

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 11, 2017

CASA SANCHEZ

Application No.: LBR-2016-17-091
Business Name: Casa Sanchez
Business Address: 250 Napoleon Street, Unit M
District: District 10
Applicant: Martha Sanchez, Owner
Nomination Date: June 12, 2017
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Casa Sanchez is a family-owned distributor of Mexican food products located in the Bayview neighborhood. Opened as R. Sanchez & Co. in 1923 by Mexican immigrants Roberto and Isabel Sanchez, the "Mexicatessen" originally offered tamales, enchiladas, salsas, cheeses, chorizo, masa, chili powder and baked goods from its lower Pacific Heights/Western Addition storefront.

In 1945, R. Sanchez & Co. relocated to a larger space located on Fillmore Street in the Western Addition where it operated a tortilla factory and continued to sell its other food products. Using mechanized tortilla machines enabled the business to produce enough to produce large quantities of tortillas and deliver them by the pound to San Francisco's earliest Mexican food restaurants like the Papagayo Restaurant at the Fairmont Hotel and the Sinaloa night club and restaurant in North Beach. For nearly a decade it served as the Bay Area's only tortilla factory with a full distribution service.

In the 1960s, the tortilla factory and Mexicatessen expanded to include a dine-in restaurant that at night would turn into "Club Sanchez." Club Sanchez served as a venue for musical performances of various genres and contributed to the Fillmore's thriving jazz scene that characterized the neighborhood during that era.

In 1968, the tortilla factory operation moved to 24th and York Streets in the Mission District, along with a second restaurant. Club Sanchez continued on in the Fillmore until 1982. It was during the move to the Mission District when the business changed its name to Casa Sanchez and when it began to commercially manufacture its salsa recipes, selling "the first ever fresh packaged salsa in the country," which eventually became the highest selling salsa in the state. Casa Sanchez's factory operations have since moved to the Bayview neighborhood and Hayward, California. The company still owns its 24th Street storefront, renting the space to another Latino restaurant, and remains active in the neighborhood through its participation in the Calle 24 Latino Cultural District.

Now run by the third and fourth generations of the Sanchez family, Casa Sanchez offers 25 products and distributes to grocery stores in seven states. According to the San Francisco Business Times, in 2017 Casa Sanchez was the sixth highest grossing Latino business in the Bay Area.





SAN FRANCISCO
OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1523 Steiner Street from 1923 to 1945 (22 years)
1923 Fillmore Street from 1945 to 1976 (31 years)
2778 24th Street from 1976 to 2013 (37 years)
250 Napoleon Street, Unit M from 2013 to Present (4 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Western Addition (including the Fillmore) and the Mission District neighborhoods' history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Casa Sanchez is associated with Mexican and Latin American culinary traditions.
- Casa Sanchez is one of the oldest and longest-running Mexican-American-owned businesses in San Francisco. The business contributes to the history and identity of San Francisco's Latino community, particularly in the areas of culinary heritage and Latino business and entrepreneurial development. It has promoted Mexican culinary heritage by serving as the first tortilla factory in the Bay Area and was the first business in the country to sell packaged fresh salsa. The business is also associated with Latino business development and entrepreneurship in San Francisco, as co-owner, Robert Sanchez, III co-founded the 24th Street Merchants and Neighbors Association (now the Calle 24 Latino Cultural District), the 24th Street Cultural Festival and the San Francisco Hispanic Chamber of Commerce.
- The 250 Napoleon Street property was previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category C Property," indicating that no historical resource is present. Casa Sanchez's 2778 24th Street property (no longer in use as Casa Sanchez Restaurant, but still owned by the company) is on the HPC's Landmark Designation Work Program for its associations with the city's Latino community history. The nomination will be developed based off of a National Register of Historic Places application for the property, developed by San Francisco Heritage.
- The business has been cited in the following publications:
 - SFGate, 4/14/1999, "\$5.8 Million Tattoo / Sanchez family counts the cost of lunch offer," by Steve Rubenstein.
 - CNN Interactive, 4/17/1999, "Tattoo for food pays off for San Francisco restaurant," by Don Knapp.
 - ABC7, 4/1/2010, "Restaurant tattoo will get you free tacos for life," by Lyanne Melendez.
 - Wall Street Journal, 4/1/2010, "Free Tacos for Life, in Exchange for a Tattoo," by Stu Woo.
 - San Francisco Business Times, 5/25/2012, "Casa Sanchez handed down by generations," by Hannah Albarazi.
 - KQED News, 11/14/2013, "Mission District Restaurant Landlord Keeps Rent Low, Flavor Local," by Sam Harnett.





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CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Casa Sanchez is committed to maintaining the physical features and traditions that define its craft of manufacturing and distributing Mexican food products such as chips, salsas, guacamole and tortillas.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Casa Sanchez qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Commitment to continuing Mexican culinary traditions through the sale and distribution of items such as tortillas, chips, salsas and tamales.
- Commitment to promoting Latino entrepreneurship in the Calle 24 Latino Cultural District by renting its 24th Street property to local Latino businesses.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- The manufacture of Mexican food products.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Casa Sanchez currently located at 250 Napoleon Street, Unit M in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 11, 2017

CASA SANCHEZ

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2016-17-091
<i>Business Name:</i>	Casa Sanchez
<i>Business Address:</i>	250 Napoleon Street, Unit M
<i>District:</i>	District 10
<i>Applicant:</i>	Martha Sanchez, Owner
<i>Nomination Date:</i>	June 12, 2017
<i>Nominated By:</i>	Mayor Edwin Lee
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY250 NAPOLEON STREET, UNIT M.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on September 11, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Casa Sanchez:

Physical Features or Traditions that Define the Business:

- Commitment to continuing Mexican culinary traditions through the sale and distribution of items such as tortillas, chips, salsas and tamales.
- Commitment to promoting Latino entrepreneurship in the Calle 24 Latino Cultural District by renting its 24th Street property to local Latino businesses.

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

- The manufacture of Mexican food products.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 11, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-091
Business Name: Casa Sanchez
Business Address: 250 Napoleon Street, Unit M
District: District 10
Applicant: Martha Sanchez, Owner
Nomination Date: June 12, 2017
Nominated By: Mayor Edwin Lee

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

1523 Steiner Street from 1923 to 1945 (22 years)
1923 Fillmore Street from 1945 to 1976 (31 years)
2778 24th Street from 1976 to 2013 (37 years)
250 Napoleon Street, Unit M from 2013 to Present (4 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: NA

DELIVERY DATE TO HPC: July 6, 2017

Richard Kurylo
Manager, Legacy Business Program



Office of the Mayor
City & County of San Francisco



Edwin M. Lee

June 12, 2017

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

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Casa Sanchez for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

Casa Sanchez, located at 250 Napoleon St # M, San Francisco, is a San Francisco grown company, at over 90 years of age it continues to be a family owned business now on its 4th and 5th generation. Roberto and Isabel Sanchez immigrated to San Francisco in 1923 from Acaponeta, Mexico. With a 20 lb rod iron tortilla press Mr. Sanchez was determined to build Northern California's first tortilla factory. Since then Casa Sanchez has moved beyond tortillas with over 25 products sold on store shelves in over 7 States.

It is an honor to recognize the legacy and contributions of Casa Sanchez to our great city of San Francisco.

Sincerely,

A handwritten signature in dark ink, appearing to read "Edwin M. Lee", written over a circular embossed seal.

