the products in the future. After 28 years of passionate work, we would like to preserve our legacy as well. But more importantly, we do not take the sale lightly, as we have staff members who have been with us since 1995 and we have whole families working here. We would want to make sure they are able to continue working here, since we could not imagine functioning without them.

CRITERION 3

a. Describe the business and the essential features that define its character.

Schubert's Bakery has been serving the highest quality crafted cakes since 1911. We sell breakfast pastries, cakes, cookies and pastries that mimic the cakes but are the size of an individual serving.

Any employee or customer of Schubert's can attest to the bakery's commitment to maintaining a high standard of both customer service and quality of product; every cake is made from scratch by an experienced team of bakers who start work before dawn to ensure cakes are ready for the bakery's daily opening at 7:00 am, or 9:00 am on Sundays. Custom messages hand-written on white chocolate for special occasions add a personal touch to any cake.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Schubert's maintains the traditions that define it by preserving the history which surrounds the business. Unlike competitors, the bakery is not part of a large corporate entity; it has only had a few independent owners in its history, all of whom were personally involved in running the

business. Although different families and couples have alternated as owners, the bakery has multigenerational ties in the staff; several employees who have been there for decades work side-by-side with their siblings, children and cousins. The business's walls proudly display newspaper clippings and photos of the bakery from the early 20th century, paying homage to the bakers before them. Schubert's is proud to play a unique role in both the city's history and in its future.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Schubert's Bakery is committed to maintaining the old world feeling, even as it upgrades its interior and production areas, gently modifies its logo and creates new packaging for its products. The old wooden sign is still posted on the wall above the front door inside the building. Our red and yellow striped awning makes us stand out on a street of many shops and restaurants.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Shubert's Bakery has been a bakery since it was founded in 1911.

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2019


EXPIRATION DATE
06-30-2019

FY 2018-19

BUSINESS ACCOUNT NUMBER 0955343	LOCATION ID 0955343-01-001
TRADE NAME (DBA) SCHUBERT'S BAKERY	BUSINESS LOCATION 521 CLEMENT ST
BUSINESS WENZEL BROS INC	THIRD PARTY TAX COLLECTOR
<input type="checkbox"/> PARKING TAX	<input type="checkbox"/> TRANSIENT OCCUPANCY TAX

WENZEL BROS INC
521 CLEMENT ST
SAN FRANCISCO CA 94118

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

City & County of San Francisco License Certificate

1 Dr. Carlton B. Goodlett Place
City Hall, Room 140
San Francisco, CA 94102

2119015138

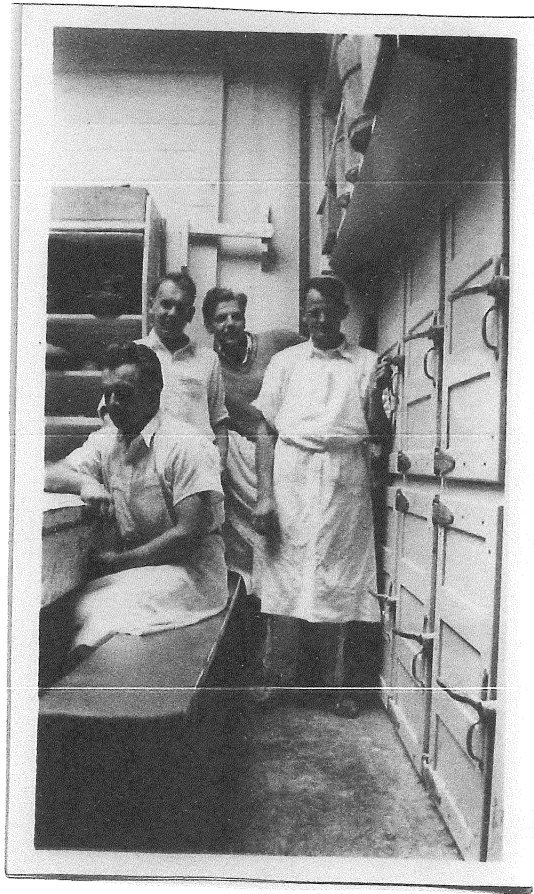
Business Account Number 0955343	Period Covered 04/01/2018 - 03/31/2019	Fee Paid 1365.00
Class / Permit Number H26 / 28636	Description RESTAURANT GREATER THAN 2,000	Units 1
Business Name SCHUBERT'S BAKERY	Business Location 521 CLEMENT ST	LIN 0955343-01-001

WENZEL BROS INC
521 CLEMENT ST
SAN FRANCISCO CA 94118


José Cisneros
Treasurer


David Augustine
Tax Collector

See reverse side for additional information
Please post conspicuously at the business location







Fred Kreye - 2nd owner

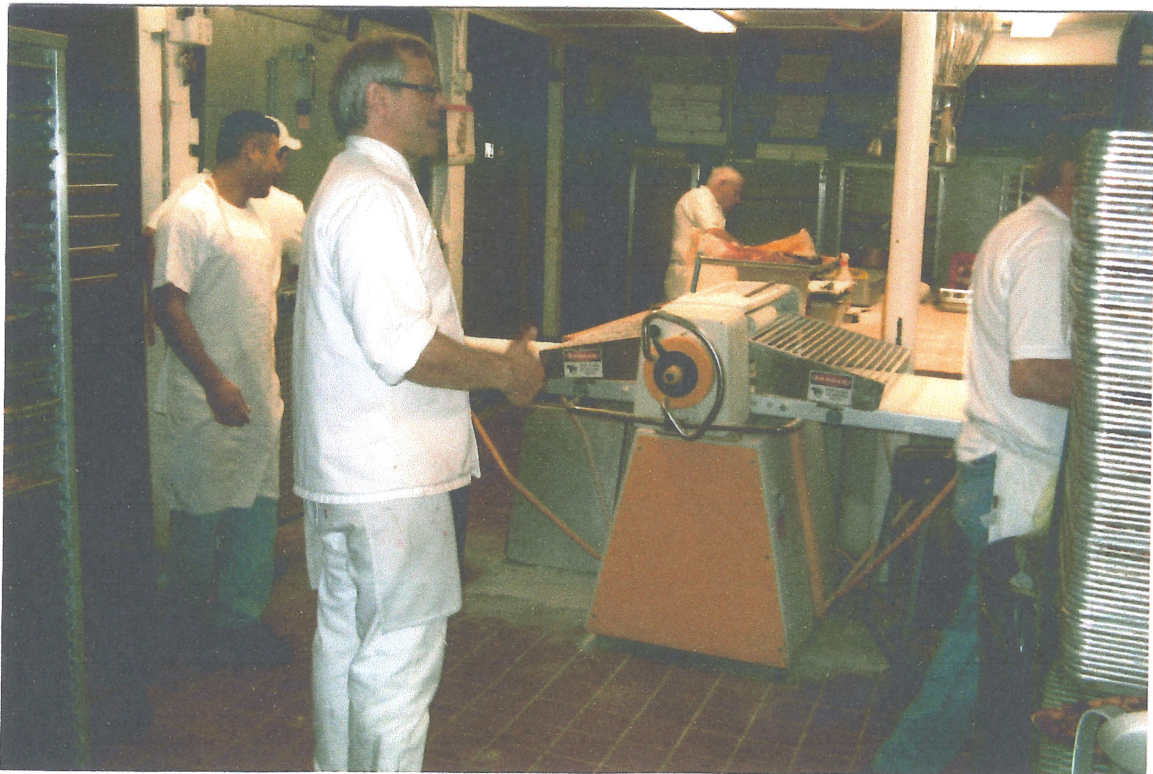


SCHUBERT'S BAKERY

PON







明 廣 場

休閒食品

天天供應 臺灣小吃

肉燥 雞排牛肉麵 排骨飯 (豬)
花生及紅豆湯圓 剉冰
SINCE YEAR 1996, THE ORIGINAL
TAIWANESE, LOW PRICED TAPIOCA
DRINKS AND TAIWANESE CUISINE

518

Schubert's
BAKERY

FASHION
EXCHANGE

BUY

SELL

528









BLACK FOREST CAKE
 The original Black Forest cake, made with chocolate cake, whipped cream, and cherries.
CHIANTI
 A rich, moist cake with a hint of the famous Tuscan wine.
NEOPOLITAN
 A light, airy cake with a hint of the famous Italian liqueur.
FRUIT BASKET
 A cake filled with fresh fruit and cream, perfect for a special occasion.

SWEET CHERRY CAKE
 A moist cake with a hint of the famous Italian liqueur.
WRAPPED BREAD
 A soft, buttery bread, perfect for a special occasion.
TIRAMISU
 A rich, moist cake with a hint of the famous Italian liqueur.
Bûche de Noël
 A traditional French cake, perfect for a special occasion.
ST. HIPPOLYTE
 A moist cake with a hint of the famous Italian liqueur.
FINE CHOCOLATE
 A rich, moist cake with a hint of the famous Italian liqueur.