Edwin M. Lee
Mayor

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:		
Casa Sanchez		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Elizabeth Sanchez, Robert Sanchez, Martha Sanchez, George Sanchez, James Sanchez		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
250 Napoleon St., Unit M San Francisco, CA 94124		((415))948-9852
		EMAIL:
		martysanchez2@yahoo.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.casasanchezsf.com	casasanchezsf	

APPLICANT'S NAME		
Martha Sanchez	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
Owner		
APPLICANT'S ADDRESS:		TELEPHONE:
214 Silver Ave. San Francisco, CA 94112		((415))948-9852
		EMAIL:
		martysanchez2@yahoo.com

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

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
1523 Steiner Street	94115	1923
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1923-1945	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1923 Fillmore Street	94115	Start: 1945 End: 1976

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2778 24th Street	94110	Start: 1976 End: 2013

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
250 Napoleon St., Unit M	94124	Start: 2013 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:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

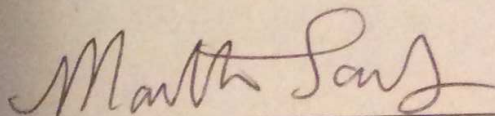
This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, 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.

Martha Sanchez 7/5/17



Name (Print):

Date:

Signature:

CASA SANCHEZ

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.

Roberto Sanchez from La Caponeta, Monterrey, Mexico, met his future wife Isabel Santeno in Texas. She came to San Francisco in 1921 where Robert followed her. Mr. Sanchez had a 20 pound rod iron tortilla press tucked under his arm. It had a crank and a cheese-cutter-type wire. He was determined to create the first tortilla factory in Northern California. On September 12, 1924, Mr. and Mrs. Sanchez opened a tamale shop, R. Sanchez & Co., at 1523 Steiner Street in the city's lower Pacific Heights/Western Addition neighborhood where they sold enchiladas, tamales, sauces, cheeses, chorizo, masa, chili powder and baked goods. They delivered them in Ford Model A cars.

In 1945, they moved to a larger location at 1923 Fillmore Street at Pine with a few small mechanized tortilla machines. From his "Mexicatessen," he sold tortillas by the pound wrapped in butcher paper and string. Along with his wife and 3 children – Robert Jr, Juliana and Lupe – the family business was in full swing.

Mr. Sanchez passed away suddenly in 1932, and Mrs. Sanchez took over the business with assistance from her three children when the children were just 9, 10 and 11 years old. Robert Jr., Juliana and Lupe would work at the store after school, standing on milk cartons to reach the hand cranked register.

When Robert Jr. was 16 years old, he corralled his buddies from Poly Tech High School to hang out with him as he delivered tortillas in International bubble top trucks to Mexican establishments. They had a blast visiting places like the Papagayo Restaurant at the Fairmont Hotel where the eccentric owner was known for having a lion sit in the back seat of his station wagon. Another favorite spot was the Sinaloa, the renowned burlesque show on Broadway. They started the routine of throwing tortillas like frisbees out of the delivery truck windows. That boys-will-be-boys tradition lives on today when each Sanchez family member (now at 5 generations) gets their driver's license.

In the late 1950s, a pretty and smart young lady, Martha Rodriguez, from Zacatecas, Mexico, came looking for a job. Robert Jr. was immediately smitten, and a couple of years later they wed. They had five children: Robert III, George, Martha, Elizabeth and James. The youngest of his children, James, was the inspiration for the Casa Sanchez logo "Jimmy the Cornman."

During the 1960s, the jazz scene in the Fillmore district exploded. Casa Sanchez added a restaurant that by night became Club Sanchez. It was a jumping spot that helped solidify Fillmore's jazz scene. Oftentimes, symphony or opera performers would go to Club Sanchez for a nightcap after performances and continue the show as waitresses served food and drinks in Mexican lace, off the shoulder blouses. Jazz greats like Charlie Parker, mariachis, banjo players and nearly every genre of musician showed up at any given night.

The tortilla factory moved in 1968 to 2778 24th Street at York in the heart of the Mission. Also in 1968, the name of the company changed from R. Sanchez & Co. to Casa Sanchez. For almost a decade, it was the only tortilla factory with a full distribution component in Northern California. But seemingly overnight, nearly a dozen tortilla factories sprouted throughout the Bay Area. Price wars forced Casa Sanchez to get creative.

Robert Jr. and Martha Sanchez decided to commercially manufacture their recipe of fresh salsa and started the first ever fresh packaged salsa in the country. Safeway was the first supermarket chain to carry Casa Sanchez. It has since become the highest selling salsa in California based on Neilson reports, and a proud, strong San Francisco staple.

Casa Sanchez continued manufacturing from the 24th Street location and again added a restaurant at the same location in 1968. Instead of going home after school, the 3rd generation Sanchez kids (Robert III, George, Martha, Elizabeth and James) gathered in a circle to put labels on plastic containers and talk. The salsa factory outgrew the space and expanded to two locations: 250 Napoleon Street in San Francisco (run by Elizabeth Sanchez and her son Robert Aranda) and 2898 West Winton Ave. in Hayward run by Robert Sanchez Jr.

Robert Jr. expanded Casa Sanchez into a top ten highest grossing business in San Francisco, Robert Jr. passed away in 2009 at the age of 82. The restaurant meanwhile continued as the "living room" of not only for Martha Sanchez but for the community. When Martha died in 2011 at the age of 83, the family decided to rent the property out and continue its wholesale division from Napoleon Street.

In 2017, The San Francisco Business Times announced that Casa Sanchez was the 6th highest grossing Latino business in the Bay Area. Today, the 4th and 5th generation family members are 19 and counting. The Casa Sanchez line has grown to over 25 products. It still holds the #1 Neilson ratings spot of being the highest selling salsa in California. Distribution expanded to seven states and salsa has replaced ketchup as the #1 condiment. Casa Sanchez vows it had a lot to do with that.

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

Casa Sanchez was consistent in its operations with no gaps since 1924.

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

Casa Sanchez is a family-owned business. Following is a generational history of the business:

Generation 1: Roberto and Isabel

Generation 2: Robert Jr., Lupe, Julie

Generation 3: Robert III, George, Martha, Elizabeth, James

Generation 4: Robert Aranda, Martha Aranda, Crystal Serrano, Miguel Herrera, Ciara Rondone, Teresa Rondone.

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

Not applicable.

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.

Not applicable.

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.

Unknown.

CRITERION 2

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

Casa Sanchez has been involved in many historical events in the Mission pertaining to the Latino community. Robert Sanchez III was the founder of the SF Hispanic Chamber of Commerce, the first Carnaval San Francisco and the street fair on 24th Street known as Festival de Las Americas.

Once the family decided to not run the restaurant, they turned down hundreds of thousands of dollars from high end businesses wanting to rent the space. Instead, they kept it a Latino-operated business by renting the property to a pupusa family business named D'Maize which is still there today.

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

Casa Sanchez is associated with a number of “firsts” in the food industry:

- Casa Sanchez was the first tortilla factory in Northern California.
- Casa Sanchez was the first salsa to place on Neilson ratings. The category did not exist prior to Casa Sanchez.
- Casa Sanchez was the first fresh salsa company to put peel-off safety seals on the containers, which are now an industry standard.
- Casa Sanchez was the first to use HPP (High Power Pressure) packaging for its salsa, extending the expiration date to 90 days.
- Casa Sanchez sold the very first packaged fresh salsa in the country.

Casa Sanchez reached global recognition via a promotion: get a tattoo of "Jimmy the Cornman" and receive free lunch for life from the Mission district restaurant. The story ran over 100 times internationally in print and on television; it was featured on dozens of morning radio shows, became a trivia question on Jeopardy and was voted by Forbes magazine as one of the top ten best marketing ideas of the year.

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

The business has appeared in the following media:

- Newspapers: LA Times; SF Chronicle; SF Examiner; Wall Street Journal. 7x7, Focus Magazine, USA Today, Associated Press, Orange County Weekly, Sacramento Bee, San Jose Mercury News, Fresno Bee,
- Magazines: Forbes; California Grocer; American Airlines Sky, Details, Bon Appétit,
- Television: MTV; Univision; Finney's Friday Free Stuff on ABC News; NBC News; BBC News; Jeopardy; Kathy Lee Gifford Show; China Times, CNN, KQED, The Daily Show and more.

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

No, but the logo Jimmy the Cornman is a local celebrity. His image is based on 3rd generation James Sanchez who was born during the moon landing era of the 1960s-1970s. He was the youngest of 5, the baby of the family. At that time, much advertising was space related. The slogan was “Flavor... Out of This World!” and “It’s the Taco the Town.”

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

Casa Sanchez has always been close to their community. Throughout the decades, Casa Sanchez has given over \$100,000 in monetary donations and products to dozens of causes and organizations. Included are Glide Memorial, Academy of Friends, San Francisco Zoo, De Young Museum, San Francisco International Film Festival, Galeria de La Raza, Accion Latina, street

fairs, St. Peter's, St John's, Community Housing Partnership, Papi League soccer team, San Francisco Unified School District, sports clubs, Riordan High School, Golden Gloves, politicians, nonprofits, art institutions, LGBTQ causes, community funerals and more.

Casa Sanchez and members of the Sanchez family have been recipients of numerous awards, including the following:

- Current La Cocina, Board of Directors.
- 2014 Mayor Ed Lee Legacy Certificate of Honor.
- 2012 Family Business of the Year Under \$7 Million from Gellert Institute.
- 2012 San Francisco Cesar Chavez Foundation Legacy Award.
- 2012 Certificate of Recognition by Senator Diane Feinstein.
- 2012 Certificate of Recognition by State Senator Tom Ammiano.
- 2012 Certificate of Recognition by State Senator Mark Leno.
- 2005 San Francisco Chronicle Best Salsa.
- 2004 SF Weekly Best Salsa.
- 2003 Bay Guardian Best Advertising Gambit.
- 1999 Bay Guardian award for "Burrito people willing to tattoo themselves for."
- 1994 Mission Language and Vocational School Business - Leader of the Year.
- 1992-1993 Galeria de la Raza/Studio 24 - Board of Directors Chairperson.
- 1992 Riordan High School - Board member.
- 1992 Mayor's Task Force on The Mission - Chairperson.
- 1992 Golden Gate Restaurant Association - Board member
- 1991 San Francisco Chamber of Commerce Business - Person of the year.
- San Francisco Chamber of Commerce - Board member, 1990-92. Entrepreneur of the Year, 1991.
- 1990-1992 Mexican Museum - Board member.
- 1990-1992 Small Business Advisory Commission - Member.
- 1990 Mayor's Drug Abuse Task Force - Member.
- 1989-1992 Convention and Visitors Bureau - Board member.
- 1989-1991 St. Luke's Hospital- Board member.
- 1989-1992 Hispanic Community Fund - Board member.
- 1989 24th Street Revitalization Committee - Founder.
- 1988-1992 Mission Economic Development Association Board member.
- San Francisco Hispanic Chamber of Commerce- Co-founder, 1986; President 1989-91; board member to 1992; 1991 Business Person of the Year.
- 1980 24th Street Cultural Festival - Founder.
- 24th Street Merchants and Neighbors Association- Co-founder, 1979; President 1979-81; board member to 1992.

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

Casa Sanchez is committed to representing Latino culinary traditions and has made Mexican food available to San Francisco residents for generations including delivering hot food to neighborhood residents and selling tortillas to restaurants in the city. According to Lupe, who worked at the family business her entire life, the business' clientele during the early years was not predominantly Mexican or Latino. Many Mexican families would make their own food at home, so the majority of customers who purchased prepared foods from Casa Sanchez included Jewish, Irish, Italian and Spanish residents. Casa Sanchez can be considered a pioneer in providing Mexican food beyond the Mexican and Latino community. During the early twentieth century it was considered a novelty, as few Mexican restaurants existed in the city. Today, Casa Sanchez products are available in California, Hawaii, Oregon, Washington, Arizona and Colorado, and can be found on chain supermarket store shelves. The typical customer is European-American, between 21 and 55 years old, and has an income over \$100,000. Despite their growth beyond the city, the company has maintained a strong presence in San Francisco and remains committed to its original roots by supporting the local San Francisco Latino community and promoting its history.

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

The original Casa Sanchez sign from 1968 still stands at the 2778 24th Street location, and the patio restaurant remains with original murals from the 1990s.

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

Casa Sanchez is one of the few businesses of this size that insists on remaining part of the community. They have testified often at City Hall hearings and in the press on behalf of preserving the Latino culture in San Francisco. They are founding members of 24th Street Merchants and Association, now the Calle 24 Latino Cultural District Council, and were instrumental in making 24th Street a formal Latino Cultural district.

CRITERION 3

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

Casa Sanchez has managed to successfully mass produce their products while remaining true to their Mexican culinary traditions and fresh ingredients.

Founded by Mexican immigrants, Casa Sanchez is part of San Francisco's Latino history as the first mechanized tortilla and tamale factory in the city and Northern California. The tamale making process was time-consuming and labor intensive. The eldest Sanchez daughter, Lupe,

recalls using an electric machine with a step pedal and a big stainless steel table to make tamales.

They also operated a popular “Mexicatessen” that sold a variety of prepared Mexican foods: originally mass producing and distributing Mexican staples such as tortillas and tamales, and today including tortilla chips and salsas.

The flavors of Casa Sanchez salsas come from family recipes and stand out by far compared to their competition. There are vegan with no preservatives, additives, sugars or vinegars.

Casa Sanchez is the highest selling salsa in California based on Neilson reports. At some stores they outsell the next company 5 to 1. Casa Sanchez dominates 30% of the entire salsa business in California. A salsa category did not exist with Neilson before Casa Sanchez began manufacturing.

After more than 90 years Casa Sanchez remains a family run business and every generation has contributed a piece to the company.

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)

Casa Sanchez is committed to maintaining the historical traditions that define the business, including its commitment to maintaining the history of the Latino community in San Francisco, through their food products, their legacy, as well as the properties they own.

One of the properties still owned by the family is located along the iconic Calle 24 Latino Cultural corridor. Although it is no longer operated by the family, after the passing of Martha Sanchez in 2011 the family made a commitment to the community to continue supporting local Latino entrepreneurs. When Martha Sanchez passed, the family was inundated with offers from people interested in renting the restaurant space. Despite offers of high end restaurants who wanted to spend over \$100,000 to renovate, the family offered the place to the Banuelos family who had deep roots in the Mission and continued to support Latino musicians.

After the Banuelos family moved out, the offers from high end restauranteurs grew to nearly \$300,000, but it was offered to De Maize catering. The business owners are first generation immigrants from El Salvador who are residents of the Mission District. They are also graduates of La Cocina who co-signed for the new pupuseria.

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.).

The 2778 24th Street location, which first operated as a combination tortilla factory and Casa Sanchez Restaurant from 1968-2011, is filled with murals consistent with the neighborhood Latino character, painted in 1997 by local muralist named "Cruzin Coyote" Ernesto Paul. The Casa Sanchez sign that was installed in the 1970s is still there and serves as a piece of neighborhood history. The outdoor open air courtyard is key feature of the feel of Mexico with plants, bright colors and live Latin music.

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.

SAN FRANCISCO CHRONICLE, FRIDAY, SEPTEMBER 12, 1924

STOCK AND BOND EXCHANGE



W. A. HARRIS

Investment Feature Market;
News of Marland Expansion

MONTH OF JULY

State and Municipal Orders
Larger Than August,
1923

State and Municipal Orders
Larger Than August,
1923

Table with multiple columns showing stock prices and market data.