AMUSE C
 A rich, moist cake with a hint of the famous Italian liqueur.
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 A rich, moist cake with a hint of the famous Italian liqueur.

Whipped Cream Cakes

SWEDISH PRINCESS

ONE OF OUR ALL-TIME CLASSICS: OUR DELICIOUS WHITE CAKE LAYERS w/RASPBERRY & KIRSCH CUSTARD FILLING, WHIPPED CREAM & MARZIPAN ICING

STRAWBERRY SHORTCAKE

FRESH STRAWBERRIES & WHIPPED CREAM BETWEEN LAYERS OF DELICIOUS WHITE CAKE

PINK CHAMPAGNE

WHITE CAKE, RASPBERRY & KIRSCH CUSTARD FILLING & WHIPPED CREAM GARNISHED w/RASPBERRY FLAVORED PINK & WHITE CHOCOLATE SHAVINGS

BLACK FOREST CAKE

CHOCOLATE SPONGE, SOUR CHERRIES & WHIPPED CREAM w/KIRSCH & CHOCOLATE SHAVINGS

STRAWBERRY ROMANOFF

CHOCOLATE & WHITE CAKE w/KIRSCH CUSTARD, HOMEMADE STRAWBERRY FILLING & WHIPPED CREAM FROTTING

NAPOLEON

CRUNCHY PUFF PASTRY LAYERS FILLED w/FRESH STRAWBERRIES, RUM CUSTARD & WHIPPED CREAM, SURROUNDED BY LADYFINGERS

ST. HONORE

PUFF PASTRY LAYERS w/CHOCOLATE, RUM CUSTARD, WHITE CAKE & WHIPPED CREAM GARNISHED w/CREAM PUFFS & LADYFINGERS

MOCHA TORTE

WHITE CAKE FLAVORED w/COFFEE & MOCHA WHIPPED CREAM

Other Schabert's Favorites

CHOCOLATE TRUFFLE TORTE

A WONDERFULLY RICH CHOCOLATE CAKE, CHOCOLATE SPONGE FILLED w/A SUPERB CHOCOLATE FILLING, MADE ONLY FROM CREAM & BITTERSWEET CHOCOLATE

ITALIAN RUM

WHITE & CHOCOLATE CAKE LAYERED w/CHOCOLATE & RUM CUSTARD FILLING, COATED w/CHOCOLATE GANACHE & TOASTED ALMONDS

OPERA CAKE

HAZELNUT SPONGE w/CHOCOLATE TRUFFLE & MOCHA-PRALINE FILLING, TOPPED w/CHOCOLATE GANACHE & TOASTED ALMONDS

FUERST PUECKLER

ONE OF SCHUBERT'S ORIGINAL CAKES! MADE SINCE 1911, WHITE & CHOCOLATE CAKE, CHOCOLATE & RASPBERRY WHIPPED CREAM, TOPPED w/CHOCOLATE GANACHE

FRESH FRUIT TART

SHORTBREAD COOKIE CRUST FILLED w/RUM CUSTARD & COVERED w/LAYERS OF FRESH FRUIT

CHEESECAKE

PLAIN, CHOCOLATE, STRAWBERRY, MANGO & BLACK CURRANT







BUTTER SPICED COOKIES
W/ RASPBERRIES &
APPLES
\$5.50

Raspberries
& Apples

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CHOCOLATE
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LEMON
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Local Office, 1802 GEARY STREET
At Fillmore, over Owl Drug Store

Fillmore District

Fillmore District, San Francisco, California, July 28, 1932

RAL STORE TO OPEN SATURDAY

WELCOMES NOBLES

T PAGE NEWS!
at and Dress Shop Forced to
Coats, Dresses and Millinery

NEWS is the announcement that the Dress Shop, 1419 Fillmore street, near TO CLOSE OUT all dresses, coats and noble markdowns.

is the first in the new stores, features wise and everything has been slashed to New York has long been known for its and is now defying all competition with water than ever before.

There has been a merchandising event of this kind by the local store. You are urged to wait! Prices will never be any lower! Each starts today is your opportunity to buy absolutely new merchandise.

is displayed in a manner that is distinctive lead the way to the remarkable values down there today and see this display! It is truly surprised at the reasonableness of

on evenings for the convenience of late are unable to get down there today, go salesgirls are ready to serve you and fine merchandise at bedrock prices!

SEE THREE NOW! There you will find values being offered by the New York Co., 1419 Fillmore street.

Schubert's Bakery To Open Today

Today marks a red letter day in the history of the Fillmore district for today Schubert's Bakery, 1014 Fillmore street, between McAllister street and Golden Gate avenue, will be reopened to the buying public. The bakery has been completely remodeled both inside and out and presents a most attractive appearance.

When you see it, you will marvel at the effectiveness of the modernistic exterior which is carried out even in multi-colored sidewalks. The whole front of the building is a thing of beauty from the vitrolite base to the giant "S" at the uppermost part of the structure.

All new fixtures have been installed inside and you are assured of even greater service than in the past. O. E. Schubert has been in business in this community for the past nineteen years and is known to all lovers of quality bakery goods. He is showing his faith in the Fillmore district by constructing one of the most outstanding buildings along the thoroughfare.

You and your friends are cordially invited to visit this modern bakery with its ultra-modern accommodations. The bakery and the structure which houses it is truly a credit to the Fillmore district.

Mr. Schubert is to be congratulated on his energy and foresight. He is building today for tomorrow. We wish him even greater success than he has enjoyed in the past.

Francis Schick Purchases Show Card Business of Jay's Sign Studio

Francis Schick has taken over the show card business of the long established and reliable Jay's Sign Studio, formerly Gene's, located at 2024½ Sutter street, near Fillmore.

Schick has had many years of experience in smart downtown shops, clubs and art studios. His work is noted for its outstanding artistry and he is bringing many

Fillmore Picnic Date Changed to August 14th

Due to the fact that the picnic grounds would not be available on Sunday, August 21, the date of the Fillmore Merchants and Improvement Association picnic has been set forward a week to **SUNDAY, AUGUST 14.**

A big time is planned for that day at Nelson's New Varsity Park, formerly Gilmore's, situated three miles west of Menlo Park. Remember the **NEW DATE!** Paste it in your hat and, put it in your vanity, do anything but **KEEP IT IN MIND FOR A GOOD TIME!**

Dr. M. Peck, who is chairman of the committee, conferred with the hostess, Mrs. Frieberg, and other members of the active picnic group, and formulated any plans that are bound to meet with the approval of the fun-loving Fillmoreans.

There will be games of all sorts and a day of activity and enjoyment is promised all who attend.

Only Pure Ingredients Used in Manufacture Of Hull's Ice Cream

Since its inception, Hull's Creamery, 1551 Fillmore street, near Geary, has won an ever-growing clientele both in the fountain and light luncheon service. This modern, up to the minute, sanitary creamery, features quality ice creams and sherbets made from the purest and most wholesome ingredients. No expense has been spared in offering you truly delicious and quality products.

Everyone who has tasted Hull's quality ice cream can attest to its goodness and the children are never happier than when they have a cone or bucket of this tempting food. Young, growing kiddies need ice cream; it's fine for them and you know how they enjoy it!

Whether you visit the fountain

Do You Appreciate Quality and Right Priced Merchandise?

Those who know quality merchandise and appreciate foodstuffs that are kept in a most sanitary condition make it a habit to trade at the Charles Freis Market, 1435 Fillmore street.

Freis has spent thousands of dollars to make his market the outstanding food emporium on the street. Special refrigerator cases that are kept at an even temperature assure you of foodstuffs that are free from flies, germs, dust, etc.

The delicatessen department has been noted through many years for the goodness of its products. The salads are particularly famous while everyone knows and depends on Freis' hams and bacon.

In the grocery department, which is arranged so that everything is of easy access, you will find only nationally advertised and known brands of merchandise.

Why not trade there today? You are certain of satisfaction and sensible prices.

Your Credit Good At Beau Brummel

Your credit is good, and it costs no more at The House of Beau Brummel, custom tailors, 1522 Fillmore street, near Geary. Finely tailored suits made to fit—using only the best materials available—are yours at this local shop.

A small payment down and the balance in small weekly installments purchases you a suit that you will be proud to wear. Remember, there are no interest or carrying charges.

Call today and see the wealth of fine materials in all the newest colorings. Be well dressed to achieve success is a maxim that carries much truth.

HARRY S. WHITTHORNE FOR CONGRESS

Harry S. Whitthorne, Democratic candidate for Congress from the Fourth district, today officially opened his campaign with an open letter to his opponent, Mrs. Julius Kahn, in which he charged her with straddling issues.