Trade Returns Are
More Encouraging

do 7 '31.....100% ..

SAN FRANCISCO
NEW BUSINESS

Compiled daily by industrial department,
Chamber of Commerce.

BAKER
TAMALES—Sanchez & Co., 1523 Steiner.
TIN FOIL—Conley Foil Co., 631 Market.

Market Oil
Recent Prices

Table with 2 columns: Item, Price.

Table with 2 columns: Item, Price.

Houston Oil Leads
Petroleum Group

Houston Oil Leads
Petroleum Group

Lumber Mills Issue
of \$1,000,000 Bonds

Lumber Mills Issue
of \$1,000,000 Bonds

ANNUAL WAGE OF RAIL EMPLOYEES

Table with 4 columns: Year, Average, Minimum, Maximum.

Harris Trust Co.
Offers New Bonds

Harris Trust Co.
Offers New Bonds


Yield
5% to 6.13%

Delmonico
Commercial Co.
Yield
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" Magdaleno (Ida) h4 Exeter
" Manuel (Angeline) chauf h946 Vallejo
" Manuel lab r979 Bryant
" Manuel musician r141 Eddy
" Manuel F agt John Hancock Mutual Life Ins Co r675 Hayes
" Martin msngr r2818 Clay
" Mary h2012 Fulton
" Mary Mrs h675 Hayes
" Mary choc dipper r1828 Atlantic
" Matilda r1369 Hyde
" Maude B Mrs clk Meads Co r107, 801 Sutter
" Michl C (Ethel) lab h836 Prague
" Miguel A (Maria) waiter h2530 San Jose av
" Oscar musician r675 Hayes
" Pastor lab h476 Ivy
" Paul (Eloisa) lab h924 Chenery
" Randolph P h679 Capp
" Rayfield woodwkr r209 Dora
" Richd (Attel) r1355 Ellis
" Robt (Isabelle) tamales 1523 Steiner h1769 Broadway
" Rosa factorywkr r41 Benecia
" Rosaura G Mrs h1067 Oak
" Sebastian (Linda) lab r12 Stillman
" Sebastian (Carnacion) lab h380 Union
" Victoria mach opr r856 Green
" Wm J (Bessie) slsmn h12, 138 Hyde
" Sanchietti Saml paste mkr r95 Lisbon
" Sancimino Chas fish Meiggs Wharf h617 Bay
" Vincent clk h649 Bay
" Sand see also Sands
" Anna (wid Harry) h514 Waller
" A r606 Post
" Benj mach r3352a 16th
" Camille slswmn Moss Co r1283 6th av
" Freda (wid Jos) r801 Scott
" Fredk E (Mary) barber h2007 Fulton

Sandelin Chas C Christian Science pract 120, 166 Geary r Oakland
" Sandell see also Sandahl
" Adolph A (Grace) formn Baker Hamilton Pac Co r56 Isis
" Albert S (Marie) tailor 207, 830 Market h16 Sanchez
" Alice dental nurse r166 Brussels
" Aug (Thelma) tailor h3438 16th
" Aug jr tailor r3438 16th
" Ellen smstrs r3438 16th
" Geo r1720 Golden Gate av
" Hannah tailor r3438 16th
" Harry bkpr Al Sandell r3438 16th
" John A (Amelia) h1355 12th av
" Lena (wid John) h58 Center pl
" Ruth tchr Pub Sch r3438 16th
" Selem (Hilma) janitor h166 Brussels
" Walter clk r58 Center pl
" Sandels Esther inspr r364 Eddy
" Sandeman Wm (Cora) blksmith h1360 Ellis
" Sanden Lawrence B (Esther J) h47 Miramar av
" Louis F (Ida C) carp h3577 22d
" Martha clk Met Life Ins Co r3577 22d
" Sander see also Zander
" Adele K dom r1, 3876 California
" Alf J phys dir S F Boys' Club r715 Hampshire
" Bertha (wid Conrad) h715 Hampshire
" Chas C acct Cal Almond Growers' Exchange r715 Hampshire
" Cordelia bkpr r715 Hampshire
" Elva J sec-treas Kelsey-Mooney-Stedem r715 Hampshire
" Emil G office mgr Am Chiclé Co
" Fred A (Alma) with South End Warehouse Co h2455 Franklin
" Hannah Mrs h572 Church
" H R genl mgr See-Dro Separator Co r Oakland

BUILDING & ENGINEERING NEWS

Page 1629 of 2230

Casa Sanchez Building

Name of Property

San Francisco, CA

County and State

Photographs

Photo Log

Name of Property: Casa Sanchez Building

City: San Francisco

County: San Francisco State: California

Photographer: Desiree Smith (unless noted otherwise)

Date Photographed: June 2016



1 of 15. Sanchez Family at Fillmore Street location (date and photographer unknown; courtesy Sanchez family)

Casa Sanchez Building

Name of Property

San Francisco, CA

County and State



2 of 15. Sanchez tortilla factory (date and photographer unknown; courtesy Sanchez family)



3 of 15. Storefront, looking north from 24th Street

Casa Sanchez Building

Name of Property

San Francisco, CA

County and State



4 of 15. Storefront, looking northeast from 24th Street

Casa Sanchez Building

Name of Property

San Francisco, CA

County and State



5 of 15. Projecting sign on storefront featuring “Jimmy the Cornman,” looking northeast

Casa Sanchez Building

Name of Property

San Francisco, CA

County and State



6 of 15. Sanchez sign above awning on primary façade, north view from 24th Street