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B'nai B'rith Planning 22nd Annual Outing

San Francisco Lodge No. 21, B'nai B'rith, is today making plans for its twenty-second annual picnic and outing.

This annual event, given under the auspices of the Committee of Fifty, will be held at New Portola Park, near Menlo Park, on Sunday, August 21, instead of at East Shore Park, as in the past, according to Maurice L. Raphael, chairman of the Committee of Fifty.

The Committee of Fifty will hold its meeting at 149 Eddy

COUPONS"

Street
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Schubert's Bakery To Open Today

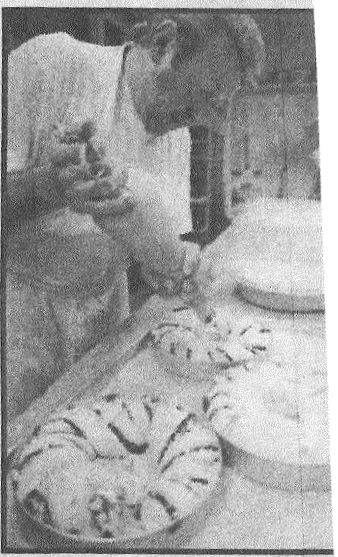
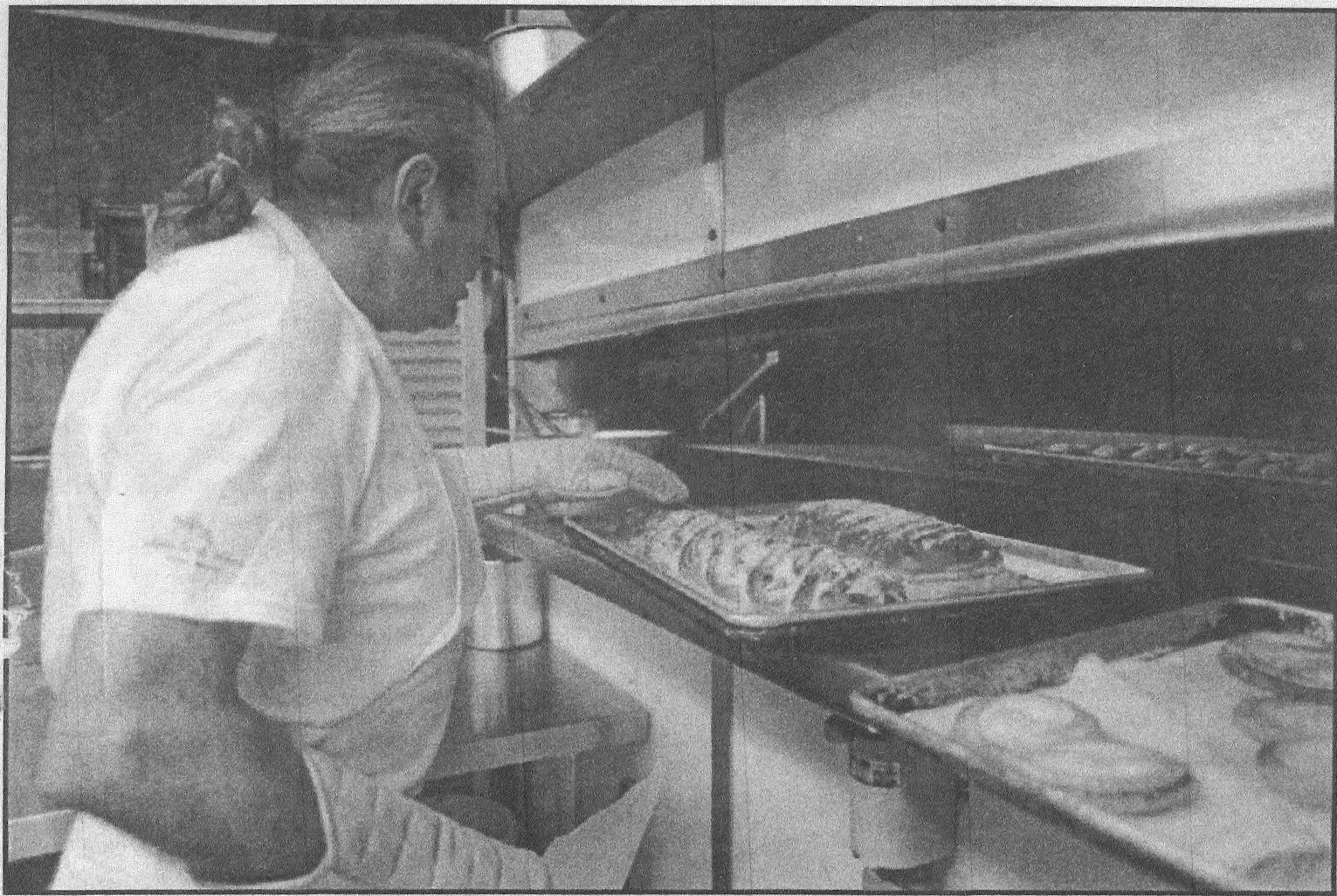
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Above: During the course of the morning Jacques Gaultier prepares hundreds of pastries. Left: Gaultier begins to pull freshly baked goods out of the hot oven at 6 a.m.

Don't Steal the Stollen

Just buy it

At 3:30 in the morning when master baker Jacques Gaultier steps out of the cold fog and into his realm of flour at Schubert's Bakery on Clement Street. The kitchen is cold and his first step is turning on the huge oven in the back that takes an hour to heat up. Gaultier opens the walk-in refrigerators and takes out pans of dough which were prepared the night before. As the kitchen heats up, so will the dough, and formed as Danish pastry, rolls, and breads, it will start rising.

by Anne Schukat and S. Mitrovich

A short time later, Lutz Wenzel arrives. With his brother Ralph, the Wenzels just bought Schubert's after working there for a year. The two brothers, third generation bakers from East Germany, had also been teaching bakery skills in San Francisco. They liked Schubert's, the location across from Green Apple Books, and Gaultier, who agreed to stay on.

Gaultier came from Paris 15 years ago after his wife passed away. He doesn't say much, uses a Gaelic shrug to answer most questions, and the way he wraps, spins, and twists the dough around, it seems like the quiet early morning is more of a working meditation for him than a job.

With the holidays coming, the Wenzels are putting in 14-hour days but it's still early and Lutz makes the first pot of coffee. Slicing up a buttery rich stollen—his mother's recipe—he pours coffee. Gaultier prefers his own which he brings in a thermos.

Between bites, Lutz says he didn't plan on coming to San Fran-

cisco but growing up in East Germany makes you want to keep going west until you can go no further.

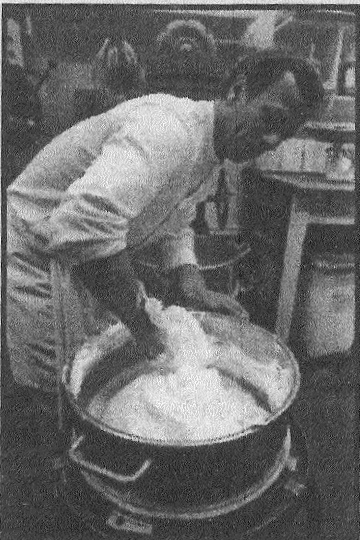
The kitchen begins to warm and aromas start to dance around the air. The rye bread dough which has been sitting overnight has an alcohol odor. The pastries which have doubled in size give off the sharp smell of yeast. In a metal bowl, big enough to bathe a 10-year-old in, Lutz has been whipping cream which adds a hint of dairy and vanilla to the fragrant aromas. On a stove bubbles a pot of apricot preserves for the pastry.

Ralph comes in. As the kitchen heats up so does their activity. Pots and pans begin to stack up. Each seems to know exactly what to do and when to do it. Little communication goes on. The Wenzel brothers don't speak French and Gaultier doesn't speak German, so an odd-sounding English is how they speak to each other. But Lutz says, unlike many bakeries and restaurants, they don't have any problems with national pride and baking.

"Jacques just won't let us touch the French breads," says Lutz.

Gaultier doesn't reply and doesn't look up, his hands keep forming brioche. There's a big smile on his face though, the first one of the morning.

At 6 a. m., the dark fog still hangs heavy over San Francisco and morning seems hours away. Gaultier starts to pull the first of the bread out of the oven. ◀



Lutz Wenzel prepares whipped cream by hand.

"Jacques just won't let us touch the French breads," says Lutz Wenzel



Longtime fans still sweet on Schubert's

By Alissa Merksamer

Chocolate flowers with yellow and red stems curve around the side of a strawberry cheesecake. They rest atop a bed of white and pale pink chocolate curls accented by a few dark chocolate leaves that have been brushed in gold. A handful of local raspberries match the bright red ribbon tied in a bow around the base of the cake. Etched on a white chocolate disc, the words "Schubert's Bakery" add the final touch.

Not too shabby for a shop that is 105 years old.

"It's just a wonderful place," says customer Rick David, who's been bringing cornucopian fruit tarts and Swedish Princess cakes draped in yellow marzipan to family parties for the last 10 years.

Longtime San Franciscans, particularly those who live in the Inner Richmond neighborhood, have a sweet spot for Schubert's. "I try other patisseries," says Effie Sharabi, a driver for VIP Limousines, who stops by the bakery most mornings for a croissant or apple turnover. "But I always come back. This is my favorite."

Sharabi has been a Schubert's loyalist for 15 years. Like him, most customers have been ordering the same cakes, cookies and pastries for years, and they depend on Schubert's to deliver their favorites unchanged by time. That was the tacit promise owner Ralph Wenzel made to them when he and his brother Lutz, who is now semi-retired, bought the bakery in 1995.

German immigrant Oswald R. Schubert built the original bakery on Fillmore Street near McAllister in 1911. It moved to its current location at 521 Clement St. in the 1940s. The Wenzel brothers, who grew up in Germany, apprenticed in their parents' bakery before moving



In this ongoing series, we explore the Bay Area's ever-expanding universe of food entrepreneurs and the delicious, creative foods they're making. Share your favorite makers with us: food@sfchronicle.com.



cakes at Schubert's; instead, most rely on sponge layered with mousse, custards, fruit fillings and whipped cream. For nearly every whole cake that can serve a crowd, the Wenzels also offer miniature replicas and/or slices. Besides the Fuerst Pueckler, the only nod to the brothers' German heritage is the Black Forest, a chocolate sponge with sour cherries and kirsch-flavored whipped cream.

While the cakes definitely win the beauty contest, an array of side-of-the-saucer cookies, like buttery almond shortbread and delicate Swiss tea cookies, have devoted followers, too. Everything is baked fresh daily, and any leftovers go on sale the next day, which early risers snap up within a few hours.

Ralph Wenzel employs a team of about a dozen people, many of whom have been there for years. "I don't like having a lot of turnover," he explains. Bakers sometimes start working at midnight to prepare special-order cakes for early-morning pickups.

"We take a lot of pride in our work," says Nick Snell, as he lathers a strawberry shortcake with whipped cream. Snell has a 45-year baking career and taught pastry at the California Culinary Academy for 20 years. The plump strawberries that go into this cake come from local Ortiz Farm. Another Bay Area company, Guittard, supplies the chocolate. On the opposite side of the kitchen, Sonny Lung rolls out bright yellow marzipan to swathe a row of Swedish Princess cakes. He'll make 140 to 150 of them in a week and as many as 50 on Saturday. His sister, two brothers and niece also work at Schubert's.

At age 57, Wenzel isn't yet ready to retire. He just signed another five-year lease and suspects he might have another 10 years in him. "Baking is my



Photos by Paul Chinn / The Chronicle

Jana Sikk, clockwise from top, behind the counter at Schubert's on Clement Street in S.F.; a Saint Honore cake; Schubert's co-owner Ralph Wenzel decorates a Swedish Princess cake.

meant keeping the menu virtually the same — and doing anything to please their customers. For example, when someone requested the Fuerst Pueckler cake for Christmas, a

Schubert's original that was no longer on the menu, the Wenzels made it anyway. The Neapolitan stunner, striated with vanilla and chocolate sponge between layers of chocolate and raspberry whipped cream, has since become a menu mainstay.

The Fuerst Pueckler is one of several cakes you won't find at many — if any — other bakeries in the Bay Area. Other perennial favorites include the Swedish Princess cake, a white cake stacked with raspberry jam, kirsch custard and whipped cream; and the Opera cake, a hazelnut sponge filled with chocolate and mocha praline.

You won't find many dense

10 years in him. "Baking is my whole life," he says.

When he does eventually leave, he hopes to sell Schubert's to someone who will preserve it the way he and his brother did. He blushes when asked how he feels about being part of a legacy: "I'm proud of the fact that we've maintained the business for 20 years," he says, "that we pay our bills on time and that quite a few families can make a decent living working at this place."

Alissa Merksamer is a Bay Area freelance writer. Email: food@sfchronicle.com Twitter: @glamsnack

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<https://www.7x7.com/under-the-radar-delicious-bakeries-in-san-francisco-1787027576.html>



Under the Radar, Delicious Bakeries in San Francisco

By [Ana Kamin](#)
Sep 08, 2015

'Tis the time of the year when we all crave comforting baked goods. Here are a few not-so-well-know bakeries in San Francisco whose buttery, fluffy, carb-loaded goodness deserve your attention.



Schubert's Bakery

If you want exquisite, luscious, wildly-rich cakes for an affordable price, check out Schubert's in the Outer Richmond. (Must-try: Princess Cake) *521 Clement*

FOOD // RESTAURANTS

SF is still sweet on 105-year-old Schubert's Bakery

By Alissa Merksamer

Aug. 8, 2016 | Updated: Aug. 8, 2016 2:19 p.m.



A Saint Honore cake is displayed at Schubert's Bakery on Clement Street in San Francisco, Calif. on Saturday, Aug. 6, 2016.
Photo: Paul Chinn, The Chronicle

Chocolate flowers with yellow and red stems curve around the side of a strawberry cheesecake. They rest atop a bed of white and pale pink chocolate curls accented by a few dark chocolate leaves that have been brushed in gold. A handful of local raspberries match the bright red ribbon tied in a bow around the base of the cake. Etched on a white chocolate disc, the words "Schubert's Bakery" add the final touch.

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Sharabi has been a Schubert’s loyalist for 15 years. Like him, most customers have been ordering the same cakes, cookies and pastries for years, and they depend on Schubert’s to deliver their favorites unchanged by time. That was the tacit promise owner Ralph Wenzel made to them when he and his brother Lutz, now semiretired, bought the bakery in 1995.



Schubert's Bakery co-owner Ralph Wenzel decorates a special order Swedish Princess cake in San Francisco, Calif. on Saturday, Aug. 6, 2016.

Photo: Paul Chinn, The Chronicle

German immigrant Oswald R. Schubert built the original bakery on Fillmore Street near McAllister in 1911. It moved to its current location at 521 Clement St. in the 1940s. The Wenzel brothers, who grew up in Germany, apprenticed in their parents' bakery before moving to Holland in 1979. There, both became accomplished pastry chefs and completed stints at five-star hotels in Dubai. They were working at Schubert's when owners Hilmar and Annie Maier, who had run the bakery since the late 1960s, decided to retire. The brothers wanted to buy it, but as recent immigrants without sufficient credit, they couldn't secure a loan from the bank. The Maiers offered to finance them. "We are very grateful to them," says Ralph Wenzel.

The brothers' goal was to preserve the status quo of this beloved bakery. For them, that meant keeping the menu virtually the same – and doing anything to please their customers. For example, when someone requested the Fuerst Pueckler cake for Christmas, a Schubert's original that was no longer on the menu, the Wenzels made it

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A Mango Mousse cake at Schubert's Bakery on Clement Street in S.F.

Photo: Paul Chinn, The Chronicle

You won't find many dense cakes at Schubert's; instead, most rely on sponge layered with mousse, custards, fruit fillings and whipped cream. For nearly every whole cake that can serve a crowd, the Wenzels also offer miniature replicas and/or slices. The

only nod to the brothers' German heritage is the Black Forest, a chocolate sponge with sour cherries and kirsch-flavored whipped cream.

While the cakes definitely win the beauty contest, an array of side-of-the-saucer cookies, like buttery almond shortbread and delicate Swiss tea cookies, have devoted followers, too. Everything is baked fresh daily, and any leftovers go on sale the next day, which early risers snap up within a few hours.

Ralph Wenzel employs a team of about a dozen people, many of whom have been there for years. "I don't like having a lot of turnover," he explains. Bakers sometimes start working at midnight to prepare special-order cakes for early-morning pickups.

"We take a lot of pride in our work," says Nick Snell, as he lathers a strawberry shortcake with whipped cream. Snell has a 45-year baking career and taught pastry at the California Culinary Academy for 20 years. The plump strawberries that go into this cake come from local Ortiz Farm. Another Bay Area company, Guittard, supplies the chocolate. On the opposite side of the kitchen, Sonny Luong rolls out bright yellow marzipan to swathe a row of Swedish Princess cakes. He'll make 140 to 150 of them in a week and as many as 50 on Saturday. His sister, two brothers and niece also work at Schubert's.