7 of 15. Storefront at street level, view north from 24th Street

Casa Sanchez Building
Name of Property

San Francisco, CA
County and State



8 of 15. Interior, looking south to 24th Street



9 of 15. Interior skylight

Casa Sanchez Building
Name of Property

San Francisco, CA
County and State



10 of 15. Rear courtyard facing north



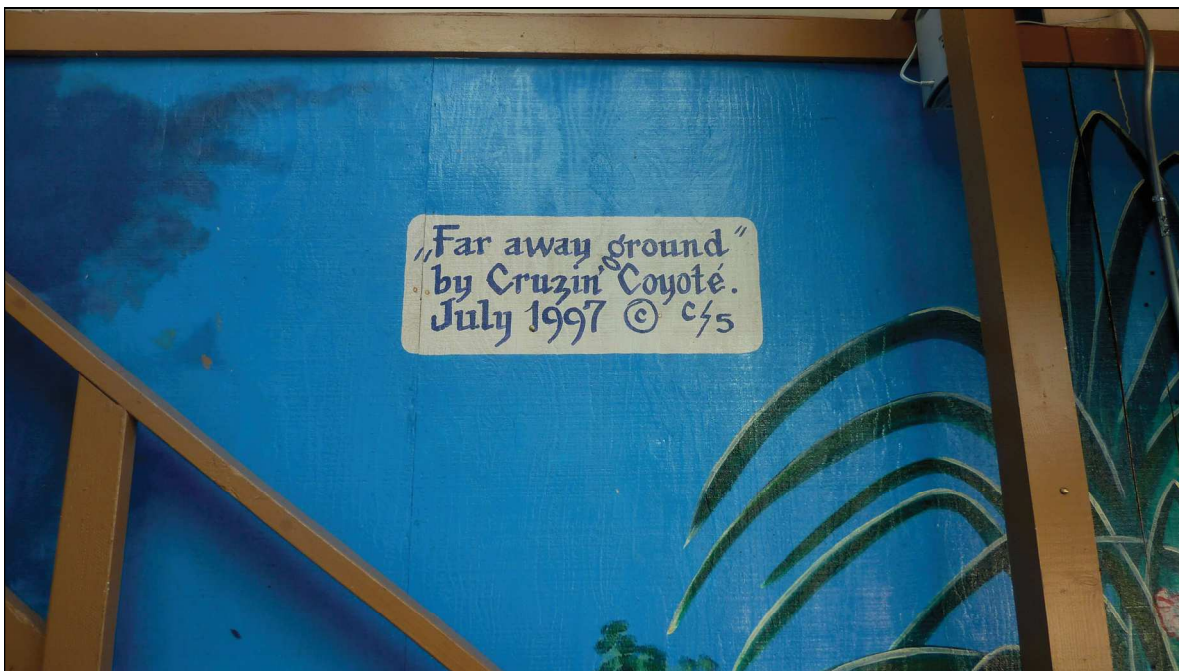
11 of 15. Rear courtyard facing south

Casa Sanchez Building
Name of Property

San Francisco, CA
County and State



12 of 15. Seating area in courtyard



13 of 15. Mural credits in courtyard

Casa Sanchez Building
Name of Property

San Francisco, CA
County and State



14 of 15. Stairs rear façade

Casa Sanchez Building

Name of Property

San Francisco, CA

County and State



15 of 15. Ancillary building restrooms

Casa Sanchez Building – National Register Nomination – Photograph Log

Name of Property: Casa Sanchez Building
City or Vicinity: San Francisco
County: San Francisco County
State: CA
Name of Photographer: Desiree Smith (unless noted otherwise)
Date of Photographs: June 2016 (unless noted otherwise)
Location of Original Digital Files: 2007 Franklin St., San Francisco, CA 94109

Photo #1 (CA_San Francisco County_Casa Sanchez Building_0001)
Sanchez Family at Fillmore Street location (date and photographer unknown; courtesy Sanchez family)

Photo #2 (CA_San Francisco County_Casa Sanchez Building_0002)
Sanchez tortilla factory (date and photographer unknown; courtesy Sanchez family)

Photo #3 (CA_San Francisco County_Casa Sanchez Building_0003)
Storefront, looking north from 24th Street

Photo #4 (CA_San Francisco County_Casa Sanchez Building_0004)
Storefront, looking northeast from 24th Street

Photo #5 (CA_San Francisco County_Casa Sanchez Building_0005)
Projecting sign on storefront featuring “Jimmy the Cornman,” looking northeast

Photo #6 (CA_San Francisco County_Casa Sanchez Building_0006)
Sanchez sign above awning on primary façade, north view from 24th Street

Photo #7 (CA_San Francisco County_Casa Sanchez Building_0007)
Storefront at street level, view north from 24th Street

Photo #8 (CA_San Francisco County_Casa Sanchez Building_0008)
Interior, looking south to 24th Street

Photo #9 (CA_San Francisco County_Casa Sanchez Building_0009)
Interior skylight

Photo #10 (CA_San Francisco County_Casa Sanchez Building_0010)
Rear courtyard facing north

Photo #11 (CA_San Francisco County_Casa Sanchez Building_0011)
Rear courtyard facing south

Casa Sanchez Building – National Register Nomination – Photograph Log (cont.)

Photo #12 (CA_San Francisco County_Casa Sanchez Building_0012)
Seating area in courtyard

Photo #13 (CA_San Francisco County_Casa Sanchez Building_0013)
Mural credits in courtyard

Photo #14 (CA_San Francisco County_Casa Sanchez Building_0014)
Stairs rear façade

Photo #15 (CA_San Francisco County_Casa Sanchez Building_0015)
Ancillary building restrooms







Fillmore Street



24th Street





← Casa Sanchez

ALL FROM MENU





SFGATE

\$5.8 Million Tattoo / Sanchez family counts the cost of lunch offer

Steve Rubenstein, Chronicle Staff Writer

Wednesday, April 14, 1999



Image 1 of 3

Regular customer Greg Tietz, who got his tattoo in November, has been in for lunch about once a week. Chronicle Photo by Brant Ward

San Francisco -- The Sanchez family, which thinks big, now owes the world \$5.8 million worth of free burritos.

That, said Martha Sanchez, is a lot of burritos.

In fact, if everyone who is entitled to a free burrito demands his free burrito, the Sanchez family does not know what, exactly, it is going to do about it.

Last year, Martha Sanchez hung a sign in the front window of Casa Sanchez, the family's Mission District taqueria, offering a free lunch for life to anyone who had the restaurant's logo tattooed onto his or her body. She dreamed up the idea while testing a color printer.

No one would actually do it, Martha Sanchez thought. No one would be willing to have the image of a kid in a sombrero, sitting astride a giant ear of corn in the shape of a rocket ship, tattooed to his body.

But Casa Sanchez burritos being high-quality burritos, someone did. Then someone else. Then a man had his armpit tattooed, a woman had her buttock tattooed and just this week the 40th person -- Thomas Judd, 31, of San Francisco -- had the image tattooed onto his right calf.

"Some people do it for the art," Judd said. "I'm doing it for the beer and the taco."

Day after day, they show up at the taqueria on 24th Street, hungry.

"The food is great," said Greg Tietz, a Potrero Hill bartender who had his upper arm tattooed five months ago and dropped by this week for yet another chicken burrito and Modelo beer.

His tattoo, from a Haight Street parlor that now specializes in the logo, cost \$80. That paid for itself in burritos within a month, Tietz said.

"I'm way ahead. I feel like I'm part of the family. I think I got the better end of the deal." Tietz is always welcome, perhaps because he sticks a few dollars into the tip jar. "That's where the guilt factor comes in," he said. "You don't want to take undue advantage of something like this. It's karma."

Meanwhile, Martha Sanchez sat down with her calculator and did the math. If 40 young people demand an \$8 lunch every day for the next 50 years, as is their right, the family is on the hook for \$5.8 million.

The number stared up from the calculator screen like a bad avocado. Sanchez showed it to her father, 77-year-old patriarch and master tamale chef Robert Sanchez. He looked at the calculator, his wife looked at the calculator, his granddaughter looked at the calculator. Now, said Robert Sanchez, what do we do?

"We better change it," he said. "Make it for one year only."

No, said his wife, that won't work. A deal is a deal.

Well, said Martha Sanchez, from now on all would-be tattoo customers must submit to an interview. Furthermore, the restaurant will cut off the deal after 10 more people get tattoos.

Sanchez said she already turned down one applicant who looked a little bit too hungry and who asked too many questions about the restaurant's long-term solvency.

Robert Sanchez said the secret to survival may actually be in the burritos themselves. Nobody can eat them every day, he said, not even free of charge. In fact, he was lunching on a take-out ham sandwich from down the street.

"Sometimes we go to McDonald's," he said.

"You'd get sick of this food if you ate it for 50 years," added Martha.

Martha Sanchez is not through with big ideas, however. Her next one is to invite dogs to join their owners on the outdoor patio. The specialty will be a meat-and-rice dish for dogs, for \$3.50. The price is the same, whether or not the dog gets a tattoo.



Image 2 of 3

Rupert Moncada and his daughter Emily stood in line for burritos at Casa Sanchez on 24th Street Monday. Moncada has considered getting the tattoo, but hasn't done it yet.
Chronicle Photo by Brant Ward



Image 3 of 3

Martha Sanchez, while testing a color printer, came up with idea of giving away burritos to those who decorated themselves. Chronicle Photo by Brant Ward



Even a free lunch has a price

Tattoo for food pays off for San Francisco restaurant

April 17, 1999

Web posted at: 8:25 a.m. EDT (1225 GMT)

From Correspondent Don Knapp

SAN FRANCISCO (CNN) -- Lunch with a beer runs between \$7 and \$10 at Casa Sanchez, a Mexican restaurant in San Francisco. But for Guido Brenner lunch is free today and every day for the rest of his life. The key to his free lunch? A tattoo.

Casa Sanchez has promised free lunches for life to anyone who has the restaurant's logo permanently tattooed on his or her body.