At age 57, Wenzel isn't yet ready to retire. He just signed another five-year lease and suspects he might have another 10 years in him. "Baking is my whole life," he says.

When he does eventually leave, he hopes to sell Schubert's to someone who will preserve it the way he and his brother did. He blushes when asked how he feels about being part of a legacy: "I'm proud of the fact that we've maintained the business for 20 years," he says, "that we pay our bills on time and that quite a few families can make a decent living working at this place."

Do you have a favorite Schubert's memory? Share below in the comments section or via Twitter to @SFC_FoodHome

Alissa Merksamer is a Bay Area freelance writer. Email: food@sfchronicle.com Twitter: [@glamsnack](https://twitter.com/glamsnack)



The 18 Best Bakeries In San Francisco

BY [JAY BARMANN](#) IN [FOOD](#) ON APR 13, 2017 2:50 PM

Even for as food-obsessed a city as San Francisco is, we have a surprisingly excellent variety of bakeries and patisseries — some like Craftsman & Wolves creating modern, idiosyncratic treats and riffs on classics, and others like Tartine, Arsicault, and 20th Century Cafe keeping centuries-old traditions alive every day with their world-class confections, breads, and [Viennoiserie](#). We are lucky to be a city where you can not only get a Parisian-quality croissant, but also some of the best focaccia this side of Liguria, and crusty sourdough loaves the likes of which no other city in the country gets to eat. If you're gluten-averse or militantly Paleo, I pity you for how many of these earthly pleasures you are missing out on in this fair city. But hey, more for the rest of us. — Jay Barmann

[Schubert's](#)

Another venerable, old-school SF bakery operation, Schubert's has been in continual operation for over 105 years, having begun business on Fillmore Street and then moved to its present spot in the Inner Richmond in the 1940's under original owner, German baker Oswald R. Schubert. The place is now under its fourth generation of owners, and Ralph and Lutz Wenzel are responsible for the signature, traditional cheese cakes, mousse cakes, and Swedish Princess Cakes. This is where you go for an excellent sheet cake, or a traditional, whipped cream iced Black Forest cake. And while the ingredients may not all be organic or whatever, you won't be disappointed with the flavors. — Jay Barmann
521 Clement Street between 6th and 7th Avenues



San Francisco's Oldest Bakeries Are Still the Best

By [Brea Salim](#)
Nov 02, 2017



When you just want some good, old-fashioned pastries.

With countless bakeries vying to produce the next trendy croissant-hybrid in San Francisco, sometimes it seems impossible to find your traditional pastry shop. But they do exist—you just need to know where to look. Here are three delicious bakeries that have seen the city through its countless changes.



Schubert's: 106 Years and Counting

Tina Hsu, a Bay Area native, first stumbled upon Schubert's upon exploring Clement St. in college. Seeing the bakery's selection of her favorite—fruit mousse cakes—she couldn't resist but walk in. What Hsu would discover, was that not only were the "cakes yummy, worth the price, and eye-catching," but the "the quality and taste of their cakes have remained consistent over the years." Hsu is just one of Schubert's many fans; the bakery has remained a local favorite since it first opened its doors in 1911. "A lot of people come back and ask for the same cake for their birthdays every year—they get upset if we don't deliver," said Ralph Wenzel, owner of Schubert's.

Alongside his brother Luz, the Wenzels are the fourth owners of the bakery. Hailing from Eastern Germany, the duo are fourth-generation bakers who had migrated to the States; fitting since Schubert's original founder, Oswald R. Schubert, was also a German immigrant. Since then, the Wenzels have produced the same pastries that first made the local shop popular. The Swedish princess cake, filled with raspberry and kirsch custard and topped with their signature marzipan icing, is certainly a favorite. Another is the opera cake, a rich hazelnut sponge cake filled with chocolate truffle and mocha-praline filling, topped with toasted almonds.

The fact that Schubert's has continued to flourish in Richmond is certainly a testament to the bakery's high quality. Hsu, who lived near Clement St. ten years ago, notes the presence of trendier restaurants replacing mom-and-pop shops whenever she visits Schubert's. "I'm glad that my favorite shops are still holding down, but I really hope [the area] doesn't lose its original charm," she said. Whatever happens, Clement Street certainly won't be losing Schubert's anytime soon. As Wenzel is preparing for retirement, he is looking to pass down the bakery just as the previous owners once did. He said, "I hope [Schubert's] is going to be around for another 100 years." // 7am-6:30pm, 521 Clement St. (Inner Richmond), schuberts-bakery.com

<https://sf.eater.com/maps/best-restaurants-bars-inner-outer-richmond-san-francisco>



Where to Eat and Drink in the Richmond

A vetted guide to dining and drinking in the neighborhood

by [Anna Roth](#) and [Caleb Pershan](#) Updated Jun 28, 2018, 3:59pm PDT



Photo by [Lotzmana](#)/Flickr

SHARE Where to Eat and Drink in the Richmond The Richmond District, both Inner and Outer, takes up most of the northwest corner of the city and is one of San Francisco's largest neighborhoods — a mostly residential, quiet area, with its businesses centered along Clement Street and Geary Boulevard. The 'hood is

sometimes referred to as San Francisco's "second Chinatown" because of its proliferation of dim sum spots, ramen houses, Burmese restaurants, and other Asian favorites, though it also has a sizable Russian population. You can see it all at the Sunday farmers market, a lively two-block amalgam of food stalls and vendors, accompanied by live music. For the rest, **here are our 25 favorite places to eat and drink in The Richmond.**

Make sure to check out Eater SF's other [neighborhood guides](#) in the [Marina](#), [Cole Valley](#), the [Sunset](#), [Chinatown](#), [Lower Haight](#) and more, for intel on the best places to eat, drink, and hang.

Did we miss your favorite place? Let us know in the comments.

9. Schubert's Bakery

512 Clement St
San Francisco, CA 94118

[Visit Website](#)

Remember in the first Great British Baking Show when the contestants had to make a Swedish princess cake with a pale green marzipan shell? Well, they sell that very cake at Schubert's, in slices and whole, because that's just the kind of old-fashioned European pastry that this 100-plus-year-old bakery specializes in. You may claim that you're not a frilly dessert person, but one bite of the shop's opera cake, chocolate truffle torte, or St. Honore cake may change your mind. This is also a classy spot to pick up a birthday cake; they don't make custom cakes, but will do frosting inscriptions.



Benedict C./Yelp

Schubert's Bakery is an absolute must for discerning confection connoisseurs. Since 1911, locals have been flocking to this bakery for cakes that are reputedly out-of-this-world, specifically the Opera Cake and the beloved Swedish Princess Cake. Other favorites include the classic chocolate mousse and strawberry shortcake. Try a slice of one of these specialties, or spring for other sweets like croissants, cherry and apple tarts, coffee cake, strudel and fruit pie. Schubert's location on tantalizing Clement Street is just one more reason to visit this iconic but often overlooked neighborhood. Want to experience a local San Franciscan day? Grab a coffee and treat at Schubert's.

USA Today



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-029
Business Name: San Francisco Supply Master
Business Address: 2050 McKinnon Avenue
District: District 10
Applicant: Shahram Farman, Owner
Nomination Date: January 4, 2018
Nominated By: Supervisor Malia Cohen

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? Yes No

3911 Noriega Street from 1983 to 1989 (6 years)
 1780 3rd Street from 1989 to 2000 (11 years)
 2050 McKinnon Avenue from 2000 to Present (19 years)

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

NOTES: The year 2019 versus 2018 is being used to calculate the number of years in Criterion 1.

DELIVERY DATE TO HPC: December 19, 2018

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 10



City and County of San Francisco

MALIA COHEN
馬莉亞郭嫻

January 4, 2018

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

SF Supply Master Inc.
Attn: Ryan Farman
2050 McKinnon Avenue
San Francisco, California 94124
(415) 642-0700

Re: Legacy Business Nomination for SF Supply Master

To Whom It May Concern:

I am writing to express my support for Mr. Ryan Farman's application to recognize SF Supply Master as a Legacy Business.

San Francisco has always been a City that embraces diversity and the entrepreneurial spirit of its citizens. Founded 37 years ago by Mr. Farman's father, Supply Master positively contributes to the community by retaining long-standing relationships with locally-based businesses and non-profits. For more than 20 years, the City and County of San Francisco has contracted Supply Master for disposable food containers, utensils and service items. By providing jobs for more than 15 years, SF Supply Master is a critical asset to the Bayview-Hunters Point community.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Malia Cohen".