The restaurant doesn't stipulate where the tattoo must be. The logo, designed by a family relative 35 years ago, is a cartoon -- Jimmy the Corn Man, a sombrero-wearing mariachi boy riding a corncob.

So many people wanted in on the free-lunch-for-life tattoo deal that the restaurant decided to limit the number of participants to 50. With 40 names already on the list, there's room for just 10 more. The restaurant owners screen out those they think will eat too much.

Martha Aranda, a co-owner of Casa Sanchez, says business has picked up as a result of the promotion.

"It was going kind of slow, going lower, lower. Then it started going high up. So now we're high up, again," Aranda says.

Brenner had his tattoo placed in his arm pit, it was one of the few places on his body without a tattoo.

"It's a different style," he says of the tattoo. "But I get free lunch out of the deal, so, I can't knock it."

The free-lunch-for-life deal turned out to be exactly what Greg Tietz was looking for.

"I noticed their advertisement that said tattoo me on your body and get free lunch for life, and I said that's the tattoo that's been seeking me out this whole time," Tietz says.

Bob Woodrum's tattoo hasn't been paying off quite as planned. He doesn't eat in a restaurant a lot and that has his friends questioning his tattoo decision. "A lot of 'em say I'm a moron because I never eat here," Woodrum says.

Customer Joe Sacco looks at the \$80 he spent to get the logo put on his leg as a good investment. "I kind of think of it as an eighty-dollar life-time insurance policy," he says.



Restaurant tattoo will get you free tacos for life

April 1, 2010 12:00:00 AM PDT

By Lyanne Melendez

SAN FRANCISCO, CA -- In a tough economy, it pays to get creative if you want to get customers through the door. That's what a San Francisco taqueria is doing. Ten years ago, it was voted by Forbes Magazine as one of the best marketing campaigns of the year: get a tattoo and get free tacos for life. Now, it's back.

Marta Sanchez loves to catch up with her regular clients, and somewhere along the conversation she asks to see their tattoo, not just any tattoo, but the family's business logo there in the flesh. The logo is of her younger brother Jimmy, wearing a sombrero and riding on a giant ear of corn.

Ten years ago, she offered 50 people, like Greg Tietz and Guido Brenner, a meal and drink for free at Casa Sanchez for the rest of their lives if they got a tattoo of the business logo.

"So I asked her, 'OK, if I am going to get this tattoo, what do I take to the artists?' And she just gave us a bag of tortilla chips," said Tietz.

"Oh, I have a tent out front. I'm here when they open every morning," said customer Charles Foss.

Now the Sanchez family thinks it's time to offer the deal once again. They are calling it the "stimulus special."

"When someone comes you feed them, that's just our culture," said Sanchez.

Already, three new people have gotten tattoos. She's turned down a few.

"There have been a couple of people that ask things like, 'Well, if you don't give me the lunch, can I sue you?'" said Sanchez.

Some of the regular clients say through the years the deal has come in handy, especially now.

"With hard times I find myself coming here a lot more at lunch," says Brenner.

So who says there's no such thing as a free lunch? Well, when you think about it, the customer has to pay about \$100 to get the tattoo. So they would have to eat between 10 and 15 lunches before they are really free.

It has been a good deal for Tietz who loves the burritos.

"Let's see, in 10 years [I've eaten]... 200, 250," said Tietz.

His friend Brenner calls it stomach insurance. Sanchez treats all of them like family.

WALL STREET JOURNAL

Free Tacos for Life, in Exchange for a Tattoo Mission District's Casa Sanchez Revives Offer of Meals for Customers Who Commit to Body Art of Restaurant's Logo

By Stu Woo Updated April 1, 2010 12:01 a.m. ET

In 1999, San Francisco Mexican restaurant Casa Sanchez launched an outlandish promotion: get a tattoo of its logo and receive free lunches for life.

The promotion whipped up a swirl of media coverage. Some outlets called the offer an ingenious marketing idea. Others focused on the Mission District restaurant's estimate that it stood to lose \$5.8 million if the deal's takers—capped at 50 people—ate there daily for 50 years.



Casa Sanchez recently revived its offer of free meals to customers who get a tattoo of the restaurant's logo. Charles Foss stood outside Casa Sanchez, showing the logo he had tattooed on his side in the late 1990s. PETER MCCOLLOUGH WSJ



On a recent afternoon, Troy Allman displayed a tattoo on his calf to score free tacos. STU WOO/WSJ

A decade and thousands of free meals later, Casa Sanchez is still standing. Some of its tattooed customers moved away, and many just got sick of a daily burrito. Perhaps a dozen of the original tattooed customers were still coming in. Hoping to give a boost to the community and attract new business to the restaurant, Casa Sanchez revived the tattoo promotion in January.

"It's called the 'stimulus special,' " says Martha Sanchez, one of the dozen family members who run the business. She says the restaurant, which has been in the family since the 1920s, has always viewed itself as a neighborhood cornerstone and wants to help needy locals in the weak economy. Ms. Sanchez says three new people have gotten the tattoo since January.

The 46-year-old Ms. Sanchez originally thought of the tattoo promotion in 1999 while testing how a color printer would render the company logo. When she hung up a sign advertising the promotion in the restaurant window, she didn't think there would be any takers. Who would get a tattoo of Jimmy the Cornman—a sombrero-wearing kid riding a giant ear of corn like a rocket—even if it meant free food for life?

It turns out scores of people were willing to ink the contract. Ms. Sanchez thanks the city's stock of characters for that. "If it wasn't in San Francisco, we wouldn't have been able to pull it off," she says with a laugh.

The promotion was so popular in 1999 that after a few dozen takers, the family decided to cap the offer at 50 and to interview the remaining prospects. If the potential customer didn't understand the spirit of the tattoo—becoming an unofficial member of the Sanchez family—and asked too many questions about the meals or the restaurant's solvency, Ms. Sanchez gently told them, "I don't think this is going to work out."

Some of the original tattooed customers come in more often now partly because of the sagging economy. One is Makena Echeverria, an unemployed construction worker who makes the 80-minute bus ride from San Mateo to eat here twice a week.

The 37-year-old is proud of the tattoo. When asked to show it off, he jumps up and, without warning, pulls down his trousers to reveal the ink on his right hip. "I wanted to be different," he says, after finishing his usual meal of a steak burrito and a Diet Coke. "Anybody can get it on their arm or chest."



Martha Sanchez, one of the dozen family members who run the business, sat at a table at Casa Sanchez. PETER MCCOLLOUGH FOR THE WALL STREET JOURNAL

Duncan Davidson opted for his left calf. After he got the tattoo in 1999, he ate at Casa Sanchez daily until the meals paid for the \$80 tattoo. He has since moved from Bernal Heights to the Richmond district and now only goes to the restaurant every few weeks. "It's like an insurance policy," says the recently laid-off 38-year-old. "When you literally have \$2 to your name ... it's nice to be able to eat."

The tattoo-for-tacos deal is simple. The customers pay for a tattoo, which costs around \$100. The tattoo must be at least four square inches and can be anywhere on the body. It entitles the person to one free meal, which can be anything off the menu, as well as a drink per day.

If the tattoo is in a less-than-public part of the body, customers don't need to show it unless they want to, Ms. Sanchez says. For better or worse, she says most of them want to.

Pete Keays, who has Jimmy the Cornman on his left ankle, would do so—if he still lived in San Francisco. He got the tattoo in early 2008 after persuading the family to make an exception for him. But just half a year later, he moved to Washington state.

Mr. Keays, now 26 and living in Maine, has no regrets. "It was half for the food," he says. The other half was "a tribute to that neighborhood and to my time in San Francisco."