Malia Cohen
Member, Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
S.F. SUPPLY MASTER		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
SHAHRAM FARMAN		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2050 McKINNON AVENUE SAN FRANCISCO, CA 94124		((415))642-0700
		EMAIL:
		shah@sfsupplymaster.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.sfsupplymaster.com	www.facebook.com/sfsupplymaster	www.yelp.com/biz/sf-supply-master-san-francisco?osq=sf+supply+master

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business	
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0141913	C1196917

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

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. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3911 NORIEGA ST	94122	01/01/1983
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	01/01/1983 - 05/22/1989	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1780 3RD STREET	94158	Start: 05/23/1989
		End: 12/12/2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2050 McKinnon Avenue	94124	Start: 12/13/2000
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

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 and a business deemed not current in 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 the Business Assistance Grant.

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.

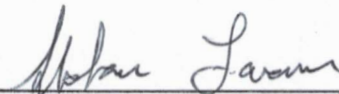
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

Shahram Farman 11/08/2018

Name (Print):

Date:

Signature:



SAN FRANCISCO SUPPLY MASTER

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Shahram Farman founded San Francisco Supply Master (“SF Supply Master”) in San Francisco on January 1, 1983. He has operated in San Francisco ever since. The business, also known as Clean Master is presently located at 2050 McKinnon Avenue.

Shah’s story is truly one of the American Dream. He immigrated to San Francisco from Iran in 1979, leaving the country after the Iranian Revolution. He got a job at The Little Shamrock, an historic bar located at 807 Lincoln Way at 9th Avenue. He worked very hard, even working two jobs at times, eventually becoming the manager at the bar. Neighboring business owners and managers would frequently ask Shah if they could borrow certain items such as napkins, towels, garbage bags, etc., that were always well-stocked at The Little Shamrock. In most cases, the neighbors weren’t replacing the borrowed items, so Shah started charging them, particularly for the disposable food service items. It was at this point that Shah seized his opportunity and created his own business selling disposable food service items wholesale.

SF Supply Master has grown from a one man operation into a leading Bay Area distributor, proudly servicing restaurants, hospitals, schools, bars, hotels, and institutions.

The initial location of the business was 3911 Noriega Street, which is now a pizza restaurant. In 1989, the SF Supply Master moved to a larger location at 1780 3rd Street to accommodate the growing business. At that location, the warehouse space increased from 5,000 square feet to 10,000 square feet to 20,000 square feet as the business grew. It was once the Southern Pacific warehouses. It was torn down to build UCSF hospital, and is now part of the San Francisco Giants’ parking lot. In 2000, with the need for more space, SF Supply Master moved to a larger location at 2050 McKinnon Avenue, where the business is still headquartered today. The current location has a fully-stocked 45,000 square foot warehouse with a cash and carry will-call, competitive pick-up pricing options and a superior delivery service. There is next day delivery in San Francisco with weekly and bi-weekly delivery schedules to the East Bay, North Bay, Peninsula and Greater Bay Area.

The 2050 McKinnon building was a former navy WWII warehouse, and it is now planned to be torn down.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

San Francisco Supply Master has never ceased operations in San Francisco.

c. Is the business a family-owned business? If so, give the generational history of the business.

San Francisco Supply Master is a family-owned business. Shahram Farman, founder, is the sole owner of the business. He works with his two sons, Ryan and Justin Farman.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

N/A

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

N/A

f. Note any 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 historic resource status of 1780 3rd Street, 2050 McKinnon Avenue and 3911 Noriega Street are all listed by the Planning Department as Category B, "Unknown / Age Eligible" with regard to the California Environmental Quality Act.

CRITERION 2

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

San Francisco Supply Master is a family owned and operated business, proudly operating for 35 years. It is the largest food service paper supply product distributor based in San Francisco. SF Supply Master provides superior customer service, extensive product knowledge and high quality products at competitive prices.

San Francisco Supply Master has positively contributed to the community by retaining long-standing relationships with locally-based businesses and nonprofits. In addition, the City and County of San Francisco has contracted with SF Supply Master for disposable food containers,

utensils and service items for more than 20 years. The fundamental key to the business' success is their commitment to superior customer service. They take pride in providing, understanding and catering to the needs their clientele. They offer personalized customer care, which includes customized price lists and ordering guides, and the ability to anticipate and monitor their customers' needs in a consistent, efficient, friendly and professional manner.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

SF Supply Master makes frequent donations to San Francisco General Hospital, which they use for their events.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

SF Supply Master has not been referenced in an historical context such as in a business trade publication, media or historical documents.

d. Is the business associated with a significant or historical person?

Significant clients include San Francisco General Hospital; San Francisco Giants; San Francisco 49ers; Cow Palace; San Francisco State University; Chowders, Hook & Cook and Trishes Dishes at Pier 39; and recently Beach Blanket Babylon.

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

By providing local jobs for more than 15 years, SF Supply Master is a critical asset to the Bayview-Hunters Point community. There are three hires through Jobs Now and 6 employees from the Bayview community. With the exception of one employee, the remainder of the company's employees reside in San Francisco.

SF Supply Master makes donations to San Francisco Senior Citizen nutrition programs, Project Open Hand, Salvation Army, Meals on Wheels, United Jewish Center, Self Help for the Elderly, etc. SF Supply Master has also maintained low product pricing for these organizations over 30 years despite price increases from vendors.

f. Provide a description of the community the business serves.

San Francisco Supply Master has continued to grow along with San Francisco with more than 60% of their customer base being here in the city. They have long standing relationships with many nonprofit organizations like Project Open Hand, Self Help for The Elderly, On Lok, Jewish Community Center and others. SF Supply Master has also been a proud vendor and partner with the City of San Francisco, being awarded the Disposable Food Containers, Utensils & Service Items contract for the better part of 20 plus years for San Francisco General Hospital,

Laguna Honda Hospital, the Department of Public Health, Animal Care, Mission Act, Juvenile Probation Department, San Francisco Municipal Transportation Agency, City College of San Francisco, San Francisco Aging and Adult Services Commission and the Board of Supervisors.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The business is not associated with a culturally significant building, structure, site, object or interior.

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

If San Francisco Supply Master were to close, 16 jobs would be lost and customers would lose a reliable distributor of business supplies. The customers, some that have been with SF Supply Master for multiple decades, would lose a high standard of customer service and personal knowledge of their supply needs. Many customers have special items that are stocked and stored with SF Supply Master until they need them delivered. In addition, the City and County of San Francisco would lose their contracted disposable product supplier, which they have depended on for 20+ years.

CRITERION 3

a. Describe the business and the essential features that define its character.

San Francisco Supply Master is the largest food service paper supply product distributor based in San Francisco. The company is a leader in the food service industry with the greatest level of expertise and tireless dedication. SF Supply Master always offer superior customer service paired with extensive product knowledge and high quality products, including a full line of paper, biodegradable and compostable products, and janitorial supplies, at affordable prices. Additional services provided to customers include cash and carry, will call, pick-up option and delivery throughout the greater Bay Area.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

San Francisco Supply Master is committed to maintaining the tradition of distributing wholesale food service paper supply products. Products available include bags and can liners, bakery products, bowls, plates, plasticware, coffee filters, containers and trays, cups and lids, foils, liners, wraps, food pails, food products, green products, janitorial supplies, napkins, picks, register tape, straws and stir sticks, syrups, table décor, towels and tissue.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

San Francisco Supply Master occupies a former WWII warehouse used for storing, receiving, will call and delivery of products. The business added an office, cement flooring, new doors and a product showroom.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

N/A

3911 Noriega Street



KAISER
ALUMINUM
INSTITUTIONAL FOIL
ITEM 88
36 1/2" x 48" x 1/4" x 2000' TUBS

98750

98750

98750

TOILET TISSUE
48" x 36" x 2.95" x 4.5"
PAPER CO., GREEN BAY, WIS.



1780 3rd Street



1780

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FOOD SERVICE & SANITATION SUPPLIES
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1788
3rd STREET



S. F. SUPPLY MASTER
CASH & CARRY 499-2000

1780



DO NOT TOUCH ANYTHING

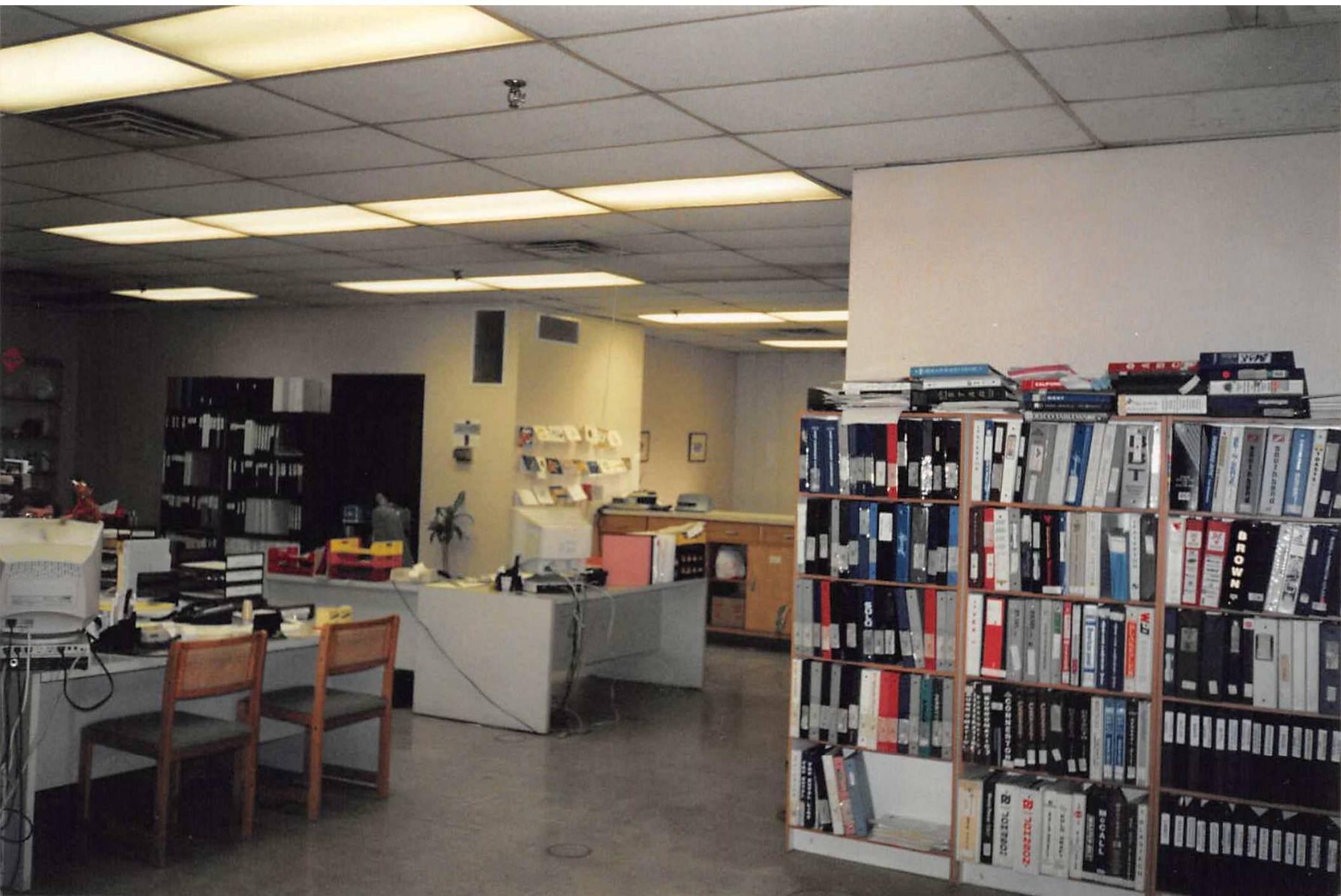
S.F. SUPPLY MASTER
and CLEAN MASTER
PARKING ONLY

10













2050 McKinnon Avenue

2050



S.F. SUPPLY MASTER
— CUSTOMER —
PARKING ONLY

BLDG 428# B



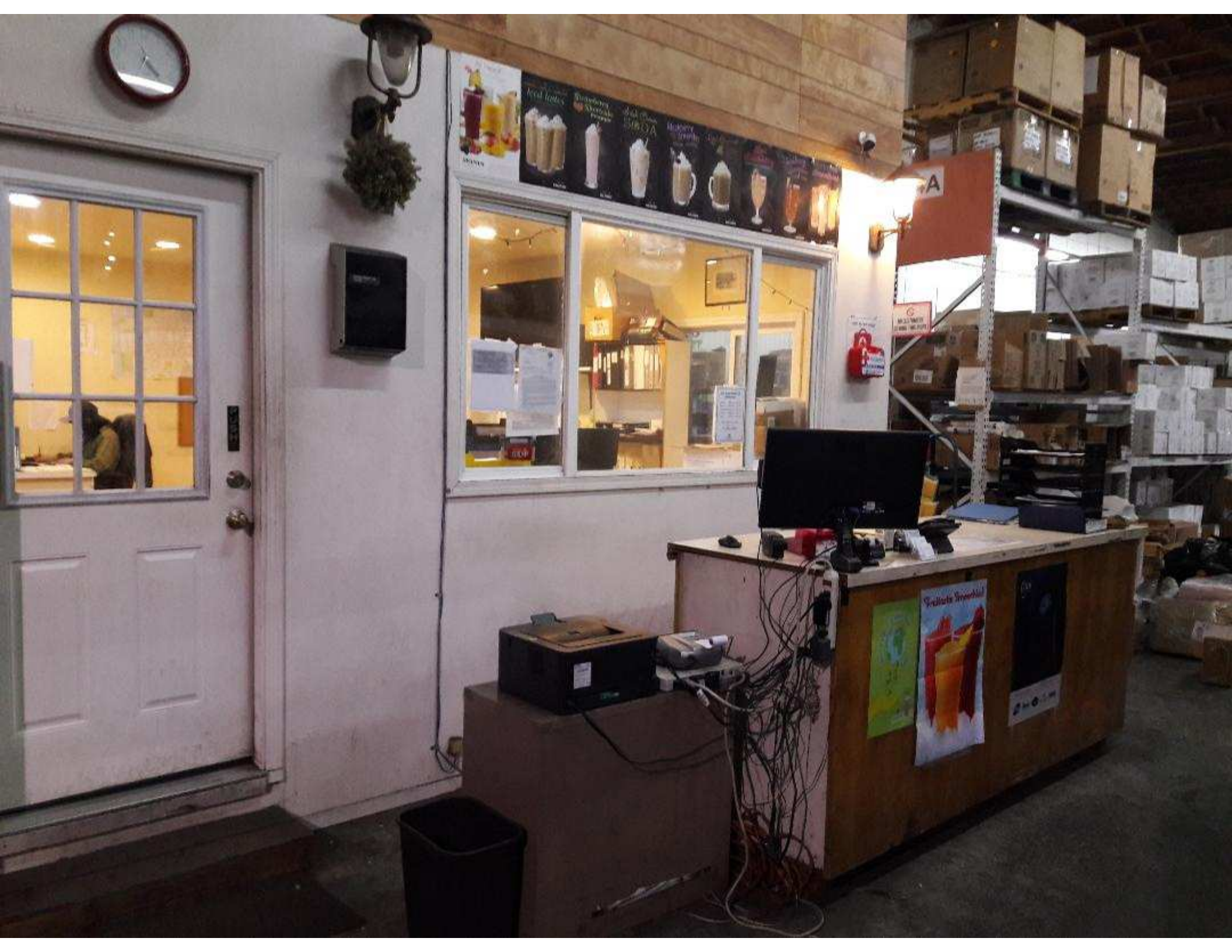


S.F. SUPPLY MASTER

Food Service & Janitorial Supplies

CASH AND CARRY 642-0700





Product Catalog
(Sample Pages of 131-Page Catalog)



SAN FRANCISCO
SUPPLY MASTER
SINCE 1980 INC.



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BAGS & CAN LINERS-GARBAGE BAGS	2
BAGS & CAN LINERS-GARBAGE BAGS GREEN PRODUCTS	3
BAGS & CAN LINERS-PAPER BAGS	4
BAGS & CAN LINERS-PAPER BAGS SACKS	5
BAGS & CAN LINERS-PLASTIC BAGS	7
BAGS & CAN LINERS-PLASTIC REUSABLE BAG	9
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Compostable Can Liners

COMPOSTABLE CAN LINERS

BPI **COMPOSTABLE IN INDUSTRIAL FACILITIES**
Check locally, as these do not exist in many communities. Not suitable for backyard composting. CERT # 9001056

100% COMPOSTABLE CAN LINER

- Meets **ASTM D6400** Composting Standards
- No additives to enhance decomposition
- Utilize soy-based ink
- Superior performance with leak proof seals
- Available in the most commonly requested sizes



CODE	DESCRIPTION	WIDTH	LENGTH	COLOR	GALLONS	MIL	CASE PACK
1021037	GARBAGE BAG COMPOSTABLE	24	33	GREEN	12-16	1.2	100
1021036	GARBAGE BAG COMPOSTABLE	33	39	GREEN	31-33	1.2	100
1021031	GARBAGE BAG COMPOSTABLE	33	44	GREEN	30-40	1.2	100
1021033	GARBAGE BAG COMPOSTABLE	40	48	GREEN	40-45	1.2	100



SKU 142204

Compostable Plate Paper Pulp. 6". 1000 per case.



SKU 142418

Compostable Plate Heavy Paper Pulp. 7". 1000 per case.