Write to Stu Woo at stu.woo@wsj.com



Food, Wine and Retail Innovators

Casa Sanchez handed down by generations

May 25, 2012, 3:00am PDT

Updated May 24, 2012, 11:03am PDT

Hannah Albarazi Intern *San Francisco Business Times*

Photo: Spencer Brown

Equipped with little more than a tortilla press, Roberto and Isabel Sanchez arrived in San Francisco in 1923 from Nayarit, Mexico. The tortilla press would prove worth its weight in gold for generations to come.

The Sanchez family opened the first mechanized tortilla factory in San Francisco in 1924, marking the beginning of the Casa Sanchez family business.

Originally established in the former Hispanic community located in San Francisco's Upper Fillmore district, Casa Sanchez migrated with the Hispanic community to the city's Mission district.

The Sanchez children and grandchildren have worked to expand the business and offer traditional Latin American fare, such as pupusas, salsa and guacamole while maintaining the business values of their grandparents.

Each member of the family manages an independent division, each catering to a variety of clients, while maintaining family recipes and using the same production facilities.

Martha Sanchez, a co-owner of Casa Sanchez, oversees distribution and the Casa Sanchez restaurant, on 24th Street in the Mission district. Her division has been expanding into Los Angeles, she said.

"Once we got to where I couldn't fit things in my car, we hired people and it grew to where we had a truck being sent down," she said, adding that she is also expanding into Washington, Oregon, Arizona and Hawaii.

Martha's brother Bob Sanchez is also a co-owner and oversees the manufacturing and distribution of all the Casa Sanchez products that are sold in Costco stores, a major account for the family business.



Children, grandchildren and a great grandson of Casa Sanchez founders Roberto and Isabel Sanchez. Photo: Spencer Brown

“To deliver to Costco, we have to be on our A-game,” Bob Sanchez said. “We kind of cut a new deal every time we go in there. ... We make less money on sales, but we have increased sales.”

Casa Sanchez’ revenue has been increasing about 12 percent annually for the past five years, with more than \$8 million in revenue in 2011, Bob Sanchez said.

With more than 50 employees, Casa Sanchez runs production from a 20,000-square-foot warehouse in Millbrae.

“We get along as a family and a business,” Bob Sanchez said. “We want to be neighborly and grow at the pace we can.”

Mission District Restaurant Landlord Keeps Rent Low, Flavor Local

By KQED News Staff
November 14, 2013

By Sam Harnett



Ayutla restaurant now operates in the old Casa Sanchez space in San Francisco's Mission District. (Sam Harnett / KQED)

San Francisco's longtime tenants count on rent control to keep their housing costs down. But if you're a small business owner in a hot neighborhood, there's not much to stop a landlord from jacking up your rent once the lease is up.

In the Mission District, many landlords of commercial spaces *are* raising rents. They're cashing in on the demand for new businesses that serve tech workers. But at least one pair of landlords in the neighborhood is not going that route — Bob and Marta Sanchez.

When their mother passed away two years ago, Bob and his sister Marta inherited the old [Casa Sanchez](#) restaurant on 24th Street, between York and Hampshire streets. The siblings decided they didn't want to just rent to the highest bidder. Instead, they rented to a local family of Latino restaurateurs who had been displaced from their previous restaurant, also on 24th Street, when the owner redeveloped the building. Marta Sanchez says she and her brother wanted to give them one last shot in the neighborhood.

Lower 24th Street, where 89-year-old Casa Sanchez sits and which still has the highest concentration of Latino-owned businesses in the city, is the heart of the Latino Mission district. It stretches from the BART station on Mission Street east to Potrero Hill. It runs perpendicular to Valencia Street, which has seen rapid gentrification and an influx of new restaurants and shops over the last decade. And it is now at the front line in the city's growing turmoil over tech-driven gentrification.

This stretch of 24th Street has had a tumultuous past. It was known in previous decades for gang violence and drug dealing. Marta Sanchez says that in the '80s, tortilla companies fought for turf at the street's taco joints in what came to be called the "tortilla wars." She says it grew so heated that tortilla delivery men were said to carry guns.

Those years also saw a burst of Latino pride and activism on the street. Community and arts organizations sprang up, like the [Precita Eyes Mural Arts and Visitor Center](#) and [Galeria de la Raza](#), a gallery that displays Latino and Chicano art. The alleyways and storefronts up and down the street are still covered with giant murals painted by graffiti artists during that time.



Outdoor art at Galeria de la Raza depicts the “death” of the Mission due to evictions. (Sam Harnett / KQED)

Today, upscale restaurants and cafes have popped up. On weekends, a long line forms at Wise Sons, a Jewish-inspired deli where Mark Zuckerberg has been seen dining — he is reported to have bought a house several blocks west toward Noe Valley. Tour groups now come through to see the murals, and Google employee buses stop near the BART station on their way to the tech campuses on the Peninsula and in the South Bay.

At a [rally](#) last month, protesters marched down 24th Street to call attention to the impact of the Mission's rapid gentrification. "24th Street is not for sale!" they chanted. "No more evictions!" One speaker demanded that "the city provide incentives to keep long-term businesses in the Mission." The message was clear: This isn't just about displaced residents, but displaced businesses. The march started by Casa Sanchez.

Marta Sanchez says the restaurant has always been a [family business](#). Her grandparents made tortillas initially, but during the tortilla wars, they concentrated on chips and salsa instead. It was safer. They concocted their first batches at a table inside the restaurant. Later, the company made national headlines by offering free lunches for life to anyone who got a tattoo of the Casa Sanchez logo — a boy in a sombrero riding a corn cob rocket.

Sanchez's mother ran the restaurant for years. A neighborhood matriarch, she held sway from a chair in the corner of the room — she actually died while sitting in that chair. When she passed away in 2011, they made a shrine for her in one of the patio booths out back. Inside the restaurant, there's a picture of her up on the wall, painted like an old Mexican fresco.

Since then, Marta Sanchez says she and her brother have been flooded with offers to lease or sell the place. She says a chef from a famous San Francisco restaurant came in and offered her \$200,000 up front just to sign the lease. But she and Bob decided to turn it down.

"We had a family meeting," Sanchez says, "and I just gave a lot of credit to my brother, because he was paying the mortgage after my mom passed away and he didn't have to do that — he could have taken the \$200,000."

In the end, they decided to go with the Banuelos family, who opened a taqueria called Ayutla in the Casa Sanchez space in mid-2012. The family is paying far less than market rate to rent the space. But Marta Sanchez and Maria Elena Banuelos knew each other from grade school, and knew each other on 24th Street.

'If you have to pay a mortgage and you really need the money, and people keep waving money at you, eventually you are going to take it.'

Emilia Estrada is part of the Banuelos family. She says "the owner Bob Sanchez, he's a very nice man, and he was able to accommodate us."

The Banuelos have run restaurants in the Mission for almost 40 years. Their most recent was La Posta, on 24th Street. "It was so sad when they demolished La Posta," Estrada says. "That one was really, really nice." Now, where the restaurant used to be, are condos and new retail spaces.

Erick Arguello runs the [Lower 24th Street Merchant & Neighbors Association](#). To illustrate the rapid gentrification, he points out two properties side by side on the street. One was left to a brother and the other to a sister. The brother's property was turned into condos, while the sister kept her building as an independently owned boutique. All up and down the street you can see this kind of uneven development.

Arguello says the reason 24th Street hasn't changed entirely is because many businesses actually own their buildings — that's how the Latino barber shops, churches and knickknack shops can afford to stay. Without them, Arguello says, this would be the Mission in name only. Maybe it would be called "Mission Viejo" (Old Mission), he says, or some other kind of made-up real estate term.

The Sanchezes made an emotional decision about renting Casa Sanchez, not an economic one. They are keeping the rent low so a local business can stay in the neighborhood. But not everyone has the resources to rent below market rate.