SKU 142156

Compostable Plate 1 Compartment. 9". 500 per case.



SKU 142154

Compostable Plate 3 Compartment. 9". 500 per case.



SKU 142158

Compostable Plate 1 Compartment. 10". 500 per case.



SKU 142160

Compostable Plate 3 Compartment. 10". 500 per case.

CONTAINERS & TRAYS- CONTAINERS|GREEN PRODUCTS



SKU 144700

Compostable Hinged Lid Container. 6"X6"x3". White.
500 per case.



SKU 144707

Compostable Hinged Lid Container. Hoagie. 9"X6"x3".
White. 250 per case.



SKU 144708

Compostable Hinged Lid Container. Hoagie
2-Compartment. 9"X6"x3". White. 250 per case.



SKU 147201

Compostable Hinged Lid Container. Shallow.
8"X8"x2.5". White. 200 per case.



SKU 144702

Compostable Hinged Lid Container. Shallow 3
Compartment. 8"X8"x2.5". White. 200 per case.



SKU 144705

Compostable Deep Hinged Lid Container. Medium.
8"X8"x3". White. 200 per case.

CONTAINERS & TRAYS- CONTAINERS|GREEN PRODUCTS



SKU 146034

PLA Lined Hinged Lid Containers. 3 Compartment.
Large. 9" x 9" x 3". White. 160 per case pack.



SKU 146066

PLA Lined Compostable Hot/Cold Food Container. 8 oz.
White Design. 1000 per case.



SKU 146067

PLA Lined Compostable Hot/Cold Food Container. 12
oz. White Design. 500 per case.



SKU 146068

PLA Lined Compostable Hot/Cold Food Container. 16
oz. White Design. 500 per case.



SKU 146069

PLA Lined Compostable Hot/Cold Food Container. 32
oz. White Design. 500 per case.



SKU 146070

PLA Lined Compostable Hot/Cold Food Lid. 8 oz.
White. 1000 per case.

CONTAINERS & TRAYS-FOOD TRAYS|GREEN PRODUCTS



SKU 111026

Eco Box Take Out. #1. Kraft. 450 per case.



SKU 111021

Eco Box Take Out. #1. White. 450 per case.



SKU 111027

Eco Box Take Out. #2. Kraft. 200 per case.



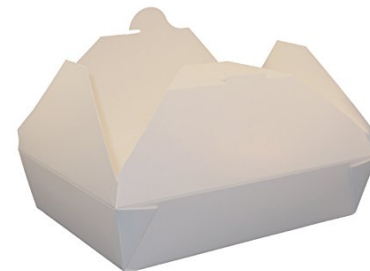
SKU 111022

Eco Box Take Out. #2. White. 200 per case.



SKU 111028

Eco Box Take Out. #3. Kraft. 200 per case.



SKU 111023

Eco Box Take Out. #3. White. 200 per case.

CUPS & LIDS-COLD CUPS & LIDS-COMPOSTABLE COLD CUPS

Compostable Cold Drink Cups



CODE	DESCRIPTION	OUNCES	COLOR	CASE PACK
1076143	CUP PLA 07oz	7	CLEAR	1000
1076151	CUP PLA 09oz OLD FASHIONED	9	CLEAR	1000
1076212	CUP PLA 09oz OLD FASHIONED	9	CLEAR/wPRINT	1000
1076144	CUP PLA 10oz	10	CLEAR	1000
1076152	CUP PLA 12oz	12	CLEAR	1000
1076178	CUP PLA 12oz	12	CLEAR/wPRINT	1000
1076153	CUP PLA 16oz	16	CLEAR	1000
1076166	CUP PLA 16oz	16	CLEAR/wPRINT	1000
1076154	CUP PLA 20oz	20	CLEAR	1000
1076172	CUP PLA 20oz	20	CLEAR/wPRINT	1000
1076155	CUP PLA 24oz	24	CLEAR	600
1076187	CUP PLA 24oz	24	CLEAR/wPRINT	600

Compostable Cold Drink Cup Lids



CODE	DESCRIPTION	SIZE	TYPE	CASE PACK
1078415	LID PLA 12/20oz	12/20	CLEAR X SLOT	1000
1078425	LID PLA 12/20oz	12/20	CLEAR DOME, 1" HOLE	1000
1078450	LID PLA 12/20oz	12/20	CLEAR DOME, NO HOLE	1000
1078440	LID PLA 12/20oz	12/20	CLEAR, FLAT, NO SLOT	1000
1078420	LID PLA 16/24oz	16/24	CLEAR X SLOT	1000
1078430	LID PLA 16/24oz	16/24	CLEAR DOME, 1" HOLE	1000
1078435	LID PLA 16/24oz	16/24	CLEAR DOME, NO HOLE	1000

CUPS & LIDS-COLD CUPS & LIDS|GREEN PRODUCTS



SKU 1078692

Greenware Portion Cup Clear with Print. 2oz. 2000 per case.



SKU 1078695

Greenware Portion Lid Clear Flat for 2oz. 2000 per case.



SKU 1078693

Greenware Portion Cup Clear with Print. 3.25oz. 2000 per case.



SKU 1078696

Greenware Portion Lid Clear Flat for 3.25oz. 2000 per case.



SKU 1078863

Hot Cup. Compostable. INGEO PLA Lined. 8 oz. White Design. 1000 per case.



SKU 1078865

Hot Cup. Compostable. INGEO PLA Lined. 12 oz. White Design. 1000 per case.



SKU 1078866

Hot Cup. Compostable. INGEO PLA Lined. 16 oz. White Design. 1000 per case.



SKU 1078867

Hot Cup. Compostable. INGEO PLA Lined. 20 oz. White Design. 1000 per case.



SKU 1078868

Lid for Hot Cup. Compostable. INGEO CPLA. 8 oz. White. 1000 per case.



SKU 1078869

Lid for Hot Cup. Compostable. INGEO CPLA. 10-20 oz. White. 1000 per case.



SKU 139669

Certified Compostable Fork Heavy Duty. White. 1000 per case.



SKU 139667

Certified Compostable Teaspoon Heavy Duty. White. 1000 per case.



SKU 138884

Certified Compostable Knife Medium. White. 1000 per case.



SKU 138885

Certified Compostable Fork Medium. White. 1000 per case.



SKU 138886

Certified Compostable Teaspoon Medium. White. 1000 per case.



SKU 138883

Certified Compostable Teaspoon "Individual Wrapped" Medium. Black. 1000 per case.



BRANDED CUSTOM PRINT PRODUCTS

Your brand on your take-out products not only makes your business look fantastic, it is also one of the most cost effective and popular marketing methods available.



HOT CUPS

Available in Paper & Compostable

CUP SIZE & QUANTITY

(1-4 COLORS)

50 case minimum most sizes

10-12 initial weeks lead time

8oz. 1000/case

10oz. 1000/case

12oz. 1000/case

16oz. 1000/case

20oz. 600/case



ULTRA CLEAR PET COLD CUPS

CUP SIZE & QUANTITY

(1-4 COLORS)

50 case minimum most sizes

10-12 initial weeks lead time

9oz. 1000/case

12oz. 1000/case

16oz. 1000/case

20oz. 600/case

24oz. 600/case



COMPOSTABLE COLD CUPS

CUP SIZE & QUANTITY
(1-6 COLORS)
24-60 case minimum
10-12 initial weeks lead time
9oz. 1000/case
12oz. 1000/case
16oz. 1000/case
20oz. 1000/case
24oz. 600/case



JAVA JACKETS SLEEVES

COLOR & QUANTITY
(1-4 COLORS)
50 case minimum
10-12 initial weeks lead time
KRAFT 1000/case
WHITE 1000/case



NAPKINS

Available in Beverage & Dinner 1-3ply

COLOR & QUANTITY
(1-3 COLORS)
9-10 case minimum Beverage
36 case minimum Dinner
6-8 initial weeks lead time
Beverage 36-50k Napkins total
Dinner 36k Napkins



GREASE RESISTANT FOOD WRAP

COLOR & QUANTITY

(1-3 COLORS)

33-100 case minimum 3000 per case

initial weeks lead time

Available in White or Natural

12X12

14X14

15X16



PIZZA BOXES

COLOR & QUANTITY

(1-4 COLORS) 30% Print Coverage

100 case minimum 50 per case

initial weeks lead time

7"

8"

10"

12"

14"

15"

16"

18"



COMPOSTABLE BAGASSE CONTAINERS

COLOR & QUANTITY

(1-4 COLORS)

case minimum per case

initial weeks lead time

100% Compostable Bagasse

6" x 6"

8" x 8"

8" x 8" 3 Compartment

9" x 6"

9" x 6" 2 Compartment

9" x 9"

9" x 9" 3 Compartment

10" x 10" 3 Compartment