Marta Sanchez at Casa Sanchez. (Sam Harnett / KQED)

"It's not easy," Marta Sanchez says, "because if you have to pay a mortgage and you really need the money, and people keep waving that amount of money at you, eventually you are going to take it.

"You can't be blamed for it," she says, "because there is only so much you can do on behalf of your values with the community."

Across the bay, Berkeley became one of the few U.S. cities [to ever attempt to impose commercial rent control](#) in the late 1970s and 1980s. But its laws, which denied landlords the right to occupy their own property when leases expired, were [struck down](#) in federal court for violating the U.S. Constitution's [contract clause](#). Berkeley amended its ordinances to satisfy that shortcoming, but the state then enacted a law pre-empting further local attempts at commercial rent control.

The [impact of the law](#) is that in San Francisco, as elsewhere, businesses live or die at the whim of their landlords.

Casa Sanchez has been hosting punk music and other live music events at nights, free for patrons of Ayutla, and partly to help make ends meet. Marta Sanchez says what the Banuelos family pays in rent barely covers the mortgage. She hopes some of the young hipsters and techies moving into the neighborhood will come in for burritos and help them stay in business.

Filing Date: June 22, 2017
Case No.: 2017-008656LBR
Business Name: Casa Sanchez
Business Address: 250 Napoleon Street, Unit M
Zoning: PDR-2 (PDR Production, Distribution, and Repair)/
65-J Height and Bulk District
Block/Lot: 4343/021
Applicant: Martha Sanchez
250 Napoleon St. Unit M
San Francisco, CA 94121
Nominated By: Mayor Edwin M. Lee
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Casa Sanchez is a family-owned distributor of Mexican food products currently located on the north side of Napoleon Street between Jerrold Avenue and Evans Avenue in the Bayview neighborhood. Opened as R. Sanchez & Co. in 1923 by Mexican immigrants, Roberto and Isabel Sanchez, the "Mexicatessen" originally offered tamales, enchiladas, salsas, cheeses, chorizo, masa, chili powder, and baked goods from its lower Pacific Heights/Western Addition storefront.

In 1945, R. Sanchez & Co. relocated to a larger space located on Fillmore Street in the Western Addition where it operated a tortilla factory and continued to sell its other food products. Using mechanized tortilla machines enabled the business to produce enough to produce large quantities of tortillas and deliver them by the pound to San Francisco's earliest Mexican food restaurants like the Papagayo Restaurant at the Fairmont Hotel and the Sinaloa night club and restaurant in North Beach. For nearly a decade it served as the Bay Area's only tortilla factory with a full distribution service. In the 1960s, the tortilla factory and Mexicatessen expanded to include a dine-in restaurant that at night would turn into "Club Sanchez." Club Sanchez served as a venue for musical performances of various genres and contributed to the Fillmore's thriving jazz scene that characterized the neighborhood during that era.

In 1968, the tortilla factory operation moved to 24th and York Streets in the Mission District, along with a second restaurant (Club Sanchez continued on in the Fillmore until 1982). It was during the move to the Mission District when the business changed its name to Casa Sanchez and when it began to commercially manufacture its salsa recipes, selling "the first ever fresh packaged salsa in the country," which eventually became the highest selling salsa in the state.

Casa Sanchez's factory operations have since moved to the Bayview neighborhood and Hayward, California. The company still owns its 24th Street storefront, renting the space to another Latino restaurant, and remains active in the neighborhood through its participation in the Calle 24 Latino Cultural District (formerly the Lower 24th Street Merchants Association, which Casa Sanchez's current co-

owner, Robert Sanchez, III was instrumental in founding). Now run by the third and fourth generations of the Sanchez family, Casa Sanchez offers 25 products and distributes to grocery stores in seven states. According to the San Francisco Business Times, in 2017 Casa Sanchez was the sixth highest grossing Latino business in the Bay Area.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1923

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

Yes, Casa Sanchez qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Casa Sanchez has operated in San Francisco for 94 years.
- ii. Casa Sanchez has contributed to the history of the Western Addition (including the Fillmore) and the Mission District. As one of the oldest and longest-running Mexican American-owned businesses in San Francisco, Casa Sanchez also contributes to the history and identity of San Francisco's Latino community, particularly in the areas of culinary heritage and Latino business and entrepreneurial development. It has promoted Mexican culinary heritage by serving as the first tortilla factory in the Bay Area and was the first business in the country to sell packaged fresh salsa. The business is also associated with Latino business development and entrepreneurship in San Francisco, as co-owner, Robert Sanchez, III co-founded the 24th Street Merchants and Neighbors Association (now the Calle 24 Latino Cultural District), the 24th Street Cultural Festival, and the San Francisco Hispanic Chamber of Commerce.
- iii. Casa Sanchez is committed to maintaining the physical features and traditions that define its craft of manufacturing and distributing Mexican food products such as tortillas, chips, salsas, tamales, and pupusas.

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

The business is associated with Mexican and Latin American culinary traditions.

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

The 250 Napoleon Street property was previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category C Property," indicating that no historical resource is present. Casa Sanchez's 2778 24th Street property (no longer in use as Casa Sanchez Restaurant, but still owned by the company) is on the HPC's Landmark Designation Work Program for its associations with the city's Latino community history. The nomination will be developed based off of a National Register of Historic Places application for the property, developed by San Francisco Heritage.

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

No. (However, Casa Sanchez's 2778 24th Street property is on the HPC's Landmark Designation Work Program for its associations with the city's Latino community history).

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

Yes. It is mentioned in the Draft San Francisco Latino Historic Context Statement.

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

The business has been cited in a number of publications including but not limited to: SFGate, 4/14/1999, "\$5.8 Million Tattoo / Sanchez family counts the cost of lunch offer," by Steve Rubenstein; CNN Interactive, 4/17/1999, "Tattoo for food pays off for San Francisco restaurant," by Don Knapp; ABC7, 4/1/2010, "Restaurant tattoo will get you free tacos for life," by Lyanne Melendez; Wall Street Journal, 4/1/2010, "Free Tacos for Life, in Exchange for a Tattoo," by Stu Woo; San Francisco Business Times, 5/25/2012, "Casa Sanchez handed down by generations," by Hannah Albarazi; KQED News, 11/14/2013, "Mission District Restaurant Landlord Keeps Rent Low, Flavor Local," by Sam Harnett.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 250 Sacramento Street
- 2778 24th Street

Recommended by Applicant

- Commitment to continuing Mexican culinary traditions through the sale and distribution of items such as tortillas, chips, salsas, and tamales
- Commitment to promoting Latino entrepreneurship in the Calle 24 Latino Cultural District by renting its 24th Street property to local Latino businesses

Additional Recommended by Staff

- No additional recommendations



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE AUGUST 2, 2017

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Filing Date: June 22, 2017
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CASA SANCHEZ,
CURRENTLY LOCATED AT 250 NAPOLEON STREET, UNIT M (BLOCK/LOT 4343/021).**

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 history and identity of the Western Addition and the Mission District neighborhoods; and

WHEREAS, the subject business has contributed to the history and identity of San Francisco's Latino community, in the areas of culinary heritage and business and entrepreneurship; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on August 2, 2017, 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 Casa Sanchez 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 Casa Sanchez:

Location (if applicable)

- 250 Napoleon Street, Unit M

Physical Features or Traditions that Define the Business

- *Commitment to continuing Mexican culinary traditions through the sale and distribution of items such as tortillas, chips, salsas, and tamales*
- *Commitment to promoting Latino entrepreneurship in the Calle 24 Latino Cultural District by renting its 24th Street property to local Latino businesses*

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 2017-008656LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 2, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: