

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 25, 2017

AVEDANO'S HOLLY PARK MARKET

Application No.: LBR-2017-18-009
Business Name: Avedano's Holly Park Market
Business Address: 235 Cortland Avenue
District: District 9
Applicant: Angela Wilson, Owner
Nomination Date: August 17, 2017
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Avedano's Holly Park Market is a traditional butchery at 235 Cortland Avenue in Bernal Heights that sources quality meat products from small, regional farmers and uses the whole animal, in contrast to large supermarkets that purchase animal parts from factory farms.

The butcher shop has operated at its present location since 1901. The business has been handed down two different times, but has always had "Holly Park Market" in its name, though it acquired different variations of that name as ownership changed. The business was called Bleuss Holly Park Meat Market from 1901 to 1955, then Cicero's Meats Holly Park Market. In 2007, Angela Wilson, Melanie Eisemann and Tia Harrison took over the business and changed the name to Avedano's Holly Park Market. The store was the first women-owned butcher shop in the United States and is still today one of few, if not the only, women-owned butcher shops in the country.

Avedano's Holly Park Market is active in the larger butchery community, participating in events or movements like Farm to Table, Slow Food, Eat Real Festival, The Butcher's Guild of America, Cochon 555, Primal Festival in Napa and other farm butchery demonstrations in the Bay Area. Its small shop in Bernal Heights features a characteristic neon sign on the exterior; interior physical features include an original terrazzo bull inlaid in the floor, original rails and hooks for whole animals and a 1995-era meat case.

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:

235 Cortland Avenue from 1901 to Present (116 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 Bernal Heights neighborhood's 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:

- Avedano's Holly Park Market is associated with the tradition of whole animal butchery as well as a business model based on the idea that butcher shops should be small-scale and neighborhood-serving. Traditional whole animal butcheries have declined in the United States and have largely been replaced with factory farming and supermarkets. Through teaching and mentoring, prior owners of Holly Park Market have taught the new owners the art of butchery.
- Avedano's Holly Park Market has contributed to the history and identity of the Bernal Heights neighborhood, particularly the Cortland Avenue commercial corridor, by serving as a traditional neighborhood butcher shop for over a century. As the oldest business on the commercial corridor, Avedano's Holly Park Market makes up an important part of neighborhood identity.
- The property has not been previously evaluated by the Planning Department for potential historical significance.
- The business has been cited in the following publications:
 - Examiner, "Female butchers make the cut," by Michelle Locke.
 - SF Gate, 11/18/2007, "3 female butchers say meat is the new black," by Sarah Adler.
 - Food & Wine (magazine), April 2008, "Where to go next: san francisco," by Jan Newberry.
 - Neopolitan, 7/9/2008, "All-women team of butchers stays on cutting edge," by Michelle Locke.
 - Edible San Francisco, Winter 2008, "Return of the Butcher Shop," by Bonnie Azab Powell.
 - SF Magazine, July 2009, "Get Your Protein: Sustainably raised meat- in world and deed."
 - Food & Wine, November 2008, "Butchers: Meet the Mavericks & Try Their Best Recipes," by Kristin Donnelly.
 - SF Bay Guardian, 2009, "Best Way to Bring Home the Bacon."
 - New York Times, 7/7/2009, "Young Idols With Cleavers Rule the Stage," by Kim Severson.
 - Sunset Magazine, April 2012, Northern California Editor's Picks, Butchers, California.
 - California Bountiful, January/February 2014, "Meat and greet," by Toni Scott.
 - SF Weekly, October 2013, "Sampling the Wares," by Anna Roth.
- Avedano's was presented with a Certificate of Honor by the San Francisco Board of Supervisors in 2008 in recognition of its donations to Sunset Youth Services and the families of the Sunset District.

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

Yes, Avedano's Holly Park Market is committed to maintaining the physical features and traditions that define the neighborhood serving butcher shop, specifically its tradition of whole animal butchery as well as the long-standing physical elements that are important to the business, such as its neon sign and the bull terrazzo on the interior.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Avedano's Holly Park Market 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.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Physical Features or Traditions that Define the Business:

- Whole animal butchery traditions.
- Small-scale, neighborhood serving business model.
- Sourcing from small-scale, local farms.
- Presence along Cortland Avenue commercial corridor.
- Customer education on sustainable practices for livestock farming and butchery.
- Name "Holly Park Market."
- Original rails and hooks.
- Original terrazzo bull inlaid in the floor of the shop.
- 1955-era meat case.
- Neon sign affixed to the facade.

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.

- Butcher shop.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Avedano's Holly Park Market currently located at 235 Cortland Avenue 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 25, 2017

AVEDANO'S HOLLY PARK MARKET

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2017-18-009
<i>Business Name:</i>	Avedano's Holly Park Market
<i>Business Address:</i>	235 Cortland Avenue
<i>District:</i>	District 9
<i>Applicant:</i>	Angela Wilson, Owner
<i>Nomination Date:</i>	August 17, 2017
<i>Nominated By:</i>	Supervisor Hillary Ronen
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR AVEDANO'S HOLLY PARK MARKET, CURRENTLY LOCATED AT 235 CORTLAND AVENUE.

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 25, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Avedano's Holly Park Market 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 Avedano's Holly Park Market:

Physical Features or Traditions that Define the Business:

- Whole animal butchery traditions.
- Small-scale, neighborhood serving business model.
- Sourcing from small-scale, local farms.
- Presence along Cortland Avenue commercial corridor.
- Customer education on sustainable practices for livestock farming and butchery.
- Name "Holly Park Market."
- Original rails and hooks.
- Original terrazzo bull inlaid in the floor of the shop.
- 1955-era meat case.
- Neon sign affixed to the facade.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Avedano's Holly Park Market on the Legacy Business Registry:

- Butcher shop.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 25, 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-2017-18-009
Business Name: Avedano's Holly Park Market
Business Address: 235 Cortland Avenue
District: District 9
Applicant: Angela Wilson, Owner
Nomination Date: August 17, 2017
Nominated By: Supervisor Hillary Ronen

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

235 Cortland Avenue from 1901 to Present (116 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: August 21, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

August 17th, 2017

Office of Small Business,

I am pleased to Nominate Avedano Meats to the Legacy Business Registry.

The Butcher store located at 235 Cortland Ave, San Francisco, CA 94110 has been an important part of the Bernal Heights community for decades and Avedano has continued the craft and art of the meat shop, preserving a artisan approach to meats that is rapidly fading in our culture.

We are excited to see this important cultural asset added to the registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen
San Francisco 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:		
Avedanos, LLC		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Angela Wilson - 33 1/3 Jaquie Smith - 33 1/3 Erin Singer - 33 1/3		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
235 Cortland Ave		(415) 285-6328
San Francisco, CA 94110		EMAIL:
		angela@avedanos.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
avedanos.com	Avedano's	

APPLICANT'S NAME	
Angela Wilson	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
44 Roscoe St.	(415) 845-6931
San Francisco, CA 94110	EMAIL:
	angela@avedanos.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
417034	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Nate Albee/Hillary Rorer	6/28/17

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
235 Cortland Avenue	94110	1901
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1901-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
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		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.

Angela Wilson

Name (Print):

8/2/17

Date:

A Wilson

Signature:

Legacy Business Registry Application – Avedano’s Holly Park Market

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.

The first butcher shop at 235 Cortland Avenue was the Bleuss Holly Park Meat Market, which opened in 1901.

The Bleuss family owned the market until 1955, when it was purchased by the Ed Cicero Sr., who changed the name to Cicero’s Meats Holly Park Market.

Ed Sr. decided to keep many of the original fixtures in the shop such as the rail system, which was used and still used today to bring entire carcasses to butcher within the store. He also made some additions to the space such as installing a meat case in 1955 which is still in use today, as well as a terrazzo bull within the floor.

Ed Sr. owned the business and was assisted by Ed Jr. on occasion until his death in 2007. Ed Sr. left the business and property to Ed Jr. in his trust. It was then when Angela Wilson, Melanie Eisemann, and Tia Harrison first approached Ed Jr. regarding taking over the shop.

In 2007, Angela, Melanie, and Tia took over the business and changed the name to Avedano’s Holly Park Market. The store was the first woman-owned butcher shop in the United States. To this day, as the business has been featured in many publications and media over the years, through extensive research Angela has not been able to find another woman-owned butcher shop.

Ed Jr. thought that the butcher shop would be a very difficult business to maintain, as Cicero’s had fallen into trouble because of the proliferation of supermarket chains such as Safeway. However, the new owners’ concept for the business was to bring back the traditional butcher shop model, using locally sourced meats rather than large scale industrial farming techniques. Avedano’s purchases the entire animal to butcher rather than parts as larger markets do. This model ends up supporting small farmers. Ed Jr. assisted with the business transition by training the new Avedano’s staff in the art butchery. The entire Cicero family attended the reopening of the Holly Park Market under the Avedano’s name.

The butcher shop at this location has always gone by the name of Holly Park Market. There is an historic neon sign attached to the façade of the building that says “Holly Park Market,” which

cannot be removed. The current iteration of the sign has “Avedano’s Meats” affixed above “Holly Park Market.” Avedano’s has been continuing the tradition of having a butcher shop at 235 Cortland Avenue as the building has only played host to this type of business throughout its history.

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

The business is not a family-owned business.

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

The original owner of the Holly Park Market was the Bleuss Family, who owned and operated the space from its inception in 1901 to 1955.

The business was then purchased by Ed Cicero Sr. who made many of the upgrades to the space that can still be seen today. The space was owned and operated by the Cicero family, including his son Ed Cicero Jr. until 2006, when current owner Angela Wilson, and former owners Melania Eisemann and Tia Harrison took interest in the dying business space. Angela, Melania, and Tia took over the space and reactivated the butcher shop in 2007, where it remains today.

In 2014, Melania Eisemann’s ownership stake was bought out by Erin Singer; and in 2016, Tia Harrison’s ownership stake was bought out by Jacquie Smith. The current ownership consists of Angela Wilson, Erin Singer and Jacquie Smith.

d. 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 building itself is not listed on any historic registries as of yet, however the neon sign affixed to the façade of the building is a historic fixture and has been on the front of the building since the original Bleuss family owned the business.

CRITERION 2

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

The Holly Park Market has been a fixture in the Bernal Heights neighborhood for over a century. The business associated with 235 Cortland Avenue has always been a butcher shop, and the tradition has passed down from three different owners, from the Bleuss family, to the Cicero family, to Angela, Erin and Jacquie today.

The butcher shop is a business model that is not as prominent in neighborhoods across the United States as it once was. Many of Avedano's Holly Park Market's current patrons have even remarked that they had moved to Bernal Heights because of the resource of a neighborhood-serving butcher shop. The building itself has always been identified as a butcher shop and the identity of the Cortland Avenue commercial corridor cannot be envisioned without a butcher shop at this location. This is how the Holly Park Market, under its various ownerships, has contributed to the Bernal Heights neighborhood and San Francisco as a whole.

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

Avedano's Holly Park Market is very active in the butchery community locally and nationally. Some events that Avedano's takes part in that are both movements and events include: Farm to Table, Slow Food, Eat Real Festival, The Butcher's Guild of America (which was started by former part-owner Tia Harrison), Cochon 555 (a pig-butchery competition held annually at the Fairmont Hotel), Primal Festival in Napa (an outdoor animal cooking festival) and multiple other farm butchery demonstrations and dinners in the Bay Area.

Avedano's is also the first woman-owned butcher shop in the United States and may currently still be the only business of its kind in the country. The butcher shop is also a whole animal butchery, which has brought the business many accolades over the years as the industry becomes further integrated with large-scale supermarkets.

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

Avedano's Holly Park Market has been featured in numerous media and trade publications over the years. Saveur Magazine has featured Avedano's as a Top 100 business, the New York Times has featured the market several times, which led to a cover story in Food & Wine Magazine, with a five-page spread. The Today Show also featured Avedano's in a 20-minute segment. They have also been featured in other publications such as the cover story in Edible San Francisco, 7x7 Magazine, The Week, GQ Magazine, San Francisco Chronicle, SF Examiner, KGO-Radio and ABC 7 Bay Area news, along with many others.

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

Many local politicians and industry figures have associated themselves and patronized Avedano's and the Holly Park Market. Some notable politicians such as current Mayor Ed Lee and Tom Ammiano, Roberta Achtenberg, author of Season of the Witch David Talbot and world-famous Italian butcher Dario Cecchini of Antica Macelleria Cecchini, who visited the butcher shop several times and has stated that the butcher shop is the only one in the United States that feels "like home." Also, many of his apprentices have gone on to work at Avedano's Holly Park Market.

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

Avedano's Holly Park Market is committed to its community by providing a sustainable product as well as making its customers and patrons aware of sustainable practices for livestock farming and butchery. The Holly Park Market has been a butcher shop for over a century and has contributed to the quality of life of Bernal Heights residents by providing a top-shelf product to local residents. Having a neighborhood-serving business on a main commercial corridor such as Cortland Avenue truly gives the community even more of a sense of identity, as the business is just as much a vital part of the neighborhood as its residents.

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

The Bernal Heights community is a diverse neighborhood. The customers of Holly Park Market range from the very wealthy to people spending hard earned cash on quality meat. Tech executives to local families shop at Avedano's, with little kids playing with the magnet board in the shop and asking for the meat sticks that they sell. People also come from various parts of the Bay Area to shop at Avedano's, as far away as Santa Cruz. The reactivation of the Holly Park Market was a big spark in the renewal of the Cortland Avenue commercial corridor and is largely associated with the Bernal Heights community.

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

Though the building is not on an historic registry, the business itself has many features that have remained unchanged for decades. The most prominent may be the neon sign on the front of the building, which formerly read "Bleuss Holly Park Market" and now reads "Avedano's Holly Park Market".

The interior of the business also has many objects that are reminiscent of a different time in America. The meat case, the rails and hooks and the terrazzo bull inlaid in the floor of the shop have stood the test of time and still remain as a tribute to the past owners of the Holly Park Market and their contributions to the business, the neighborhood and the City of San Francisco.

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

If the Holly Park Market no longer stood in Bernal Heights, the community would be losing an identifying marker in the neighborhood that has been there for over 100 years. Since 1901, 235 Cortland Avenue has contained a butcher shop and this corner shop has been serving the local residents, albeit under different ownership throughout this entire time. The community would also be losing a resource that has provided quality meats and products to local residents, and a business model that has long been on the decline in the United States due to the encroachment of the supermarket into traditional butcher industry territory. The butcher shop is long

associated with being a neighborhood-serving business, and Avedano's Holly Park Market is a prime example of that relationship between business and community.

CRITERION 3

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

Avedano's Holly Park Market is a whole-animal butcher shop that sources the majority of its product from small farmers within mostly a 200 mile radius of San Francisco. The business supports local farmers that have difficulty competing with industrial-scale farms that provide meat to larger supermarket chains.

The business has many of the characteristics of an old-time butcher shop, such as the rails that carry entire carcasses to be butchered on site, a meat case from the 1950s and the neon sign on the outside that has long marked where the neighborhood butcher shop was located.

The butcher shop is also the first woman-owned butcher shop in the United States in an industry that has largely been male-dominated. This is another defining characteristic of the business that makes it a unique entity in Bernal Heights and San Francisco.

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)

Butchery is largely an obsolete business model. The food systems today are mass produced and industrialized to the extent that large scale suppliers completely dominate the industry. However, the product of industrial-scale farms has led to numerous complications in the industry, such as overuse of antibiotics which threaten our health as human beings and poor stewardship of land and animals, and has caused major environmental damage through large scale farming techniques. Avedano's is focused on the small scale farmers that do not have the bargaining power of the industrial farmers. They use sustainable farming techniques that have been encompassed in tradition for hundreds of years, and this model is harder to come by in the current corporate ecosystem of San Francisco.

San Francisco has also changed over the years from a labor-based city to a service- and corporate-based city with skyrocketing real estate prices driving out much of what made San Francisco a charming city in which to live. Small businesses such as butcher shops are becoming fewer and further between and thus needs to be preserved in order to maintain the traditions and charm of San Francisco. Avedano's Holly Park Market is one of these such businesses.

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.).

Avedano's Holly Park Market has largely maintained the physical features that have been associated with the building at 235 Cortland Avenue for decades. The external neon signage, interior floors, meat fixtures, and cases have all been carried over from the Bleuss and Cicero's Holly Park Markets and have largely been restored, but not unchanged since Angela Wilson took over the space in 2007.

City & County of San Francisco
Office of the Treasurer & Tax Collector


License Certificate

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

17-011125

Business Account Number 417034	Period Covered 04/01/2017 - 03/31/2018	Fee Paid \$713.00
Class Account H07 - 148250	Description FOOD MARKET W/PREP	
Business Name AVEDANO'S	Business Location 235 CORTLAND AVE	Permit Number 033935

AVEDANO'S LLC
235 CORTLAND AVE
SAN FRANCISCO CA 94110-5556


José Cisneros
Treasurer

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

LLC-2

Amendment to Articles of Organization of a Limited Liability Company (LLC)

To change information of record for your California LLC, you can fill out this form, and submit for filing along with:

- A \$30 filing fee.
- A separate, non-refundable \$15 service fee also must be included, if you **drop off** the completed form.
- To file this form, the status of your LLC must be active on the records of the California Secretary of State, or if suspended, this form can only be filed to list a new LLC name. To check the status of the LLC, go to BusinessSearch.sos.ca.gov.

Important! To change the LLC addresses, or to change the name or address of the LLC's agent for service of process, you must file a Statement of Information (Form LLC-12). To get Form LLC-12, go to www.sos.ca.gov/business/be/statements.htm.

Items 4-6: **Only** fill out the information that is changing. Attach extra pages if you need more space or need to include any other matters.

This Space For Office Use Only

For questions about this form, go to www.sos.ca.gov/business/be/filing-tips.htm.

① **LLC's Exact Name** (on file with CA Secretary of State)

Avedano's LLC

② **LLC File No.** (issued by CA Secretary of State)

200710610301

Purpose

- ③ The purpose of the limited liability company is to engage in any lawful act or activity for which a limited liability company may be organized under the California Revised Uniform Limited Liability Company Act.

New LLC Name (List the proposed LLC name exactly as it is to appear on the records of the California Secretary of State.)

④ Avedano's Holly Park Market

Proposed LLC Name

The proposed new name must include: LLC, L.L.C., Limited Liability Company, Limited Liability Co., Ltd. Liability Co. or Ltd. Liability Company; and may not include: bank, trust, trustee, incorporated, inc., corporation, or corp., insurer, or insurance company.

Management (Check only one.)

- ⑤ The LLC will be managed by:

☐

One Manager

☐

More Than One Manager

☒

All Limited Liability Company Member(s)

Amendment to Text of the Articles of Organization (List both the current text, and the text as amended by this filing.)

⑥

Read and sign below: Unless a greater number is provided for in the Articles of Organization, this form must be signed by at least one manager, if the LLC is manager-managed or at least one member, if the LLC is member-managed. If the signing manager or member is a trust or another entity, go to www.sos.ca.gov/business/be/filing-tips.htm for more information. If you need more space, attach extra pages that are 1-sided and on standard letter-sized paper (8 1/2" x 11"). All attachments are part of this document.

Signature of Manager/Member

Angela Wilson

Print your name here

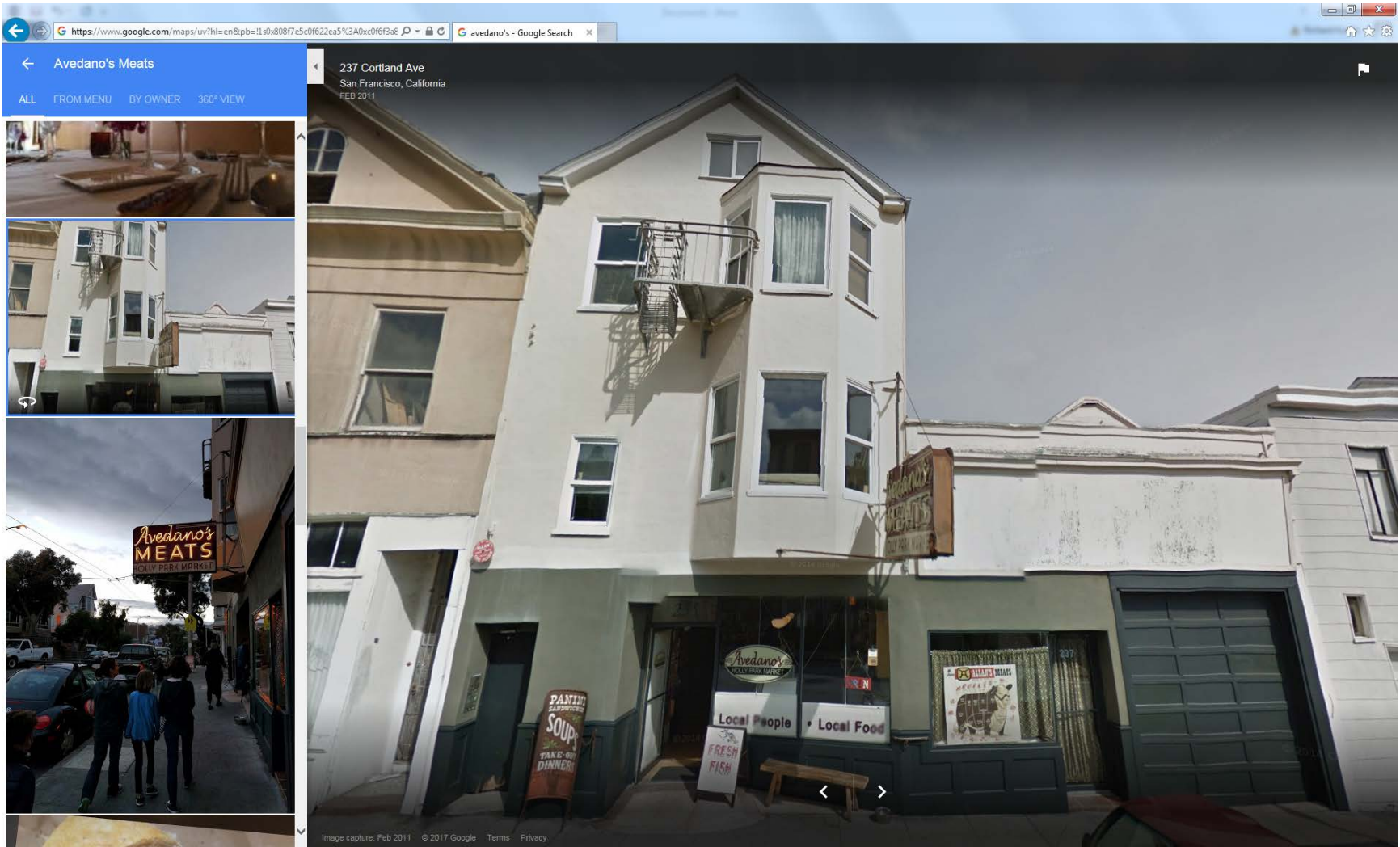
President

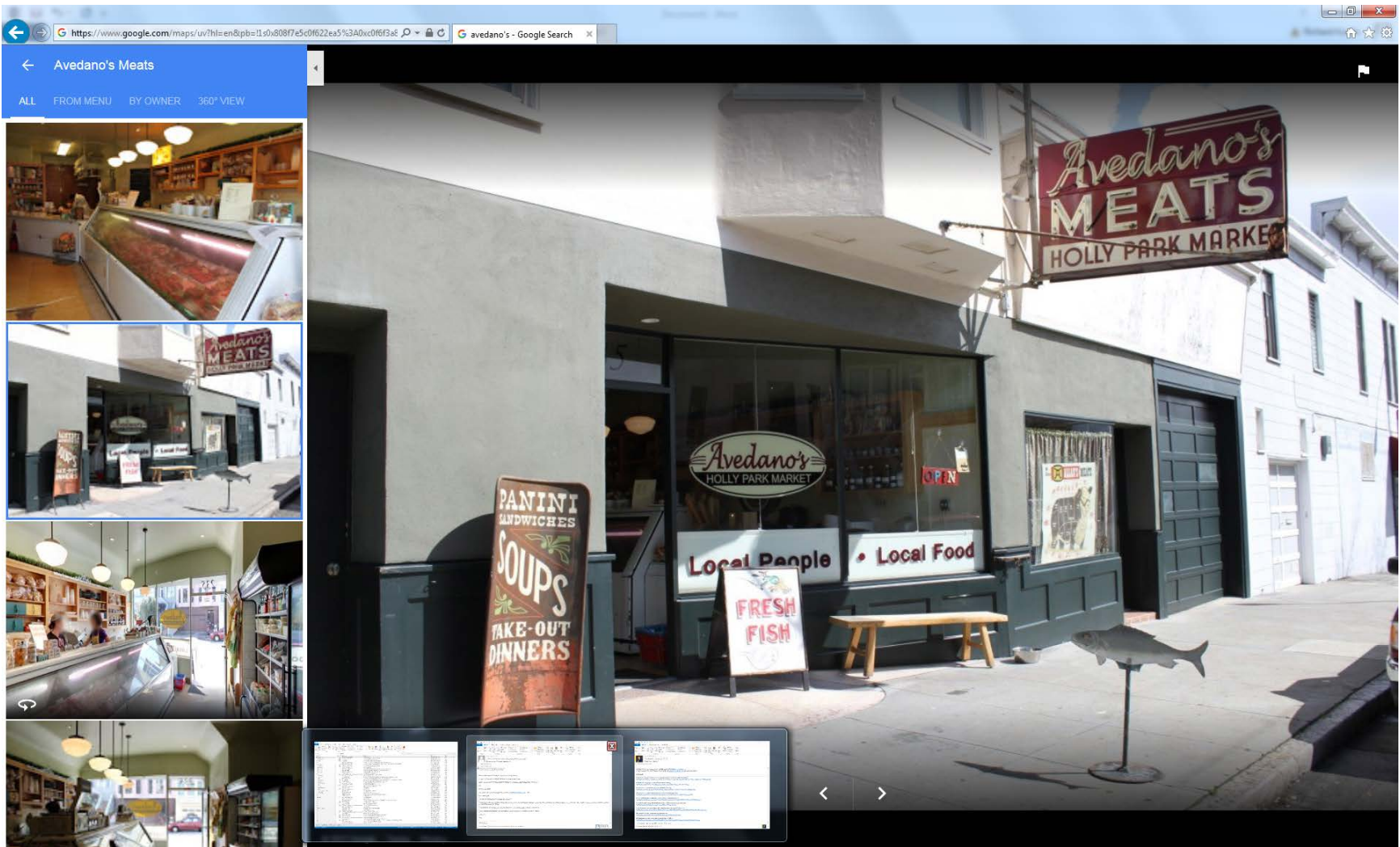
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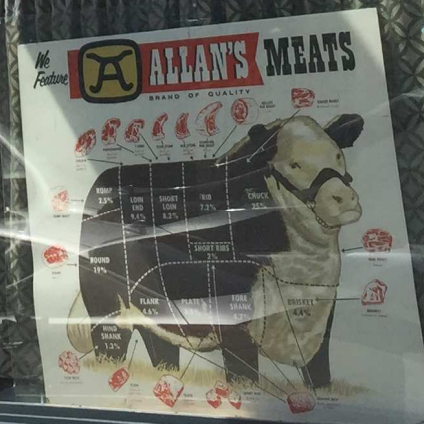


Avedano's MEATS HOLLY PARK MARKET

235



Local People • Local Food



237

Avedano's Meats

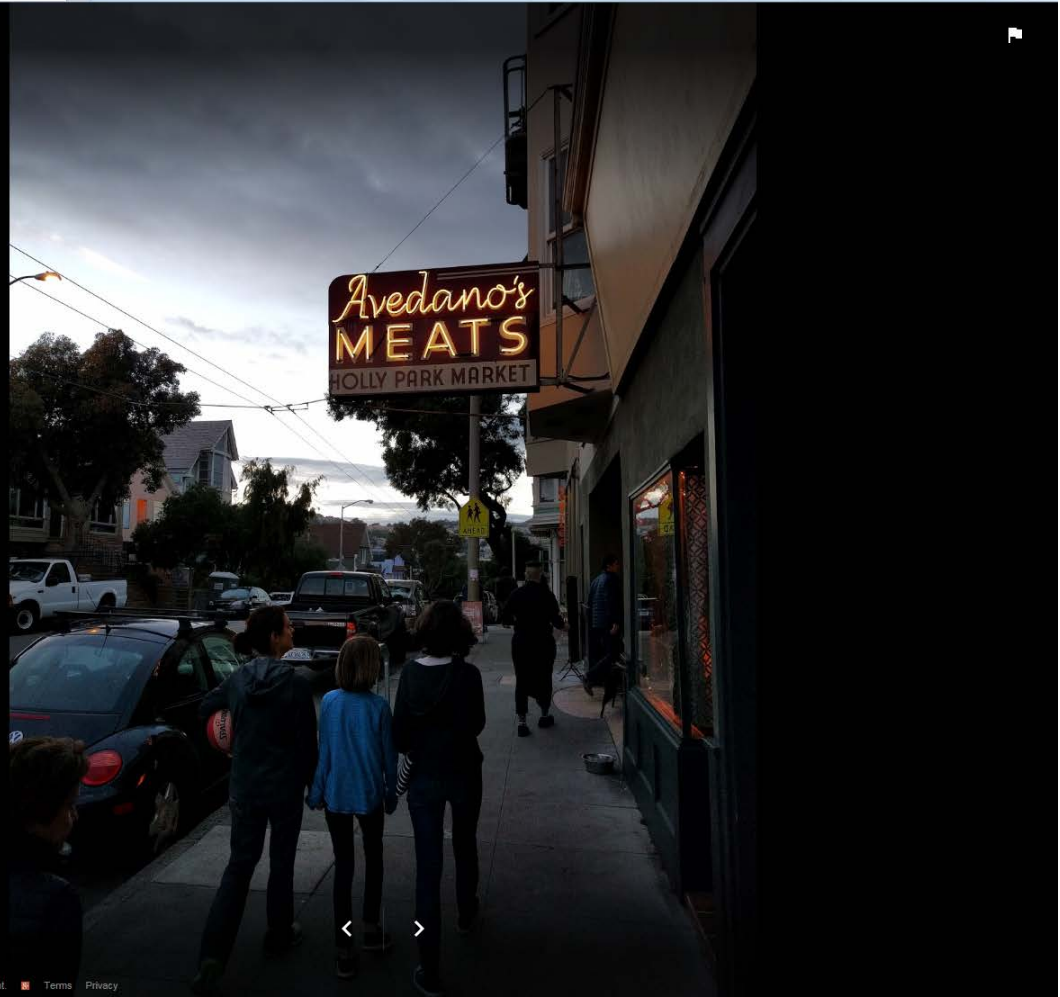
ALL FROM MENU BY OWNER 360° VIEW



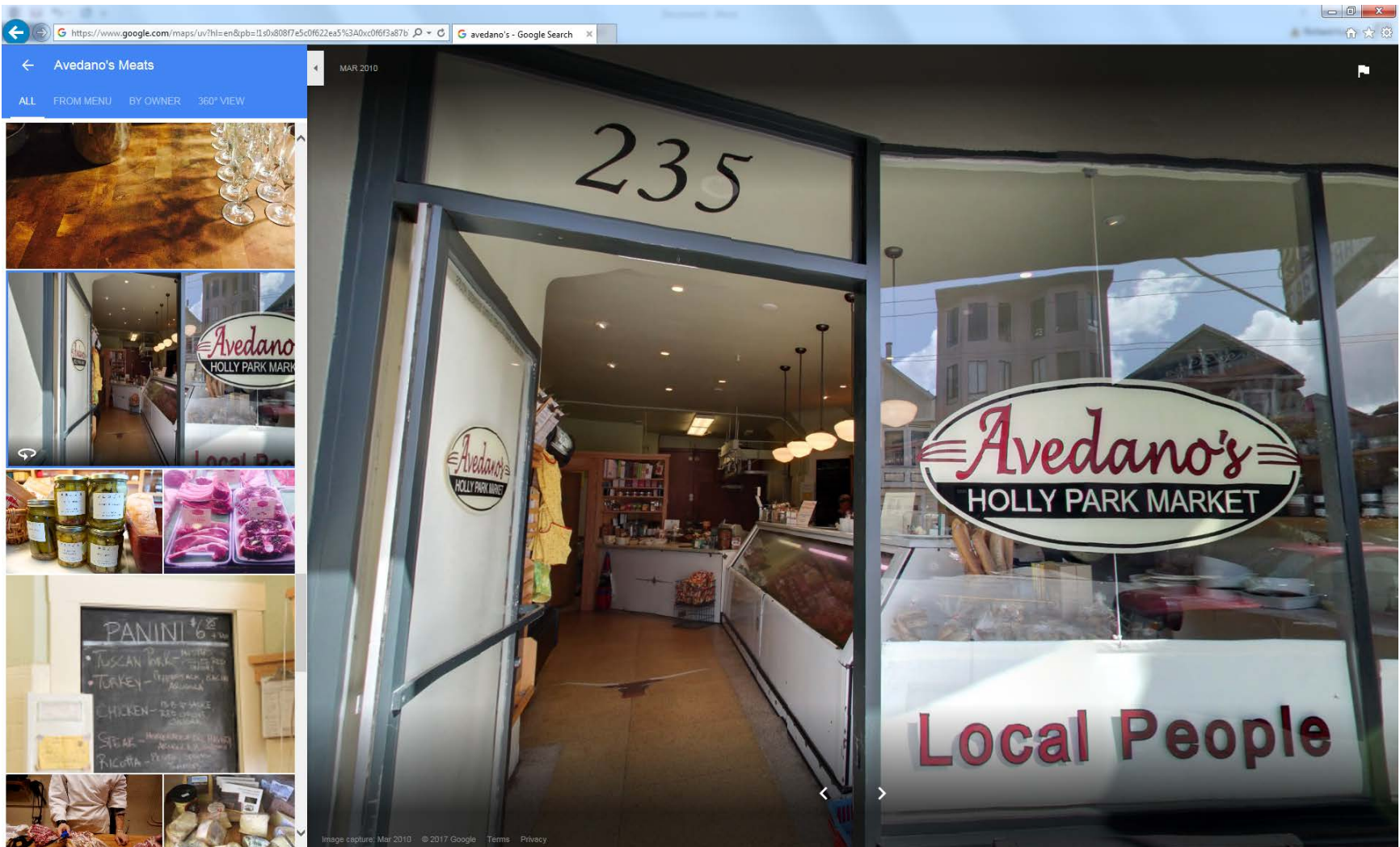
Banh Mi with pork terrine, pickled veggies, jalapeño and cilantro



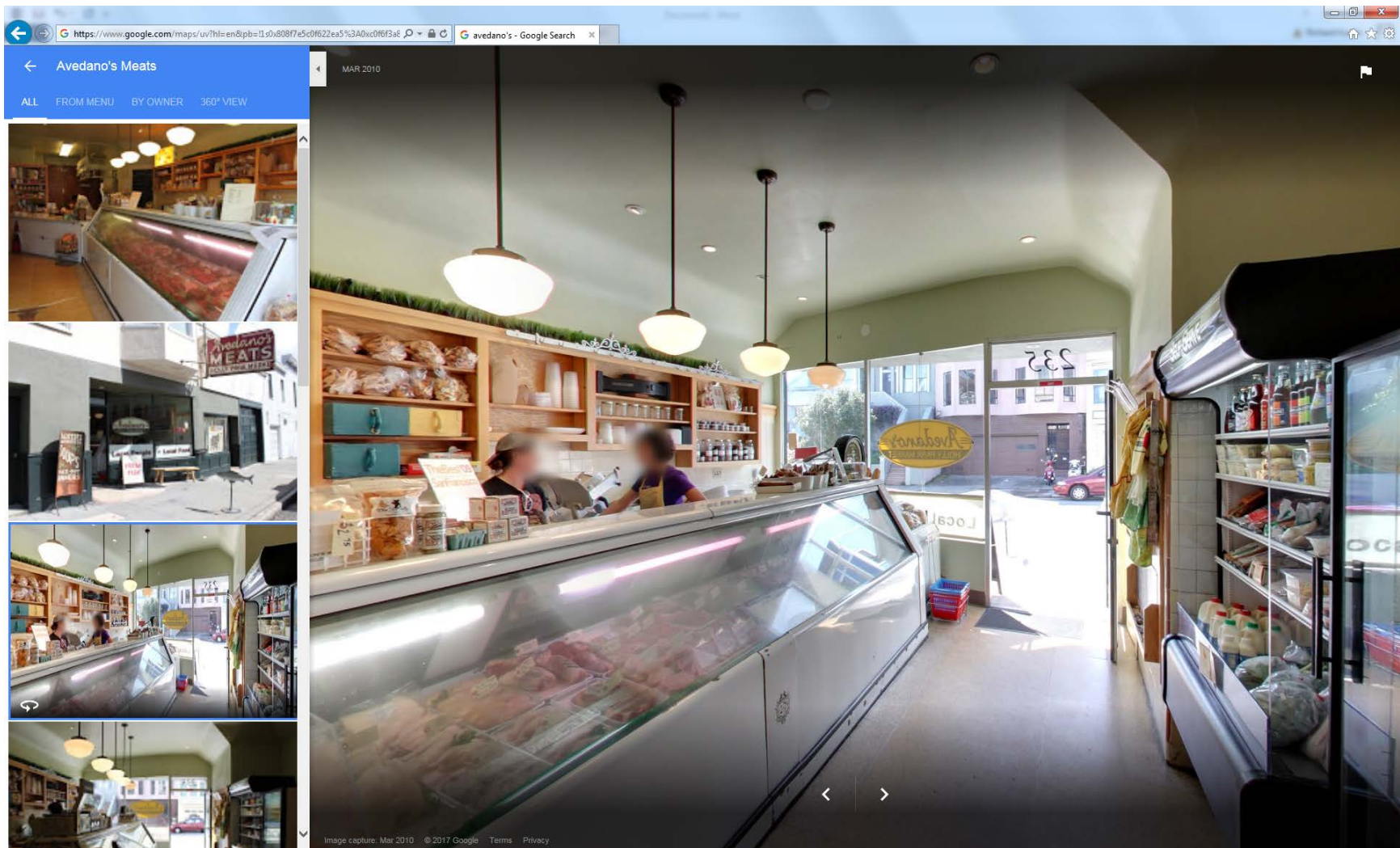
Avedano's Meats
Sacha Arnoud
OCT 2016



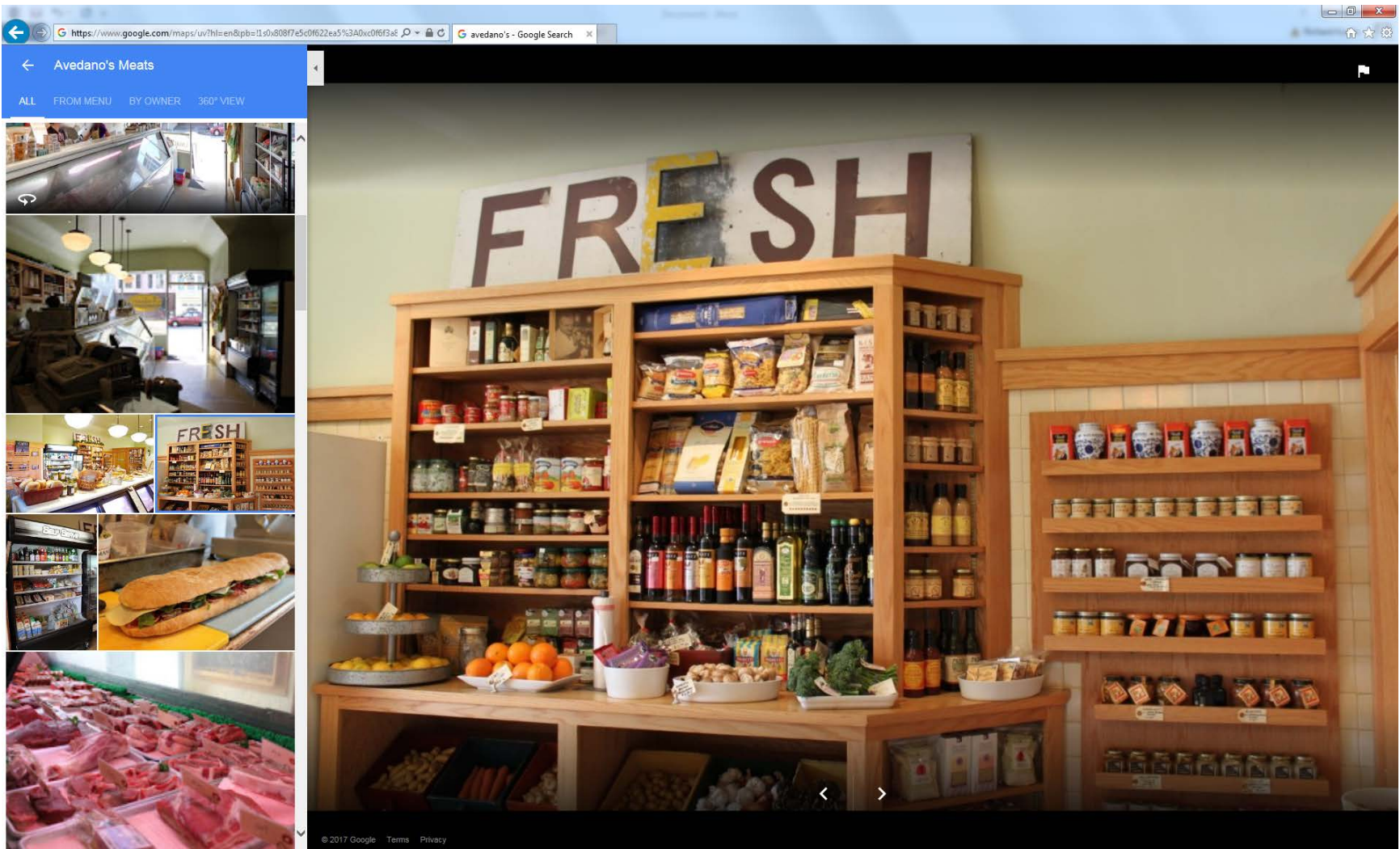
Avedano's
MEATS
HOLLY PARK MARKE













Daphne's Creamery
Alpine Cheese
Raw Cow Milk Cheese
AGED LONGER THAN 60 DAYS
Smooth & Semi-Firm
BRIGHT NUTTY FLAVOR
1 lb. Raw Milk, Rennet, Enzymes, Salt
Produced in California
Distributed by Daphne's Creamery
Santa Rosa, CA 95402
www.daphnescreamery.com
KEEP REFRIGERATED

DULCE DE HIGO CASERO
Homemade Fig Paste
Mitica
MAXIMUM FIBER
HANDMADE IN VAL

DUCK LIVER PATE
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
PRICE/IB \$27.00
DATE JUN 06 15
TOTAL PRICE \$29.05
AVERANO'S PH: 415-285-5328

Laura Chenels
HANDMADE COOK MEAT CORNED
RED CASSEROLE

Weichkäse
Guire
MOSER
HANDMADE IN SWITZERLAND

Brie Fermier
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
NET WT 1.0 lbs
PRICE/IB \$22.00
DATE JUN 15 15
TOTAL PRICE \$6.60
AVERANO'S PH: 415-285-5328

LA WAURE
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
NET WT 0.320 lbs
PRICE/IB \$20.00
DATE JUN 15 15
TOTAL PRICE \$6.40
AVERANO'S PH: 415-285-5328

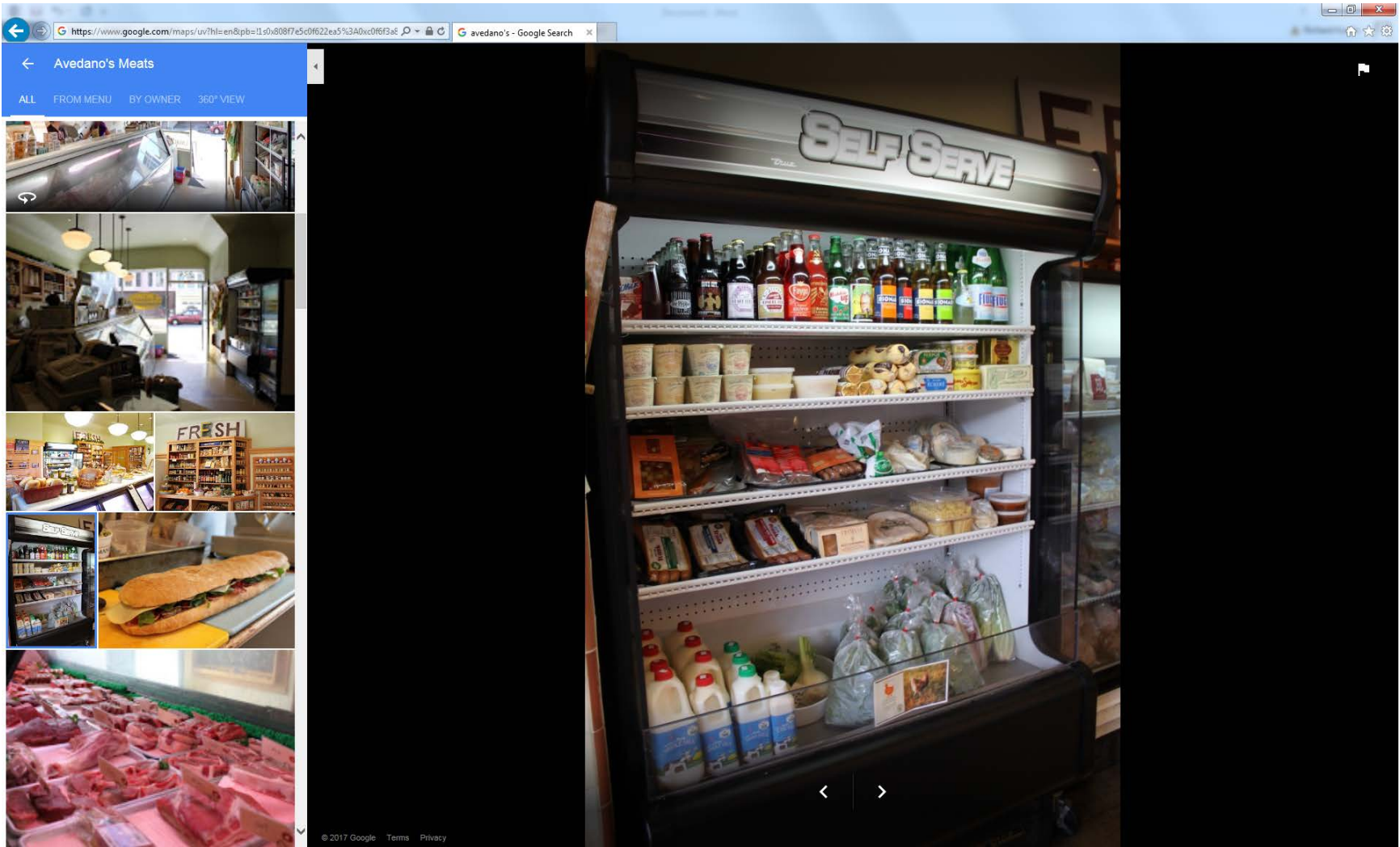
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KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
NET WT 0.230 lbs
PRICE/IB \$18.00
DATE JUN 15 15
TOTAL PRICE \$4.14
AVERANO'S PH: 415-285-5328

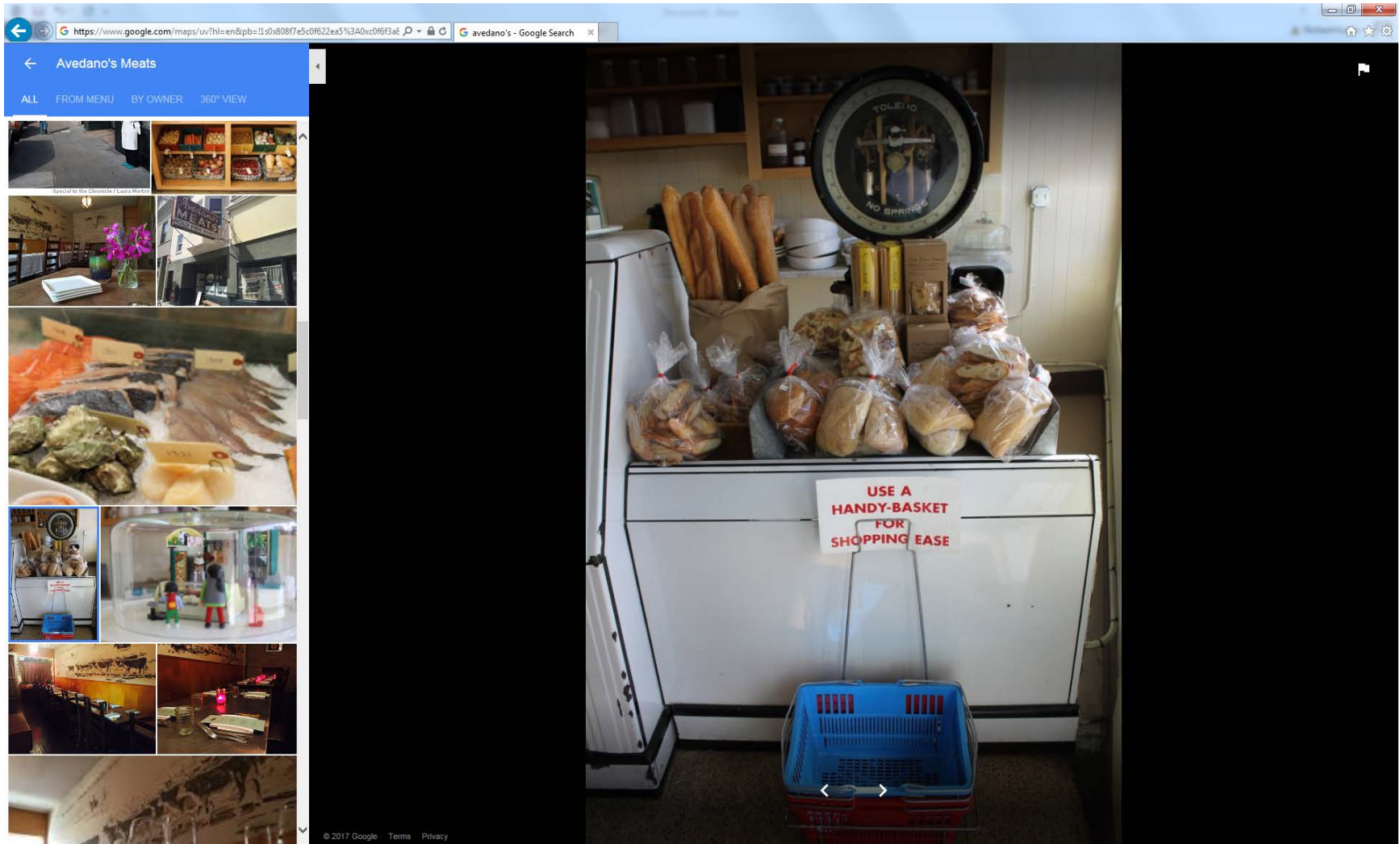
OSSAU-IZERTY-SHEEP
SAFE HANDLING INSTRUCTIONS
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KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
NET WT 0.480 lbs
PRICE/IB \$21.00
DATE JUN 15 15
TOTAL PRICE \$10.08
AVERANO'S PH: 415-285-5328

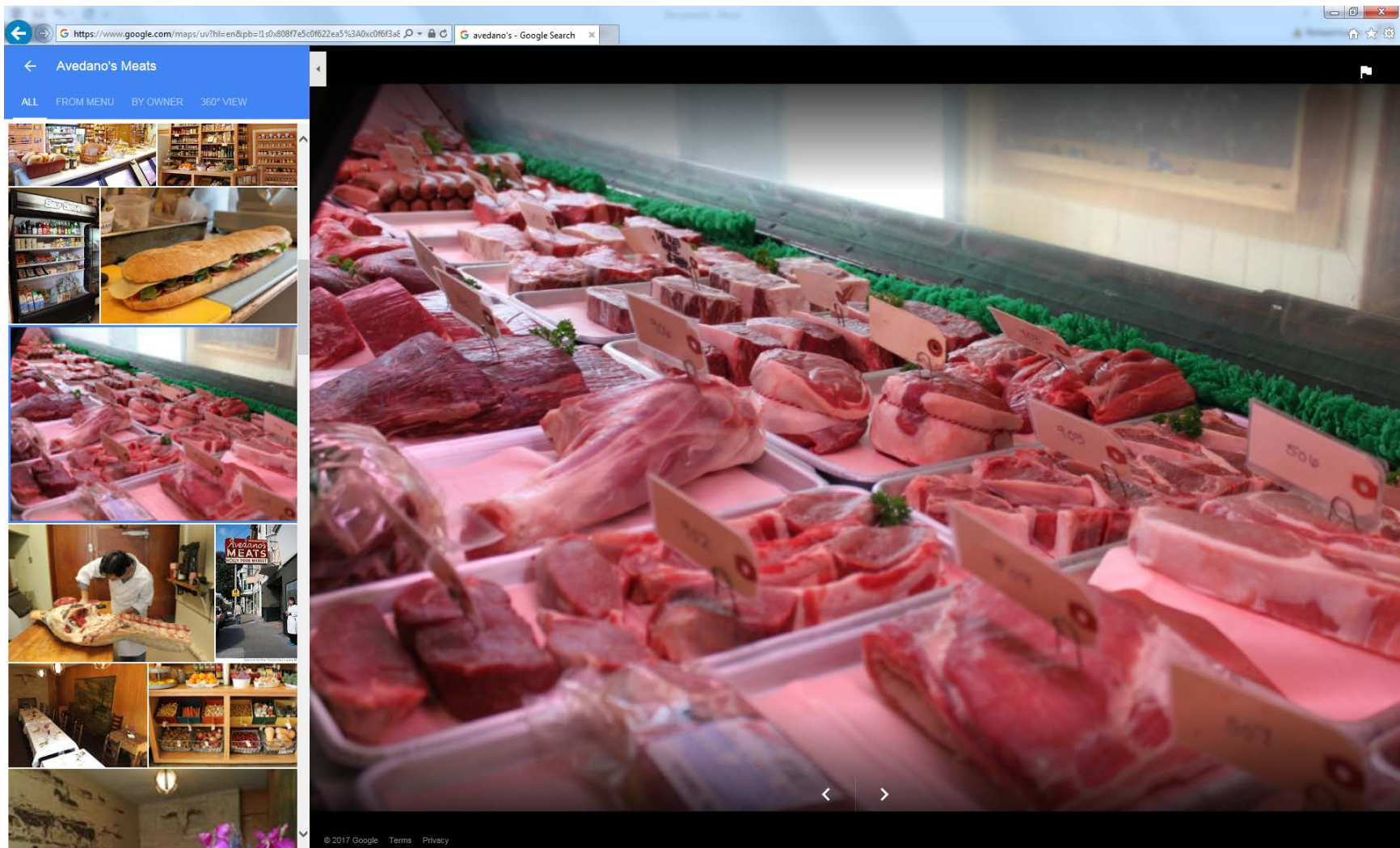
Brie Fermier
SAFE HANDLING INSTRUCTIONS
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KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
NET WT 0.300 lbs
PRICE/IB \$22.00
DATE JUN 15 15
TOTAL PRICE \$6.60
AVERANO'S PH: 415-285-5328

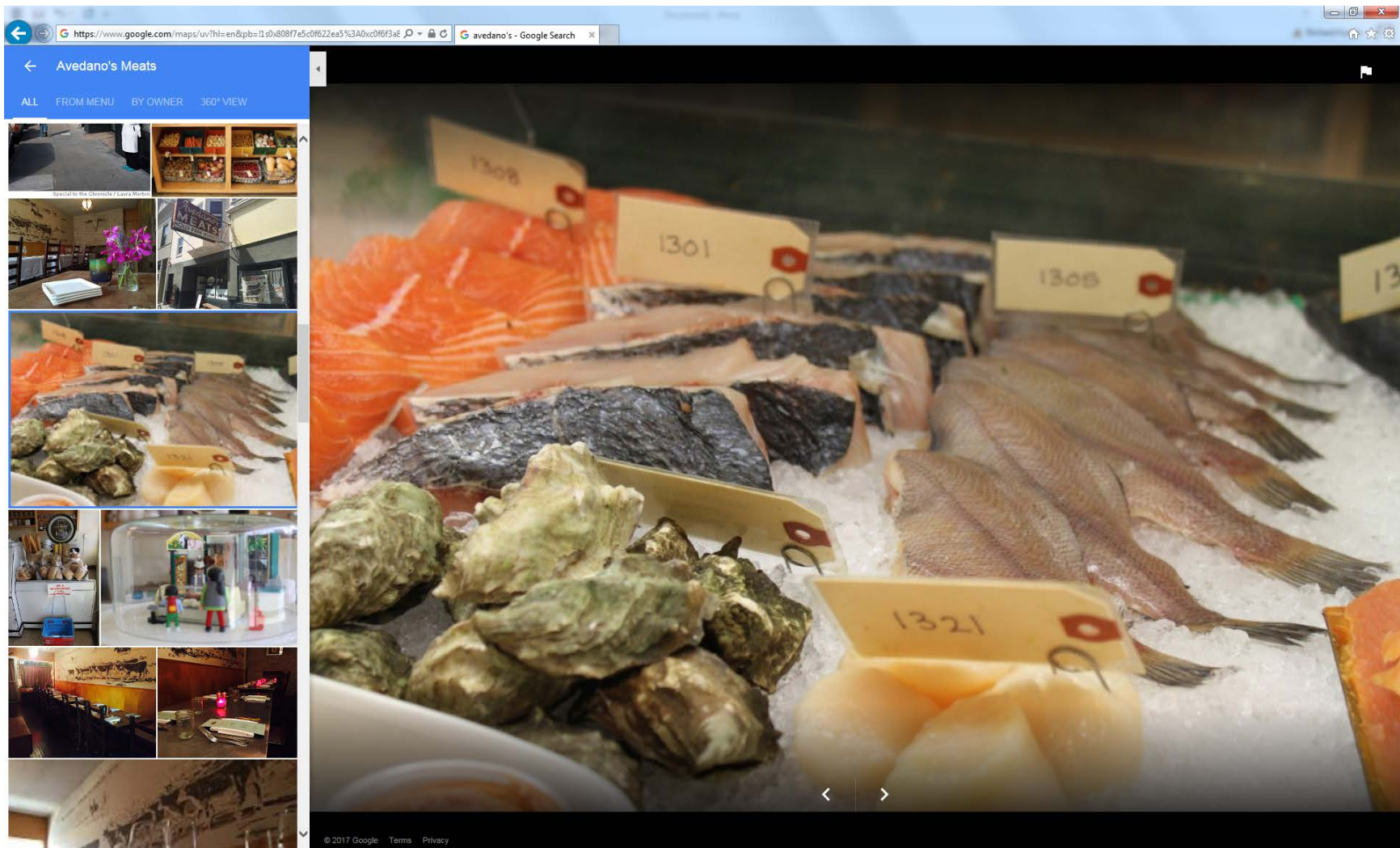
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KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE. COOK THOROUGHLY. KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
NET WT 0.315 lbs
PRICE/IB \$20.00
DATE JUN 15 15
TOTAL PRICE \$6.30
AVERANO'S PH: 415-285-5328

OSSAU-IZERTY-SHEEP
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOLLOW THESE SAFE HANDLING INSTRUCTIONS TO PROTECT YOURSELF AND YOUR FAMILY.
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NET WT 0.480 lbs
PRICE/IB \$21.00
DATE JUN 15 15
TOTAL PRICE \$10.08
AVERANO'S PH: 415-285-5328









PANINI \$9⁰⁰

Tuscan Pork - PICKLED RED ONIONS,
DIJON, SWEET PEPPERS

ARISTA IN PORCHETTA - FIG JAM, ARUGULA,
PROVOLONE

PROVOLONE, MINT,
SWEET PEPPERS

SMOKEY TOM - SMOKED TURKEY BACON, SWISS,
JALAPEÑO JAM, PEPPERONCINI, MAYO

PASTRAMI - SWISS, SAUER KRAUT,
SPECIAL SAUCE

LAMBWICH - PESTO, PROVOLONE,
ARUGULA, SWEET PEPPERS

MEATLOAF - PROVOLONE, MARINARA,
RED ONIONS

STEAK - BUTTERMILK BLUE CHEESE,
DIJON, CARAMELIZED ONIONS,
ARUGULA

COLD BANH MI - JALAPEÑOS, PICKLED CARROTS, MAYO,
CUCUMBER, CILANTRO, LIME,
PORK TERRINE

4505 HOT DOG - MUSTARD, PICKLES \$8⁰⁰
RED ONIONS

THE HOTTER DOG - mayo, jalapeños,
CILANTRO \$8⁰⁰

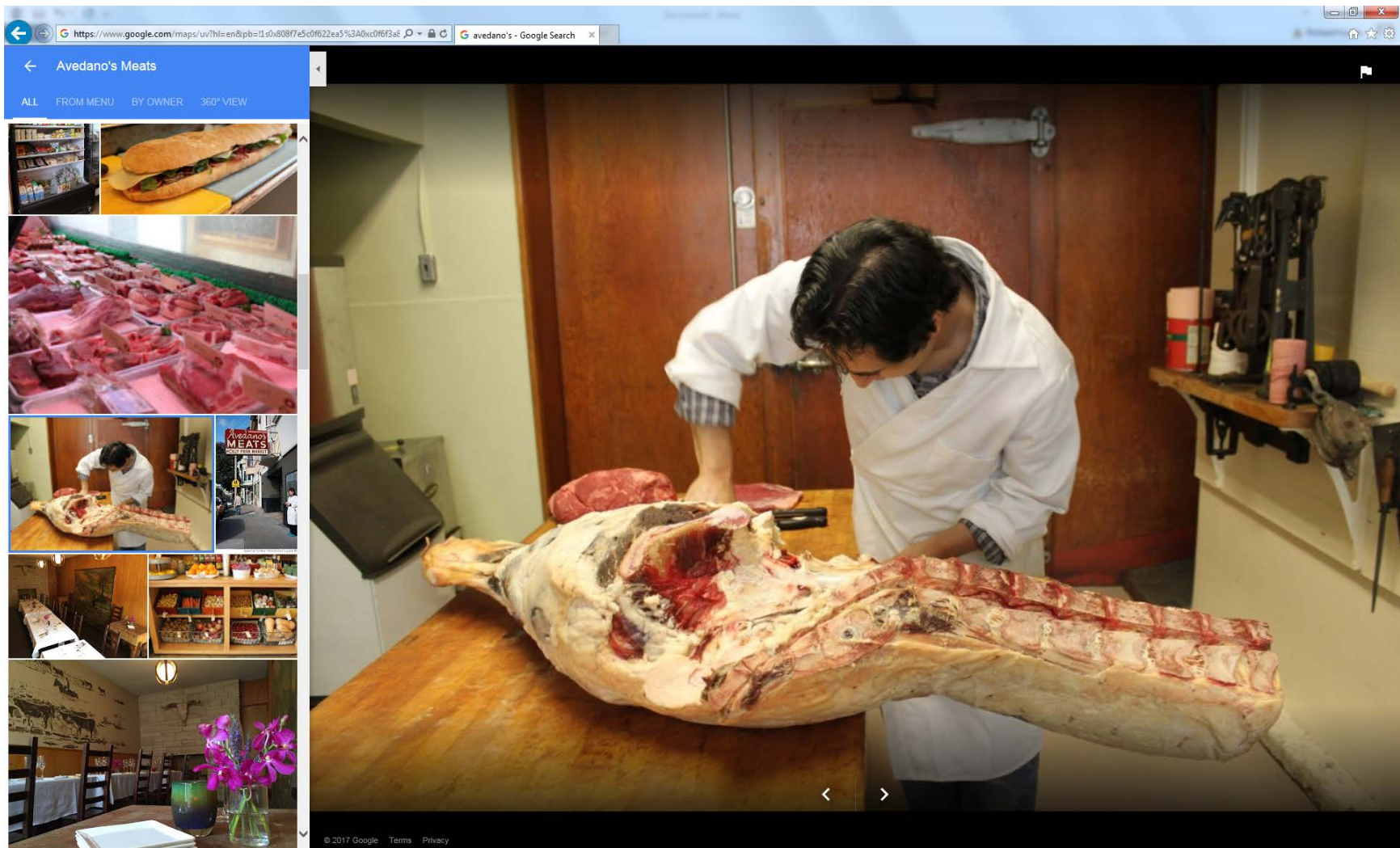
THE BARBWIRE - BRAISED BEEF, BBQ SAUCE
PICKLED JALAPEÑOS, SWISS
RED ONIONS, PICKLES

EXTRAS \$1⁰⁰

BACON \$2⁰⁰









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(Holly Park Market)

Specializing in Meats Cut and Wrapped for Home Freezers

235 CORTLAND AVENUE

SAN FRANCISCO 10, CALIFORNIA

MISSION 7-4471

NAME.....

DATE.....

ADDRESS.....

PHONE.....

NUMBER IN FAMILY Adults.....

Children.....

☐ WILL CALL

☐ DELIVER

QUAL. FRZN. FISH	No. Ordered	Min. or 1/2 Doz. Price	Total
FILET OF SOLE			
FILET ROCK FISH			
FILET OF COD			
FILET SALMON			
OCEAN PERCH			
FILET HALIBUT			
SMELTS			
.....			
.....			
.....			

BEEF	Wholesale Cuts	Avg. Wgt.	— Price —	Approx.	Quantity	Total
SIDE.....		290				
HINDQUARTER.....		150				
ROUND.....		85				
LOIN—TRMD.....		75				
FOREQUARTER.....		160				
RIB.....		30				
CHUCK—REG.....		90				
.....						
.....						
.....						

QUAL. FRZN. VEG.

Quantity			Price Per Doz.
.....	PEAS.....	10 oz.	
.....	LIMAS—FORDHOOK.....	8 oz.	
.....	MIX VEGETABLES.....	10 oz.	
.....	BROCCOLI CUTS.....	10 oz.	
.....	GR. BEANS—CUT.....	10 oz.	
.....	GR. BEANS—FRENCH.....	10 oz.	
.....	POT.—FR. FRIED.....	9 oz.	
.....	PEAS & CARROTS.....	10 oz.	
.....	SPINACH—CH.—LF.....	14 oz.	
.....	CUT CORN.....	10 oz.	
.....	LIMAS—BABY—FDHK.....	10 oz.	
.....	BRUSSEL SPROUTS.....	10 oz.	
.....	CAULIFLOWER.....	10 oz.	
.....	POTATO PATTIES.....	12 oz.	
.....	ORANGE JUICE.....	6 oz.	
.....		
.....		

LAMB

WHOLE LAMB.....	50				
HALF LAMB.....	25				
SADDLE, LAMB.....	25				

PORK

LOINS, PORK.....	12				
TEND. HAMS.....	15				
PORK—SAUSAGE.....	5				
BACON, SL.....	12				
FRANKFURTERS.....	6				

VEAL

WHOLE.....					
SIDE.....					
HINDQUARTER.....					

QUALITY POULTRY

FRYERS—CUT UP (1 1/2-2-lb.).....					
TURKEYS (10-13-lb.) Evs.....					
TURKEYS (20-24-lb.) Evs.....					
.....					
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FRUITS

.....	PEACHES.....	10 oz.			
.....	PINEAPPLE CHUNKS.....				
.....	STRAW. SLICED.....	12 oz.			
.....	SIMPLE SIMON PIES.....	34 oz.			

TOTAL AMT. OF ABOVE ORDER.....

TOTAL AMOUNT OF MEATS ORDERED....

TOTAL AMOUNT OF VEGETABLES, ETC..

TOTAL AMOUNT OF ORDER.....

Minimum delivery order \$50.00. Prices subject to change without notice.

Female butchers make the cut

Three women own, operate Bernal Heights shop focused on local, sustainable meat

By Michelle Locke

The pillar-box red lipstick is the first clue the white-coated butcher sawing up a grass-fed California lamb isn't your typical meat-cutter.

But then, Avedano's Holly Park Market is no ordinary chop shop.

Tucked into San Francisco's funky Bernal Heights district, the store — which first opened in 1901 as Cicero's Meats — has an old-time look with its restored period fixtures and black-and-white photos.

But behind those vintage trappings, Avedano's is on the cutting edge of 21st-century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat.

"People are surprised when they find three women owning the shop," says Tia Harrison, who, along with Melanie Eisemann and Angela Wilson, took over Avedano's a year ago.

"We've gotten a lot of looks from people who are a little bit like, 'Well ... Who's your boss? Who's running the show back there?'"



From left, Angela Wilson, Tia Harrison and Melanie Eisemann own Avedano's Holly Park Market in the Bernal Heights neighborhood. — Eric Rlsberg/AP

Step into Avedano's and you're likely to be hit by a wave of nostalgia as palpable as the crispy smell of roasting meat that permeates the shop, a tasty byproduct of their catering and sandwich sidelines.

"We want people to come into our shop and we want them to find really great quality meats and fish; meat that has been broken down by hand the old fashioned way," Harrison said.

For now, all three are still working day jobs. Harrison is executive chief of Sociale in Presidio Heights. Eisemann also works at Sociale and runs a landscaping business; Wilson

runs a wholesale tea company called Divine Chai.

For Eisemann, who was working the cash register on a recent sunny day, Avedano's is a world she thought she'd renounced.

"I never dreamed I would own a butcher shop," Eisemann said. "It's still kind of surreal. I was a vegetarian for 15 years."

She started eating meat about six years ago, looking for sustainably raised and humanely slaughtered meat.

Avedano's isn't cheap. But the idea is to provide something customers can't get elsewhere. — AP

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SFGATE

3 female butchers say meat is the new black

Sarah Adler, Special to The Chronicle

Sunday, November 18, 2007

Three women, a butcher shop and a neon sign. What sounds like a setup for a joke is serious business for three pioneering local entrepreneurs.

Since late last summer, when they opened Avedano's Holly Park Market in Bernal Heights, Tia Harrison, Melanie Eisemann and Angela Wilson have trimmed cuts of meat for loyal customers while creating an unusual niche in a male-dominated trade. Their butcher shop on Cortland Avenue is the only women-run store of its kind in San Francisco. They're cutting meat and chopping up stereotypes.

"People always want to know who the butcher is who cuts their meat," says Wilson, 37. "When we tell them it's Tia, they say, 'Wow, can she really lift the cows onto the hook?'"

Avedano's provides all the nitty-gritty service you'd expect from a butcher - the women will work over the insides of a recently slaughtered calf and break it down into quarters and primals - but its business practices, the women say, are shaped partly by their gender. The three have decorated the old store with retro signage, handwritten labels, wooden baskets and cookie jars full of colorful Italian candies.

Along with skirt steak, veal shank and oxtails, Avedano's offers fish, including wild-caught salmon and petrale sole. They even serve an array of take-out dinners prepared daily - from soups and paninis to cured meats and tacos on Sundays, all made with local, organic ingredients - because they like to cook as well as cut.

"Meat is the new black. We're making it fashionable and hip to eat meat responsibly and to celebrate it," says Eisemann, 34.

"But lots of vegetarians still come here for doggie bones and for our house-made marinara sauce," Wilson adds.

Eisemann was a vegetarian until 2003, when she attended a five-course duck-themed meal and found the crispy skin impossible to resist. At the time, she was working as a waitress at Sociale, on Sacramento between Spruce and Locust streets, where Harrison, 29, served as chef. Their "eureka moment" came last winter, when Harrison and Eisemann met with longtime friend Wilson over dinner. They got to talking about a

joint venture, decided against a restaurant and then thought about running a butcher shop.

Harrison told them about having seen an abandoned shop on Cortland Avenue. "We knew we had to have a strong concept and vision to offer San Franciscans, and we thought, 'Hey, why not us in that place?'"

They realized that their skills meshed well. Harrison's experience at Sociale afforded her relationships with local meat vendors. Eisemann's experience as a server, and later as a landscaper, provided management foundation. Wilson's stint running her Divine Tea Co. and years as a cook at Laghi, an Italian restaurant, rounded out their skill set.

"I do the money better, Melanie does the decorations better and Tia does the food best," says Wilson. "We stay out of each other's way and really complement each other."

The three friends settled on the Bernal Heights storefront that once housed Cicero's Meats, an old-school butcher shop that opened in 1956. They agreed to keep their day jobs during the first year, and came up with a schedule to run the shop Tuesday through Sunday.

"I was confused at first because they didn't want to run it as a traditional shop like my father had," says Ed Cicero Jr., who owns the building. When not managing his family properties, he stops by for a visit and engages in some mentoring. "I showed the girls how to break beef," says Cicero, referring to the process of working the entire cow down into sides, chops, ribs and other parts.

Avedano's is named after Harrison's grandma Flora Avedano, a first-generation Italian American (whose mother, Francis Avedano, arrived in San Francisco from Asti, Italy, just days before the 1906 earthquake). Now they create dishes in her honor.

"I make sure to feature those recipes that remind me of her, like the sauteed vegetables that are in our panini and the scallion gnocchi that I roll by hand," says Harrison. "She also had a Meyer lemon tree at her house, and the smell always reminds me of her."

The Avedano's owners have created a scene right out of "Antiques Roadshow," decorating the store with odds and ends left over from Cicero's Meats: brass scales, a 1950s sandwich board announcing "Fresh Fish," butcher paper ink stamps. "When Melanie spotted a metal fish in the attic and climbed over the rafters to retrieve it, you would have thought she had won the lottery," remembers Wilson. "All we had to do was paint, put up some shelves, add a new floor in the back and we were good to go. The rest was here, including the original marble countertop and vintage linoleum with a mosaic bull."

While Harrison, Eisemann and Wilson are respectful of butcher shop traditions, their food aesthetic is influenced by their restaurant backgrounds and the neighborhood's tastes. The store's motto is "Local People. Local Food."

"We adjusted the inventory based on this neighborhood's needs," says Harrison. They offer traditional cuts as well as such current favorites as grass-fed hot dogs and lavender sausage. Above all, they carry types of meats that are easy to cook at home and that highlight the meat's flavor. Everything they serve is organically, responsibly raised.

They've got big plans for a local, sustainable Thanksgiving menu, including turkey from Sonoma's Willie Bird Farm, Woodland's Branigan turkey and Mary's free-range heritage turkey, as well as suckling pigs and Poulet Rouge chickens.



Special to the Chronicle / Laura Morton

Photo: Laura Morton

Image 1 of 2

Angela Wilson (left) and Tia Harrison joke with each other while preparing sandwiches at Avedano's Holly Park Market in Bernal Heights. Wilson and Harrison run the meat market with one other woman. (Laura Morton/Special to the Chronicle)



Special to the Chronicle / Laura Morton

Photo: Laura Morton

Image 2 of 2

Tia Harrison takes a smoke break outside Avedano's Holly Park Market in Bernal Heights. Harrison runs the meat market with three other women. (Laura Morton/Special to the Chronicle)

Running Avedano's "is a nice, new twist and a lot more political than working in a restaurant," says Eisemann. "I can educate the general public firsthand about sustainable meat and fish beyond the table."

None of the Avedano's owners have quit their day jobs yet. But the public's positive response and their own enthusiasm have motivated them to expand their business. In December, Ed Cicero Sr.'s former office, nestled between the store and garage, will be transformed into a 20-seat private dining room featuring Avedano's meats, fish and daily specials. The owners already have booked the room for holiday work parties.

While he misses his father's shop, Ed Cicero Jr. says the Avedano's women are honoring his family's dedication to quality and service. "My hats are off to them. They put a lot of sweat equity into the place, and they've brought it back to life."

"I never thought I'd run a butcher shop," says Eisemann, "but it's been so gratifying to create new food memories in this neighborhood, for local families and for ourselves."

At Spruce, Mark Sullivan serves butter-poached lobster in a former Model T storage space.



WHERE TO GO NEXT

san francisco

New in the Bay Area: a great market that doubles as a butcher shop, a Spanish charcuterie specialist, an intimate Roman restaurant, and more. by jan newberry

Spruce After making a name for himself at the Village Pub near Silicon Valley, Mark Sullivan (an F&W Best New Chef 2002) has opened a new place in San Francisco. His expansive restaurant in Presidio Heights—in a vast space that was once a storage spot for Model T

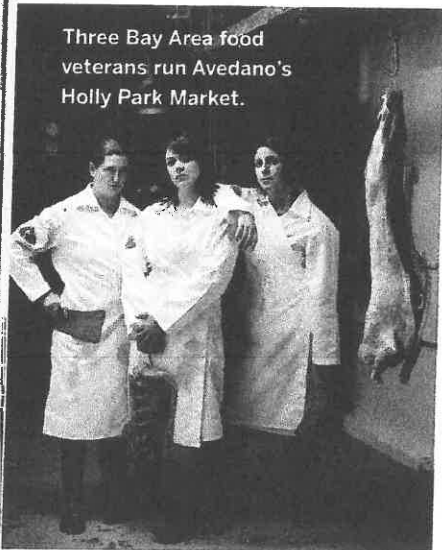
cars—plays to the area's society set. Sullivan's indulgent menu includes butter-poached lobster with gnocchi and braised lettuce, and a *bavette* steak with a rich bordelaise sauce and a side order of duck-fat fries. 3640 Sacramento St.; 415-931-5100 or sprucesf.com.

SPQR San Francisco's hottest new restaurant, a narrow, no-reservations place on Fillmore, gets its name from the letters stamped on manhole covers and government buildings in Italy's capital (SPQR is an abbreviation for *Senatus Populusque Romanus*, or "the Senate

and people of Rome"). Chef Nate Appleman (who also cooks at A16) offers irresistible fried snacks, like lemony sweetbreads with celery and garlic, as well as pastas, like the classic *cacio e pepe* dressed with pecorino cheese and black pepper, made with a choice of spaghetti or rigatoni. The list of affordable and hard-to-find Italian wines was assembled by A16's co-owner and sommelier, Shelley Lindgren. 1911 Fillmore St.; 415-771-7779 or spqrsf.com.

Laïola This energetic Spanish tapas bar and restaurant is the latest effort from former 42 Degrees chef Mark Denham. House-cured meats, such as *fuèt* (a sweet Catalan-style pork sausage) and *lomito* (smoky, dry-cured pork

Three Bay Area food veterans run Avedano's Holly Park Market.



new ingredient mecca

Avedano's Holly Park Market Founded by three food-industry veterans (Tia Harrison, Melanie Eismann and Angela Wilson), this specialty grocery is located in a Bernal Heights butcher shop dating back to the early 1900s. These days the store features organic lamb from Sonoma and Berkshire pork, as well as wild local halibut and locally foraged mushrooms. Harrison, who is the chef at Sociale, heads up the charcuterie section and house-cures the bacon. Avedano's is also becoming one of the city's most sought-after caterers, with offerings like roast suckling pig. 235 Cortland Ave.; 415-285-6328.



Owners of Avedano's – A Holly Park Market are Angela Wilson, Tia Harrison, and Melanie Eisemann

PHOTO BY MICHAEL HARLAN TURKELL

Bringing back nostalgic service to the neighborhood meat market

By Kristin Butler

Over 100 years ago, in 1901 precisely, Cicero's Meats opened shop in the Bernal Heights neighborhood in the city by the Bay. The shop was a family-owned market, handed

and over dinner one night Harrison suggested to her friends that the three of them do that instead of opening a restaurant – and they all agreed!

However, before they could

amid the garbage, the women found many treasures and kept them to add a nostalgic look and feel to their shop.

After replacing the floor and preserving the trademark steer head tile, the women adorned

the space has a campy style, with a fireplace, an old steer skull, original chandeliers, and a mural from the 1960s depicting cattle scenes.

The three friends opened for business last July as one of the only women-owned butcher shops in the country. The primary goal of Avedano's was to offer customers an old-time sense of community and family while also promoting the modern-day concepts of organic and sustainable farming.

to shop for everything in one place, the shop also provides other items for the family meal. Bins of organic red creamer onions, garlic, chick peas, pearled barley, corn-on-the-cob, yellow wax beans, and banana fingerling potatoes fill one side of the shop, next to a small cold section holding raw milk, lettuce, cheeses, and high quality pastas. Nearby shelves contain brown turkey fig jams, quince marmalade, and other homemade jams, syrups, and desserts. Eisemann is in charge of keeping the market stocked with all the specialty items.

Another important goal of the owners is to promote the organic and sustainable foods industry, so they purchase meat from smaller and closer farms, such Strawberry Mountain in Oregon, where cattle are grass fed and free of antibiotics, and where more humane slaughtering methods are used. Plus Avedano's sells organic produce purchased from local farms.

A former cook and entrepreneur, Wilson brings a unique set of skills to the threesome; she manages the day-to-day operations and acts as the bookkeeper.

Another successful aspect of the shop has been offering prepared take-out dinners, ready for pick-up at 4:00 p.m. each day. For just \$10.50 or \$11.50 a family can get a homemade dinner prepared on a rotating menu throughout the week, everything from carne asada to fried chicken to lasagna, served with a side dish or salad.

Because they sell such spe-



Melanie Eisemann assists a customer at the register

down through the generations, that served the neighborhood well for nearly a century. But as supermarkets gained popularity, shops like Cicero's began to die out, and eventually they closed. Although the family still owned and rented out its space, the only remnant of Cicero's Meats was the neon sign out front.

In 2006, a group of friends who had all worked in the food industry for years, Tia Harrison, Melanie Eisemann, and Angela Wilson, were thinking about opening a restaurant. "But the restaurant market is so saturated in San Francisco," Harrison recalls saying.

As luck would have it, Harrison had lived in Bernal Heights for years and used to walk by the shop on Courtland Avenue and admire its authentic look and feel. So the idea began formulating about bringing back a nostalgic butcher shop,

get this project off the ground, they had to convince Ed Cicero, son of the original owner, that they were serious. After all, the butchering industry, with its heavy lifting of carcasses and cutting of meats, had long been a male-dominated field.

"At first he didn't take us very seriously when I told him it was me and two other women," Eisemann says. "He kept voicing old school ideas."

But Cicero's desire to preserve his family's tradition of butchery won out, she says, and he let them sign a lease. Soon the women were busy restoring the shop.

That was the beginning of Avedano's — A Holly Park Market.

In another stroke of luck, the Cicero family had used a back room for storage and had never thrown anything away, so the project felt more like an archeological dig, Harrison says. But

fish sign out on the sidewalk.

They staged wooden butcher blocks, cleavers, and ancient metal scales throughout the shop and left an old freezer and motorized meat hook track in place. And out front, they kept the "Holly Park Markets" neon sign and added a second sign above it reading "Avedano's Meats," a name derived from the maiden name of Harrison's Italian grandmother who immigrated to San Francisco just days before the 1906 earthquake.

In addition to the butcher shop, pantry, and freezer, the three women also refurbished a side room for private parties. Aptly named the "Utter Room,"

"People don't spend enough time cooking together anymore, it is becoming a lost culture," Harrison says. "One source of inspiration for me with our shop is to have the opportunity to talk with parents and families who want to cook at home."

Harrison, who is co-owner and executive chef at Sociale Restaurant in San Francisco, offers advice to customers on how to cut and prepare the beef, lamb, chicken, and fish they buy at the shop. As the in-house butcher, she also teaches classes in beginning butchery and sausage making to both kids and adults.

In order to allow families

of food options, it keeps meals exciting — in fact they have doubled their profits the past six months — excellent results for a business just one year old. They have quickly become an essential stop in this hard-working family neighborhood.

It's no wonder they were just named "Best New Neighborhood Market" by *San Francisco's 7 X 7* magazine. No doubt Papa Cicero would be proud of the legacy.

For information about Avedano's, visit www.avedanos.com.

Kristin Butler is a Bay Area freelance writer. She can be reached at kristindeann@earthlink.net. ▲

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Bay Area Business Woman

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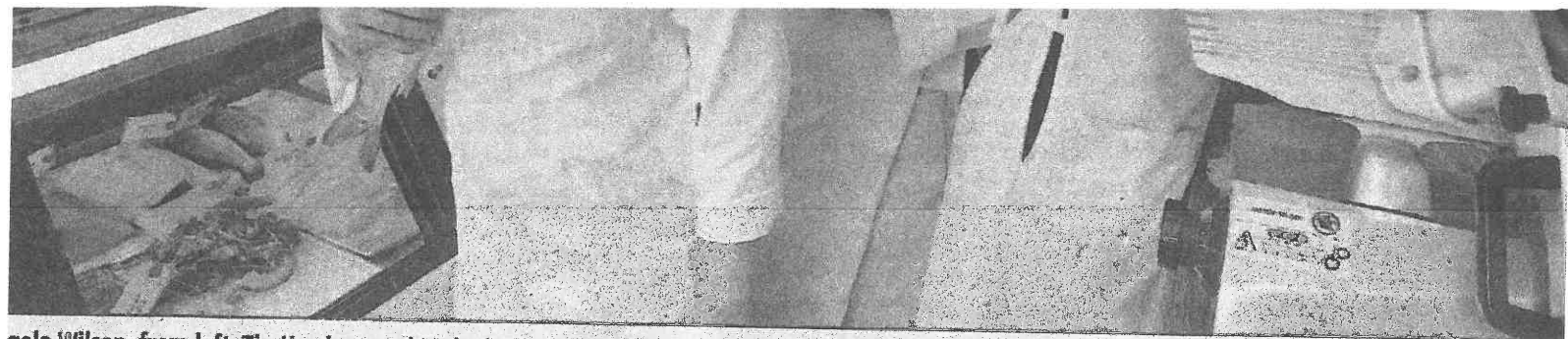
NEAPOLITAN

Neapolitan Editor: Tracy Mobley-Martinez 239.403.6115

Wednesday, July 9, 2008

Not your regular corner chop shop





Angela Wilson, from left, Tia Harrison and Melanie Eisemann pose behind the display counter at Avedano's market in San Francisco.
 © Risberg/Associated Press (2)

All-women team of butchers stays on cutting edge

By MICHELLE LOCKE
 Associated Press

SAN FRANCISCO — The red lipstick is the first clue the white-coated butcher sawing up a grass-fed California lamb isn't your typical meat-cutter.

But then, Avedano's Holly Park Market is no ordinary chop shop.

Tucked into San Francisco's funky Bernal Heights district, the store — which first opened in 1901 as Cicero's Meats — has an old-time look with its restored period fixtures and black-and-white photos.

But behind those vintage trappings, Avedano's is on the cutting edge of 21st century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat.

"People are surprised when they find three women owning the shop," says Tia Harrison, who, along with Melanie Eisemann and Angela Wilson,



Harrison pulls meat out of a locker at Avedano's market. This specialty-foods store, run by three women, is located in a historic storefront that housed a butcher shop for more than a hundred years.

took over Avedano's a year ago. "We've gotten a lot of looks from people who are a little bit like, 'Well ... Who's your boss? Who's running the show back there?'"

Step into Avedano's and you're likely to be hit by a wave of nostalgia as palpable as the crispy smell of roasting meat

that permeates the shop, a tasty byproduct of their catering and sandwich sidelines.

The store was a family-owned market that served the neighborhood for decades, only recently becoming vacant. When the women took over the lease, from a descendant of the Cicero family, they found many of the

original furnishings and equipment, which give the place its time-capsule feel.

Serried rows of brick-red steaks are lined up in the old glass cases, next to the paler pink gleam of pork and lamb. There's poultry, too, from floppy-necked whole chickens (free-range and organic, of course) to tiny quail.

"We want people to come into our shop and we want them to find really great quality meats and fish, meat that has been broken down by hand the old-fashioned way," says Harrison.

For now, all three are still working day jobs, rotating their hours at Avedano's. Harrison is executive chef of Sociale in Presidio Heights. Eisemann also works at Sociale and runs a landscaping business; Wilson runs a wholesale tea company called Divine Chai.

For Eisemann, who was working the cash register on a recent sunny day, ringing up meat as well as the vegetables and dry goods the store stocks, Avedano's is a world she thought she'd

See **BUTCHERS**, Page 2D

g pot with a bagel

Cestory of the bagel enough minutiae he most curious en. For those who consume the bagel all and used in recipes, few!

BAGEL

in butter
buckel or rye bagel,
di

- 1/4 cup corned beef
- 1 teaspoon Russian dressing
- 2 tablespoons sauerkraut, drained
- 2 slices Swiss cheese

Preheat oven to 350 degrees. In a small skillet, melt butter and sauté both sides of bagel halves. Place bagels, sliced-sides up, in a small baking dish. Lay corned beef across bagel halves and spread with dressing. Spread sauerkraut over corned beef and top with cheese. Bake in preheated oven for 10 to 15 minutes or until cheese is melted. Serves 1.

DOWN-HOME CHICKEN HASH BAGELS

- 2 tablespoons butter
- 1/4 cup finely chopped onion
- 3 tablespoons all-purpose flour
- 1 1/2 cups chicken broth
- 2 cups half and half
- 1/2 cup chopped apple
- 1/2 cup chopped walnuts
- 2 cups cubed cooked chicken
- 4 poppy-seed bagels, sliced
- Freshly ground pepper to taste

In a medium-size skillet, melt butter and sauté onion until golden. Remove from heat and add flour, stirring until smooth. Return pan to heat and gradually add chicken broth, stirring constantly until sauce thickens. Add half and half, stirring constantly until sauce re-thickens. Stir in apple, walnuts and chicken. Cook 5 minutes or until all ingredients are piping hot. Toast bagels and slice in thin strips. Place bagel strips on a platter and pour hash over bagels and season with pepper. Serves 4 to 6.

HOT FUDGE BAGEL SUPREME

- 1 cinnamon-raisin bagel, sliced
- 2 teaspoons dark crème de cocoa
- 1 scoop vanilla ice cream
- 3 tablespoons hot fudge sauce

I'd love to have this recipe, if possible.

— Grant Phillips,
Marco Island

A: Strange ... a Russian-style dish in a typical Cuban restaurant, but here it is, from Jeanne Voltz's Florida Cookbook:

GROUPEL RUSSIAN-STYLE

- 1/2 cup all-purpose flour
- 1 egg beaten
- 1 teaspoon plus 2 tablespoons vegetable oil
- 2 tablespoons water
- 1/2 teaspoon salt or to taste
- 1/4 teaspoon freshly ground pepper or to taste
- 3/4 cup fresh bread crumbs
- 4 fillets grouper, flounder or snapper
- 3 tablespoons butter
- 2 tablespoons minced parsley
- 3 tablespoons freshly squeezed lemon juice
- 1 hard-boiled egg, chopped fine
- Lemon wedges for garnish

Spread the flour on a plate or waxed paper. Beat together the egg, the 1 teaspoon oil, the water, salt and pepper. Place the crumbs on another plate. Coat the fish fillets with the flour, shaking off the excess, and dip it into the egg mixture and allow the excess to drain off, then coat evenly with the bread crumbs. Brush a heavy skillet or grill with oil, heat and add the fish in a single layer. Cook over high heat 30 seconds, or until browned, adding oil as needed; turn carefully and cook the second side over medium-high heat for a minute or until golden brown. Lower the heat, and cook the fish 3 or 4 minutes longer, until the flesh is opaque but moist when tested with a fork. Remove to a warm platter and keep warm while cooking the remaining fish if it is necessary to cook it in batches. To make the sauce, melt the butter in a small skillet over low heat. Add the parsley and sauté a half minute or so. Add the lemon juice and blend well. Stir in the chopped egg. Pour the sauce over the fish and garnish with lemon slices. Serves 4.

Doris Reynolds is the author of "When Peacocks Were Roasted and Mullet Was Fried" and "Let's Talk Food." They are available for sale in the lobby of the Naples Daily News. Also available for sale is the recently released DVD "A Walk

Butchers

Continued from 1D

renounced.

"I never dreamed I would own a butcher shop," Eisemann says, adding with a laugh, "It's still kind of surreal. I was a vegetarian for 15 years."

She started eating meat again about six years ago, but not indiscriminately, looking for sustainably raised and humanely slaughtered meat.

"Knowing where my food comes from and in a city setting it feels like we're being a little more connected," she says. Harrison is the one most likely to wield the handsaw and boning knife and hoist sides of beef on to the overhead hooks and pulley system that takes meat from the shop to the meat locker.

As a chef, she'd been cutting steaks for 10 years. The trick was learning to go back to when the steaks were still part of the cow. "I got a lot of great training from some men that we hired on to help out."

Butchering is "primal. It's really primal," she says. "One of my favorite stories is this butcher that we hired, we were sawing a veal in half ... and I was holding the legs and he was sawing it in half — I felt like I was a cavewoman or something. It was pretty awesome."

Meat at Avedano's isn't cheap. Some customers are shocked when they see how much more it costs to buy meat that's been fed grass and allowed some room to roam versus the product of large, factory-style operations.

But the idea here is to provide something that customers can't get elsewhere.

"If they are trying something great at a restaurant, hopefully we can provide them with the

ingredients to knock it off at their house," says Wilson.

A few old-timers have stopped by and seemed "surprised and amused a little bit" by the idea of an all-woman butcher shop team, but the store has mostly gotten good feedback, says Harrison. "Pretty much everyone has come out and really supported us. We're very lucky."

A recent customer was neighborhood resident Michele Alessandro, who stopped by while her children played a spirited game of "red light, green light" on the sidewalk.

"This is pretty much the only place we buy meat," she said. "We were all sort of deciding to go vegetarian and (her husband) was having a hard time with it and he was, 'All right, I'm going to go humanely raised humanely slaughtered animals.'" For a while that meant finding a place to shop downtown so when Avedano's opened, "we were very excited."

On the Net:

Avedano's Holly Park Market:
www.avedanos.com



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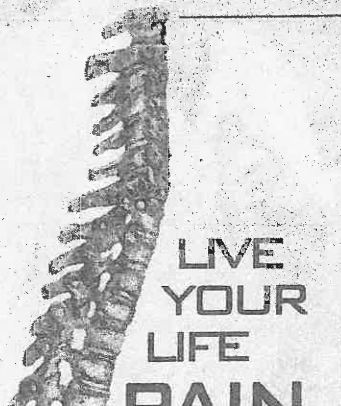
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Sunday BUSINESS July 13, 2008



ANGELA WILSON, above left, Tia Harrison and Melanie Eisemann stand behind the display counter at Avedano's market in San Francisco. Tucked into the city's funky Bernal Heights district, the store — which first opened in 1901 as Cicero's Meats — has an old-time look. But behind those vintage trappings, Avedano's is on the cutting edge of 21st century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat. A vintage display from the 1950s illuminates meat, top.

ERIC RISBERG/ASSOCIATED PRESS PHOTOS

All-woman keeps on

By Michelle Locke
ASSOCIATED PRESS

THE FRESH MEAT display is the first thing you see when you walk into Avedano's Market. It's a vintage meat display from the 1950s, with a sign that says "DATE OTHER THAN 10/10/07".

But then, Avedano's Market is no ordinary meat market. Tucked into San Francisco's Bernal Heights district, the store, which first opened in 1901 as Cicero's Meats — has an old-time look, with restored period fixtures and old white phones.

But behind those vintage trappings, Avedano's is on the cutting edge of 21st century food trends, owned and operated by three women — one an ex-vegetarian — and selling sustainably raised, locally produced meat.

"People are surprised when

REITs great investments — but beware of risky

Q. I have read about the real estate investment trusts that you recommend, but there are two others paying good dividend yields that are not on your list. They are Senior Housing Properties Trust (SNH) at 6.5 percent and Redwood Trust Inc. (RWT) at 9.0 percent. Have you ever recommended these?

— C.L., Fremont

A. There are more than 200 real estate investment trusts in business today and obviously I can't track all of them, but you can get information on each one by going to www.nareit.com, the Web page of the National Association of Real Estate Investment Trusts.



Cliff
PLETSCH

Trust, but Redwood Trust is a mortgage REIT, which means it doesn't own property. Instead, it invests in residential and commercial real estate loans and asset-backed securities secured by real estate loans. I stay away from mortgage REITs, having been stung by the volatility and unpredictability of Annaly

Financial company. It was one of the best investments I ever made, thanks to you. What do you think of Gramercy?

— G. J., Murrieta

A. Gramercy looks good because of its recent dividend yield of 16.9 percent. But that's a tip-off. Gramercy is a mortgage REIT and should be avoided just like Redwood Trust in the previous question. Gramercy, instead of owning income property, is in the mortgage lending business, serving all types of borrowers, including REITs. It also seeks to acquire distressed debt. Doesn't that sound like a dangerous busi-

ness? I want to get together a living trust. Can you recommend an estate planning attorney?

— C.B. Livermore

A. An often-asked question. For expert help in drafting wills and trusts I have been recommending Cynthia Watchorn, an estate planning attorney in Alameda. But Cynthia operates part of her practice in Santa Rosa and is booked up. So now I'm referring readers needing help to Cynthia's Alameda associate, Susan Widule, 510-521-0512.

Q. I have tried both Schwab and Google to determine whether the income from TVA bonds is

backstate suggest IRA. I have been regular up for the past 10 years. I have been a member of the National Association of Real Estate Investment Trusts. I have been a member of the National Association of Real Estate Investment Trusts. I have been a member of the National Association of Real Estate Investment Trusts.

RETURN OF THE BUTCHER SHOP

The women of Avedano's in Bernal Heights are picking up tools honed by years of tradition.

BY BONNIE AZAB POWELL PHOTOS BY BART NAGEL



Left to right: Avedano's co-owners Melanie Eisemann, Tia Harrison, and Angela Wilson (with her two-year-old son, William) have a mentor in their landlord, Edward Cicero, Jr.

Walking into Avedano's, the meat market that opened in Bernal Heights last July, is like stepping through a time machine into 1960, the heyday of American butcher shops. The muted green walls, vintage signs, even the green-eyed stare of the Texas Longhorn set into the terrazzo floor all look as if the owners spent a fortune to nail the retro look.

But they didn't. "We put up the shelves, but that's about it," says Tia Harrison, one of Avedano's three co-owners. "We let the space guide us."

Avedano's, you see, is the adoptive heir to a butcher-shop dynasty that has occupied 235 Cortland Avenue since 1901. The metal ceiling track that winds through the shop from the loading dock and into the walk-in cooler, for conveying sides of beef and pork; the '50s-era refrigerated cases; the old scales and the wooden-handled stamps—all of it was here, gathering dust. They and the puzzle-piece collection of rooms all belong to Edward Cicero, whose father, Ed Sr., ran what was then called Cicero's Meats from 1957 until several years ago.

"They kept the core of the store the same, and that means a lot to me," says Cicero. "I want them to be successful, so they can stay there a long time."

The neighborhood seems willing to oblige, judging from the flow of eager customers. Which amazes Harrison, who says they were told "people don't support their local stores." Yet once upon a time, residents relied on shops exactly like this one, because they could expect a level of service and quality that supermarkets couldn't deliver. Avedano's is carrying on that tradition more than just through its decor: by selling old-fashioned kinds of meat, fish, and dairy, which just happen to sport newfangled labels like "grass fed," "organic," and "free range."

A meeting of minds

The idea of Avedano's was born at a dinner Melanie Eisemann set up to introduce Harrison to her longtime friend Angela Wilson, with whom she'd been talking about opening a restaurant. Eisemann, 34, has been involved with the organic movement for years and was until recently a vegetarian; she eats only humanely raised and sustainable meat. She knows Harrison through the restaurant Sociale; Eisemann is a front-of-the-house manager there and Harrison, 28, is its executive chef and a co-owner. Wilson, at 37 "the old one," as she laughingly puts it, is an experienced businesswoman, having founded the Bay Area tea purveyor called the Divine Tea Company in 1995.

At the dinner, Harrison mentioned that when she'd lived in Bernal Heights, she'd often walked past the Cortland address and thought, "Somebody should do something with this space." (A fish wholesaler was operating semi-secretly behind the shuttered doors.) "Why not a butcher shop?"



Wilson and Eisemann, who both also live in Bernal Heights, immediately saw the potential. "I knew there were plenty of people like me who were hungry for something like this," says Wilson. The area has only a small grocery store, yet is full of young, health- and environmentally-conscious families who would appreciate the kind of meat and gourmet treats that they would be offering.

Soon after that conversation in December 2006, Eisemann stopped by 235 Cortland to leave a letter. "I just happened to be in here when she pounded on the door," says Cicero. It took him four months to get back to her. "I admit, I had reservations that they could really do it, but they've proved me wrong."

After he said yes in April, things came together fast. The space's existing license with the city just had to be transferred into their names. They got

can be found shopping there, picking up fresh local, organic vegetables or Organic Pastures raw milk. They have plans to rent out the long, narrow empty room adjoining the shop for private parties; its linoleum and ceiling need a little TLC, but the wall-size mural of a cattle drive that Ed Cicero, Sr., commissioned years ago has barely faded.

All three are working hard, but Harrison in particular is maintaining a punishing pace, spending mornings at Avedano's breaking down meat and prepping and cooking the lunch foods, then going to Sociale's to work the line as executive chef. In her spare time, she has also founded Lucky Cooky Company,

to make and distribute what she calls proudly "the best damn chocolate-chip cookies around."

It's all part of a long-term plan for the self-taught Harrison, who knew she wanted to be a cook at age 11 and started at age 16; she cut short her maternity leave almost five years ago to head Sociale's kitchen. At Avedano's, she actually gets to meet the people she's feeding, something she's missed as a chef, and as much as she's working now, she hopes to be able to

slow down at some point.

"I love the restaurant business, but it's a hard life," she says. "I don't see myself cooking in 10 years. I need more time with my daughter, more vacations."

Butcher shops sent packing

On a recent Monday, the one day the shop is closed, Cicero and his wife have driven in from his home near Stockton so he can instruct Harrison in breaking down a veal (needless to say, not the crated, light-deprived kind) from Prather Ranch that they've been dry-aging in the walk-in. While Harrison is experienced at turning primals into cuts for the restaurant business, taking apart a half or even a quarter cow is an entirely different art.

It's also a vanishing one. No butchers under the age of 58, says Cicero, know how to cut "carcass meat," which is "like night and day compared to this vacuum-packed stuff."

He learned the trade from his father back in the early '60s, a time when there were as many as five butcher shops on Cortland, all thriving. At one point, Ed Sr. employed 11 butchers and four full-time salesmen in his store. He worked 18 hours a day, seven days a week; Cicero's mother did the book-keeping, and after school on weekends Ed Jr. and his brother cut and wrapped meat, and made deliveries. "We had customers as far as Tahoe, San Jose, and San Ramon who we'd deliver meat to," he says proudly. "Back then you wouldn't go to the supermarket to order beef, because you wanted *good* beef."

His father visited Butcher Town on Third Street daily to pick out the best-looking whole and half-animals, which

would then be delivered to the shop to be broken down into consumer-size cuts as well as turned into sausage, hot dogs, and other products. If the meat wasn't up to his standards, he wouldn't buy any, Cicero recalls. "He'd rather call his customers and tell them they'd have to wait."

The beginning of the end for Cicero's and most other American butcher shop can be traced to the mid-'60s introduction of "boxed beef" by IBP, then known as Iowa Beef Packers. IBP recognized that it could save a lot of money, and make even more, by applying assembly-line practices to their meatpacking houses. Instead of shipping unwieldy whole carcasses, along with all their heavy waste bits like bones and fat, as was the industry's practice back then, IBP began producing ready-to-sell cuts for supermarkets and shipping those instead. The trim and bones it sold for pet feed (and ultimately, and unfortunately, as cattle feed as well). Supermarkets were only too happy to fire their skilled meat cutters and package IBP's cuts in plastic for consumers, many of them working women who were starting to value price and convenience more than service.

Now, 95% of beef and pork is ground or cut and packaged at the source—the giant meatpacking plants—and almost all neighborhood butcher shops have shut down.

"People today, they want one-stop shopping," says Cicero with resignation. "The little guy isn't important anymore. Nobody cares."

As anyone who reads the newspapers knows, the safety and quality of our meat supply have suffered. As a result, more and more people are saying they do, in fact, care a lot, and are willing to pay more for meat like that sold at Avedano's and other specialty markets in San Francisco, such as Drewes Brothers Meats (another long-running butcher shop that has had its ups and downs) and Bi-Rite Market, both in Noe Valley. These purveyors can tell customers where their meat comes from, and how it is raised. They can hang their beef for 21 days or longer if they want, and advise on how best to cook various cuts.

While most people who shop at Avedano's are familiar with, say, how grass-fed beef tastes versus corn-fed, the women are happy to answer any questions. "We really want to educate the public about why you should support certain things, like local and sustainable meat and fish," says Eisemann.

On this day, donning his white butcher's coat, Cicero admits he's feeling a little rusty, not having cut beef in about 10 years. "Today I'll have to look before I cut. But it will come back to me," he says confidently. "It's all about knowing where the seams are. I used to joke that I'm like a doctor. The only difference is I grind my mistakes, and they bury theirs."

Inside the wood-paneled cold-storage room, Harrison is sharpening her knife. Cicero hands her a sinister-looking hook. "OK. Let's start with the shoulder. You want to pull it apart here so you can slip your blade in under this muscle..."



Above: Cicero instructs Harrison in the art of breaking down a whole carcass into individual cuts for consumers.

the keys in June, went on a mad cleaning, rearranging, and decorating spree (many of the tchotchkes came from the packed attic), and opened July 15. They chose the name Avedano in honor of Harrison's great-grandmother, who arrived in San Francisco from Asti, Italy, just before the 1906 quake.

A cut above

In just a few short months, the three women have built a thriving business, with a partnership based on their areas of expertise—"Melanie's service, Tia's the food, and I'm the money," says the plain-spoken Wilson. "I like to focus on people's strengths."

The prepared food has really taken off—Sunday's tacos sell out, and fried-chicken Fridays are popular. Even vegetarians

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Mel Prest was a figurative painter for a decade before she turned to abstraction, and beneath her colorful, geometric surfaces, her surroundings are still the basis for her compositions. While visiting Japan, for example, she mapped each metro stop in Tokyo onto a grid that she plotted using the 71 letters of the hiragana alphabet, spelling out the station names by connecting the grid points with fine lines of colored gouache. The work's combination of graphic precision and throbbing colors prods viewers to think about the limits of traditional depiction. GREGORY LIND GALLERY: 49 GEARY ST, 5TH FL, SF, 415-296-9661, GREGORYLINDGALLERY.COM

[Get your protein]

Go whole hog

If you grew up in a family of hunters, you know what it's like to have a freezerful of meat from a single animal. Now there's a chance for city-fied folk (and those who are antigun) to enjoy the same bounty. On the third Sunday of each month, students gather around the butcher block in the back of **Avedano's Holly Park Market** and learn to butcher a suckling pig and a lamb. With just a six-inch boning knife, students first take turns dividing the pig into sections, then into chops, hams, shoulders, and so on. After a short lunch break for juicy house-made tacos, they pick up their knives again to go at the slightly more challenging, 70-pound lamb. It's just as easy to do this at home, since the animals, which you can buy at Avedano's or at one of the meat CSAs, will already have been bled and cleaned (i.e., had their guts removed), and you can dispose of the leftovers the way you would any other meat scraps.

235 CORTLAND AVE., SF, 415-285-6328, AVEDANOS.COM

Vintage meat stamps decorate Avedano's Holly Park Market, where meat lovers learn to carve up a pig and a lamb.

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Local ranches **Clark Summit Farm**, **Riverdog Farm**, and **Marin Sun Farms** now do for meat what produce CSAs do for fruits and vegetables. Sign up with their meat clubs, and you can buy pasture-raised meat for a great price and pick it up at a convenient location. (They can't deliver to your doorstep, because unlike most produce, the meat must remain frozen or chilled.) Then there's the **Bay Area Meat CSA**, an online network that helps members connect with ranchers to buy and share whole animals. As with a produce CSA, flexibility is essential. You rarely get to choose which cuts you end up with, and because there are only so many pork chops in a pig, shares are not always identical. But the quality and price of the meat more than make up for the inconvenience of not knowing exactly what you're going to get. Look at the arrangement as a chance to try out new recipes. CLARKSUMMITFARM.COM; RIVERDOGFARM.COM; MARINSUNFARMS.COM; BAMCSA.NING.COM

Feast on a beast

Rib eye or hanger steak? Loin or cheek? No one likes making such choices at a great restaurant. But Chris Cosentino, chef of rustic-Italian restaurant Incanto, which serves sustainably grown produce and meat, is now offering a menu called **Leg of Beast**: It features an entire beef shank with all its components—braised shank, roasted marrowbones, beef tendon with cannellini beans and sage—and, because man cannot live on meat alone, a chicory salad with zinfandel vinaigrette. The dinner is meant for a feast—and a crowd—but it's entirely affordable. One week's notice is required, and the \$200 meal serves six to eight. For a special occasion, book Incanto's private Dante Room and delight your guests with the **Whole Beast** menu, for which servers carve a roast suckling pig, a lamb, or a goat right at your table. 1550 CHURCH ST, SF, 415-641-4500, INCANTO.BIZ

Feast on a beast
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BUTCHERS.

{ MEET THE MAVERICKS & TRY THEIR BEST RECIPES }



Butcher shops have dwindled to endangered-species status, but a new generation of store owners is bringing them back—with a passionate commitment to locally raised meat, lesser-known cuts and chef-inspired recipes.

by kristin donnelly photographs by cedric angeles

WE ARE LIVING IN AN AGE of industrial meat production—chops, shanks, ribs and steaks are precut and Cryovacked at slaughterhouses before traveling thousands of miles to supermarkets. But a new generation of butchers is reviving the traditional approach. They're buying whole animals raised locally (often humanely and eco-consciously) and breaking them down by hand.

Working with whole animals can mean a limited supply of luxe cuts—a 1,500-pound steer has just two three-pound tenderloins and only a single one-pound hanger steak—so these forward-thinking butchers encourage their customers to try commonly overlooked parts. Instead of veal chops, for instance, they might suggest veal shoulder. Then the butchers act as cooking consultants, letting their customers know that veal shoulder, which can be tough, should be slow-braised until it becomes meltingly tender. It's no coincidence that a number of the most successful butchers have restaurant credentials and have even worked as chefs.

The best of the new butchers are bombarded with requests from professional and amateur cooks who are curious to learn about their craft. One store, Avedano's in San Francisco, recently offered a three-hour, \$300 course that sold out almost instantly; another, Fleisher's in upstate New York, allowed memoirist Julie Powell, author of the best-selling *Julie & Julia*, to research her forthcoming book there. The recipes and tips on the following pages, from three of the country's top butcher shops, share some of this sought-after wisdom.

OPPOSITE: Tia Harrison, Angela Wilson and Melanie Eisemann of Avedano's in San Francisco are reviving traditional butchery.

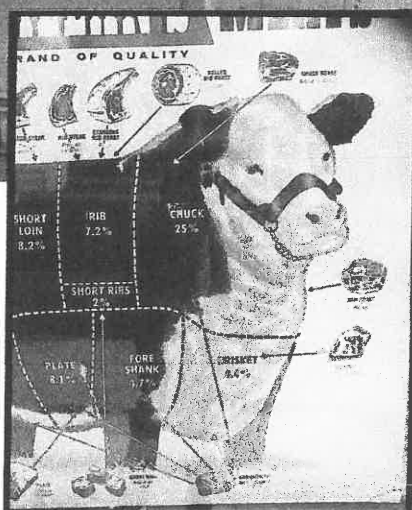
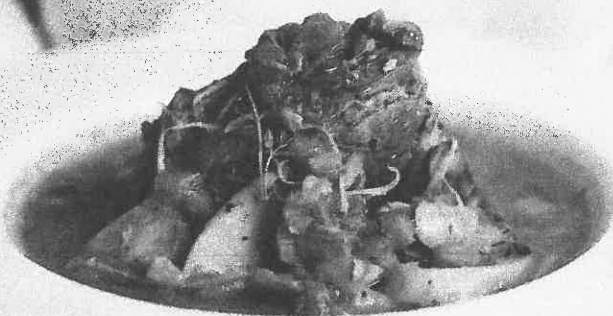


AVEDANO'S/SAN FRANCISCO

At Avedano's, co-owners Tia Harrison, Melanie Eisemann and Angela Wilson are serious about humanely and often locally raised meat; sustainability is also a must for the grocery items they sell. Harrison, who doubles as executive chef at Sociale, prepares take-out dishes like tender hunks of veal shoulder braised in a smoky tomato sauce (recipe, p. 187). As head butcher, Harrison breaks down whole carcasses regularly—a skill she more or less taught herself. "I explain it as learning backward," she says. "I had already dealt with cuts of meat in a restaurant setting. I just had to learn how it was all pieced together." 235 Cortland Ave.; 415-285-6328.

PRAISE
THE LARD

Butcher-chef Tia Harrison of Avedano's uses fire-roasted tomatoes to give chunks of braised veal a smoky edge.



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AVEDANO'S/RECIPES

smoky tomato-braised veal shoulder with potatoes/2006 penner-ash pinot noir
yucatán pork stew with ancho chiles and lime juice/2005 trivento golden reserve malbec

Smoky Tomato-Braised Veal Shoulder with Potatoes

ACTIVE: 45 MIN; TOTAL: 3 HR 15 MIN
8 SERVINGS

Humanely raised veal is becoming more widely available, at Avedano's in San Francisco and at other top butcher shops. The head butcher at Avedano's, Tia Harrison, recommends choosing veal shoulder or rump roast, which are more economical than other cuts of veal but still delicious. Harrison likes to braise them; here, canned fire-roasted tomatoes give the dish a smoky flavor.

2 tablespoons vegetable oil

One 6-pound boneless veal shoulder,
cut into 8 equal chunks

Kosher salt and freshly ground pepper

2 cups dry red wine

One 28-ounce can whole fire-roasted
tomatoes, crushed

1 cup chicken stock

One 6-ounce can tomato paste

5 garlic cloves, smashed

3 bay leaves

Three 3-inch rosemary sprigs

2 star anise pods

3 celery ribs, cut into ½-inch dice

2 carrots, cut into ½-inch dice

1 onion, cut into ½-inch dice

2 pounds fingerling potatoes,
sliced crosswise ¼ inch thick

2 teaspoons finely grated
lemon zest

1. In a large enameled cast-iron casserole, heat the vegetable oil until shimmering. Season the veal with salt and pepper. Add 4 pieces of the veal to the casserole and cook over moderately high heat until browned all over, about 10 minutes. Transfer the browned veal to a large plate and repeat with the remaining 4 pieces.

2. Add the red wine to the casserole and bring to a boil, scraping up the browned

bits from the bottom. Return the veal and any accumulated juices to the casserole. Add the fire-roasted tomatoes, chicken stock, tomato paste, garlic, bay leaves, rosemary, star anise, celery, carrots and onion and bring to a simmer. Cover and cook over moderately low heat until the veal is tender, about 2 hours.

3. Add the potatoes to the casserole, cover and cook until tender, about 30 minutes. Season the stew with salt and pepper.

4. Discard the bay leaves, rosemary sprigs and star anise. Transfer the veal to large shallow bowls. Spoon the potatoes and sauce over the veal, sprinkle with lemon zest and serve.

MAKE AHEAD The braised veal can be refrigerated for up to 3 days. Reheat gently before serving.

WINE Veal is a light meat, even when it's in a rich stew like this one, and it pairs best with lighter reds that won't overwhelm its flavor. Pinot Noir, probably the most graceful red grape, is a fine choice. Some of the best in America come from Oregon's Willamette Valley, like the cassis-scented 2006 Penner-Ash and the soft, fruity 2006 Cloudline Cellars.

Yucatán Pork Stew with Ancho Chiles and Lime Juice

ACTIVE: 40 MIN; TOTAL: 3 HR 40 MIN
8 SERVINGS

Harrison breaks down a pig each week at Avedano's and finds making stew a versatile way to use cuts like pork shoulder, shanks and belly. Here she cooks the stew with pleasantly bitter ancho chiles.

¼ cup vegetable oil

4½ pounds trimmed boneless pork
shoulder, cut into 2-inch pieces

Salt and freshly ground pepper

2 large white onions, cut into
½-inch pieces

8 garlic cloves, smashed

1 pound carrots, cut crosswise into
2-inch lengths

3 ancho chiles, seeded and cut into
very thin strips with scissors

3 bay leaves

Pinch of ground cloves

¼ cup fresh lime juice

6 cups chicken stock

6 plum tomatoes, quartered
lengthwise

2 tablespoons chopped cilantro

Steamed white rice and sliced
jalapeños, for serving

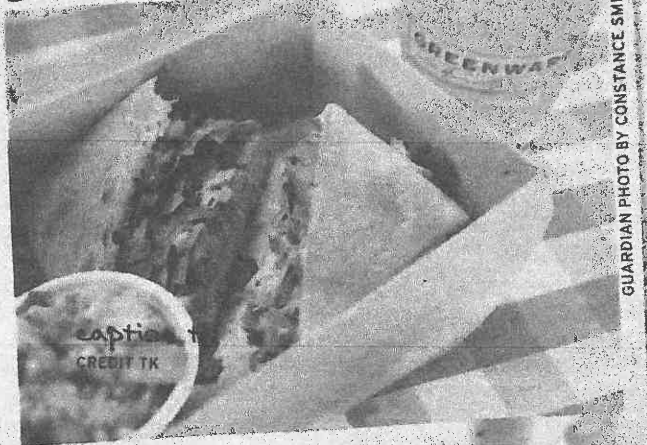
1. In a very large enameled cast-iron casserole, heat the vegetable oil until shimmering. Season the pork with salt and black pepper and add half of it to the casserole. Cook over moderate heat, turning, until browned all over, about 10 minutes. Using a slotted spoon, transfer the pork to a plate. Brown the remaining pork.

2. Return all of the pork to the casserole along with any accumulated juices. Stir in the onions, garlic, carrots, chiles, bay leaves, cloves, lime juice and chicken stock. Season with salt and pepper and bring to a boil. Add the tomatoes, nestling them into the liquid. Cover and cook over low heat until the pork is very tender and the carrots are cooked through, about 3 hours. Discard the bay leaves and stir in the cilantro. Serve with rice and sliced jalapeños.

MAKE AHEAD The stew can be refrigerated for up to 3 days. Reheat before serving.

WINE This Mexican-influenced dish gets its earthiness from ancho chiles, a flavor that pairs well with Argentina's premier grape, Malbec. Originally from France, this dark-berried, spicy variety reaches its pinnacle in Mendoza, producing juicy, potent wines like the smoky 2005 Trivento Golden Reserve and the cherry-inflected 2007 Crios de Susana Balbo.

Best lunch on a loading Dock: Kitchenette



GUARDIAN PHOTO BY CONSTANCE SMITH

Potrero Hill facility every weekday — 45 minutes of walking and 45 minutes of tasting. Groups witness the whole process, including bottling, while getting a full history of Anchor's trademark steam beer that's been made in San Francisco since 1896 (though the current recipe has only been around since Fritz Maytag bought the business in 1965). The tour is something like a grade-school field trip mixed with a post-college wine tour. You'll get all the educational (and mind-altering) benefits without the boredom (or the school-bus smell). Don't believe us? Tours are so popular they are booked solid three to six weeks in advance. 1705 Mariposa, SF. (415) 863-8350, www.anchorbrewing.com

BEST SUSTAINABLE SHORE THING

Beach fare tends to fall into two food groups: snacks and beer. But where do health nuts go when they want to fuel up for sun and sand? A feel-good option for smoothie-drinking vegans and sustainability-conscious locavores alike is **Judahlicious**, a registered green business that serves sandwiches, raw vegan desserts, and fresh sandwiches hearty enough for a day of riding gnar gnar breaks or light enough for an afternoon of displaying brand-new hemp bikinis. Hippy jokes aside, though: we love that this independent business supports local organic farmers, uses compostable and recycleable products, and hand-sorts waste to contribute to organic soil for a small, native-plant nursery in the city. And it doesn't hurt that the food is delicious. 3906 Judah, SF. (415) 66-JUICE, www.judahlicious.com

BEST WAY TO BRING HOME THE BACON

It's just too easy making sexual jokes about how much the three women who own **Avedano's** love their meat. Besides, the trio who revamped a century-old butcher shop are nothing if not serious about their mission to serve curious carnivores. Co-owner and Sociale executive chef Tia Harrison and her partners have combined the traditions of a classic meat market with the sensibilities of sustainability to create a neighborhood butchery perfect for the eco-conscious-yet-bacon-loving city that spawned *Meatpaper*. The shop not only sells what's for dinner, but offers classes on everything from butchering a suckling pig to handling a hacksaw — after which students take home \$100 worth of fresh meat. But don't think all this dedication means the Avedano's ladies have no sense of humor. A recent sign board read, "Nothing Beats Back Fat." Uh, that's what she said? 235 Cortland, SF. (415) 285-MEAT, www.avedanos.com

BEST BELLYFUL WITH BELLY DANCE

Some pundits will argue that belly dance is rarely, if ever, a regular part of African and Middle Eastern dining; they say, in fact, it's a rare or underground activity made mainstream for *Aladdin*-loving tourists with *Arabian Nights* fantasies. To them we say, so what? Sometimes we want our dinner with a bit of Disney flair — particularly if the food itself is authentic and delicious. A perfect example is **Al-Masri**, the Egyptian eatery in a far-flung corner of the Outer Richmond whose cuisine and

CONTINUES ON PAGE 44 »

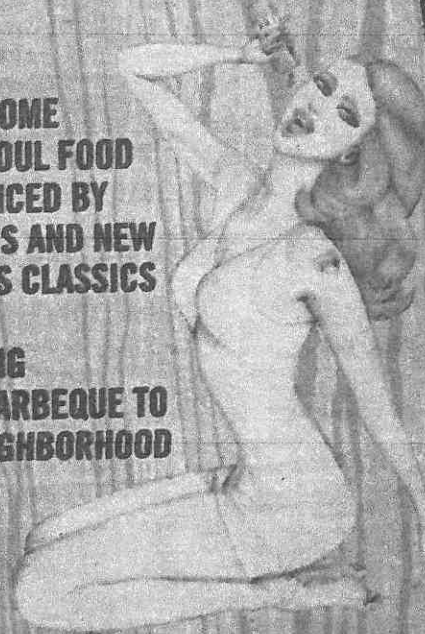
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Young Idols With Cleavers Rule the Stage



Jodi Hilton for The New York Times

OLD SCHOOL Adam Tiberio at work in Massachusetts.

By KIM SEVERSON

Published: July 7, 2009 NEW YORK TIMES

If chefs were rock stars, they would be arena bands, playing hard and loud with thousands cheering.

Related

[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) The Butcher Adam Tiberio in a YouTube Video Demonstration \(Warning: Graphic Images\)](#)

[!\[\]\(faf942dc3e59ce8eb64b4ac481eca7e0_img.jpg\) A Butchering YouTube Video From Argentina \(Warning: Graphic Images\)](#)



Michael Nagle for The New York Times

MASTER OF CAREFUL CUTS Tom Mylan of Marlow & Daughters in Brooklyn.

Farmers, who gently coax food from the earth, are more like folk singers, less flashy and more introspective.

Now there is a new kind of star on the food scene: young butchers. With their swinging scabbards, muscled forearms and constant proximity to flesh, butchers have the raw, emotional appeal of an indie band. They turn death into life, in the form of a really good skirt steak.

And it doesn't hurt that some people find them exceptionally hot.

"Think about it. What's sexy?" said Tia Keenan, the fromager at Casellula Cheese and Wine Café and an unabashed butcher fan. "Dangerous is sometimes sexy, and they are generally big guys with knives who are covered in blood."

Of course, there is more to butcher love than that. "Obviously everyone is the middle of a total meat obsession," Ms. Keenan said. "That's definitely part of it." In the last few years, quality meat from small producers has started to make a comeback. These farmers do not send their animals to the large processors that dominate the meat industry, creating a demand for people who know how to extract short ribs from a side of beef or pork belly from a hog.

So young men and women, many with culinary backgrounds, begged their way into apprenticeships with the few old-school butchers and small slaughterhouses that survived. Or they simply taught themselves.

Now they're working in boutique butcher shops that are opening in cities like New York, New Orleans and San Francisco. The ones who are famous enough to have a following use Twitter and blogs to organize cutting demonstrations that sometimes feature cocktails and sausages.

In San Francisco, Ryan Farr calls himself a "producer of porcine pleasure." Mr. Farr, 30, is a former restaurant chef who is working on opening his butcher shop, 4505 Meats. In the meantime, people pay him \$75 to learn how to break down a young 90-pound pig. They get to take home about 12 pounds of pork and nibble on roasted pork head and Mr. Farr's signature chicharrones.

Max Heilbron, 31, bought slots in a late spring class as a birthday present for his girlfriend, Jade Le, 28. She hacked away at a leg while he documented the event on his iPhone and Mr. Farr tried to give away some of the grimmer tasks.

"Who wants to start taking the face off the head?" he asked.

For \$30, Farr fans can be part of meat and liquor mash-ups at a local bar where he butchers a pig (and soon, a lamb and a quarter of a steer) while people drink cocktails and eat his handmade corn dogs and pulled pork sliders.

ANCIENT SKILL, NEW FANS Ryan Farr takes a pig apart before a cocktail-drinking crowd at a bar in San Francisco. As a result, Mr. LaFrieda, 35, has been inundated with young would-be butchers who want internships.

Does he think the new breed of rock star butchers are any good? "No. This is a business that takes a lot of training, and where are you going to find good meat to practice on? It's hard."

More drive than training among beginners can lead to garage-band butchery.

Part of what some people call the hipster hottie butchering phenomenon is that sometimes the meat isn't up to par, said Josh Ozersky, senior restaurant editor for Citysearch and author of two books on meat-related subjects. "It's like some kind of tattooed lothario is now going to give you the horrible shins raised by some other hipster who doesn't know anything about meat."

Joshua and Jessica Applestone, owners of Fleisher's Grass-fed and Organic Meats, are trying to prevent that. Since they opened their butcher shop in Kingston, N.Y., four years ago, they have released a load of young butchers into the world, Mr. Mylan among them. He spent a year sleeping at their house, learning the craft from Mr. Applestone, 39, a pony-tailed butcher with a porn-star mustache whose grandfather was a kosher butcher in Brooklyn.

They, too, are inundated with requests from people who want to work for free at their shop. So they formalized the program and charge \$10,000 for six to eight weeks of instruction. Students can sleep in an Airstream trailer.

Julie Powell — the Julie who inspired the upcoming film "Julie & Julia" — sought them out before they started charging. Her affair with a good friend had left her marriage in shambles, and she was looking for a way to repair her broken heart.

"Standing at the table all day breaking down chuck shoulder just focuses your mind," she said. "For eight hours a day I am not thinking about any of the mess in life."

The resulting book, "Cleaving: A Story of Marriage, Meat, and Obsession," is set to come out in December.

The difference between male and female butchers also came into focus during her time there. She would watch a parade of young people, mostly men, come into the butcher shop for weekend lessons, and the testosterone level was "poisonous," she said. Once, someone put ice down her shirt. She figured bra snapping wasn't far behind.

Jessica Applestone, 42, understands. Gender, she said, makes a difference. Men approach breaking down a carcass the way they might approach rock climbing, muscling their way through it. Women, who often lack the upper body strength to pull a 100-pound piece of pig from the hook to the table, take a more strategic and delicate approach.

"Their cutting is a little more sensitive and precise because of it," she said. But even among the women who butcher, Ms. Adler said, there is that swagger.

Mr. Farr visited New York last week, and one thing on his list was to meet another rock star butcher, Tom Mylan of Marlow & Daughters in Brooklyn. The broody, moody Mr. Mylan, 32, has become such a cult figure that his classes sell out quickly and he sometimes dodges fans, who approach him at parties, and calls from the news media.

Mr. Farr had a dream. "I want to throw a 300-pound pig in the middle of a room full of people and just tag-team it with him," he said. So far, Mr. Mylan hasn't set a date.

Butchery skills began to recede in the 1960s, when beef and pork, already cut and boxed, started arriving at supermarkets. Neighborhood butchers, who once handed a child a slice of bologna and saved the hanger steaks for special customers, began to evaporate. Modern butchers became more like slicers.

But the trend began to reverse with the rise of locally raised meat, and the popularity of so-called off-cuts. Some restaurants brought butchery into their kitchens, even though it's a skill barely taught in culinary school.

"For chefs, you're not really in the game if you can't cut up a pig anymore," said Tamar Adler, a chef who learned butchery at Farm 255, a restaurant in Athens, Ga. She teaches butchery and also coordinates a Web site for people in the Bay Area who want to share in the purchase of whole animals.

The roots of the butcher as an icon of cool might be found in the writings of Bill Buford, who fashioned an operatic meat hero out of Dario Cecchini, a towering, Dante-spouting butcher from the Chianti countryside. Mr. Buford immortalized him in an article for The New Yorker and in his book "Heat."

"Dario might be in some ways the first rock star butcher, but he did a lot of things others hadn't done," said Mr. Buford, who is working in a restaurant kitchen in Lyon. "He was the first polemicist. He is the first unapologetic meat eater."

Published: July 7, 2009 (Page 2 of 2)

In New York, the butcher's emergence as a haute player snapped into focus in 2004 when Danny Meyer asked Pat LaFrieda, a third-generation Manhattan meat purveyor, to craft a custom blend of hamburger for his Shake Shack restaurant. The butcher's name gained so much currency that Keith McNally commissioned a special LaFrieda Black Label made from prime dry-aged cuts that is fashioned into \$26 hamburger at his new Minetta Tavern.



Peter DaSilva for The New York Times

"There's a macho performal nature that some of these people crave," she said. "And what better a performance than the blood and guts of butchery?"

Melanie Eisemann, 34, said that when she and two other women bought a butcher shop in San Francisco called Avedano's Holly Park Market, they weren't interested in performance or machismo.

The vintage shop they took over two years ago has features that would be prohibited by health codes today, like the wood-lined walk-in, with its track for carcasses snaking along the ceiling.

An old white enameled meat case sells cuts by name and provider, all broken down by hand. In the back, a little door reveals a secret room where Tia Harrison, an owner, cooks meaty dinners of tri-tip, black cod and cowboy steak. Competition for a seat is stiff.

"We never did it to be rock stars," Ms. Eisemann said. "For me, it was a way to promote small farms and certain fish. That's it."

Of course, as in music, there are always new styles and new challengers coming up. In June, two Japanese butchers in trousers and ties landed at Japanese Premium Beef, a pristine downtown Manhattan storefront that looks more like a Prada boutique than a butcher shop. Using knives beveled on only one side, they slice blocks of wagyu into sashimi-like slices of beef, some of which sell for \$49.99 a pound.

And in August, Adam Tiberio will roll into town from Massachusetts and take up the knives at Dickson's Farmstand Meats in the Chelsea Market.

He is one of the few young butchers who has worked in a slaughterhouse and cut beef for a supermarket chain. His idols are South American butchers, whose YouTube videos he studies to learn how to break down hanging beef with their poetic elegance. And Mr. Tiberio, 26, writes about the old-school Northeast meat cutters who taught him how to work with speed and precision, withstanding the bone-chilling temperatures of the cooler by stashing a brandy flask in the belly cavity of a lamb.

When he's in New York, the butchering game might become more competitive, he says. But he means no disrespect to other young butchers in town.

"There is always going to be some guy in some meat room in some part of the world who is going to be faster than you," he said. "I just leave that alone and cut."

butchers a beef leg quarter in the cutting room at Olivier's Butchery in the Dogpatch neighborhood of San Francisco.

just the choice cuts

butchers help make meat dishes affordable, sustainable and delicious

at the back of his eponym, Olivier Cordier hunches over a beef leg quarter, methodically trimming muscle and lining the bone with a fine table.

There's a New York gousse d'ail, pear and steak.

see these cuts

French accent so thick it's drowned out the anatomy. Usually gets thrown into

industrial row of con-

verted storage spaces in San Francisco's Dogpatch neighborhood, Olivier's Butchery is one of a handful of new Bay Area butcher shops introducing lesser-known cuts of meat to the public.

As the trend of using the whole animal — both for economical and ethical reasons — continues to grow, shanks, shoulder cuts and leg steaks that were once relegated to the scrap bin are now being sold in place of their more popular — and expensive — counterparts. It's all part of a larger effort to eat humanely raised meat from local producers.

"The key to sustainability for California's small-scale ranches is that consumers learn

Butcher continues on G6

**Recipes
and local
butchers
on G6**

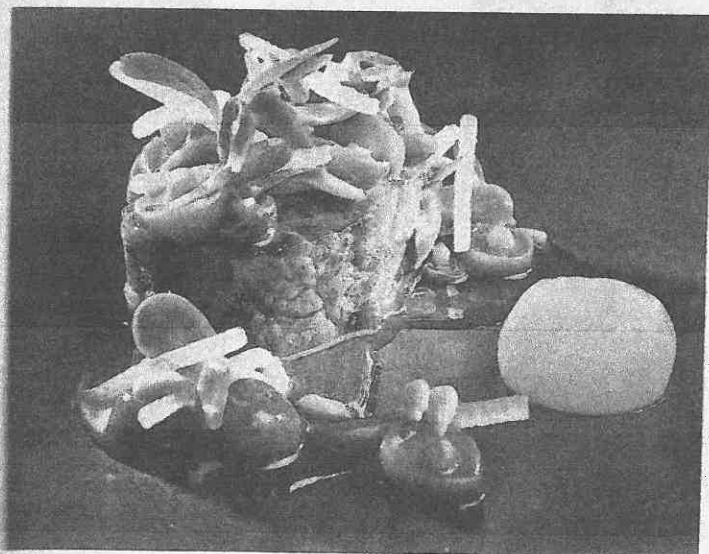


Russell Yip / The Chronicle

Melanie Eisemann started Avedano's Meat Wagon in Hayes Valley last year.

ER Update

les its way to 4 stars



John Storey / Special to The Chronicle

Beef braised with pear is served with tiny beech mushrooms, sunflower seeds and sprouts.

Every night he creates a diverse fixed-price menu. A la carte dishes are

rants that look mainly toward Europe. The slightly rubbery purplish quail egg,

WINE

For Sicily, white is in vogue

By Talia Baiocchi

LINGUAGLOSSA, Italy — Sicily's white grapes are finally getting the recognition they deserve. It only took two centuries.

Grillo, Inzolia and Catarratto, the big three of the island's whites, made it big in the 1700s as the primary players in Marsala, Sicily's famous fortified wine. But after more than a century as the equal of Madeira and Sherry, by World War II traditional Marsala had destroyed its reputation, thanks to odd flavor infusions and mass production.

The death of the Marsala market meant a grape surplus. With nowhere else to go,



Tasca d'Almerita

Giuseppe Tasca is proprietor of Sicily's Tasca d'Almerita.

Grillo and its friends were made into blending wine that was sold in bulk to France and Northern Italy.

"In the late '80s," recalls Giuseppe Tasca, whose grand-

Sicily continues on G8

with a cold lager, some sauerkraut and good whole grain mustard.

whole grain mustard, for serving

good bread, sauerkraut and whole grain mustard at the table.

Butchers help cooks use eve

Butcher from page G1

to use the whole animal," says Anya Fernald, CEO of Belcampo Meats. "Our extremely efficient system has made it so we can eat just the choice cuts, but we have to learn to change that so that (raising meat) becomes financially viable for our ranchers."

Fernald, the organizer of Slow Food Nation and founder of Oakland's Eat Real Festival, says her goal is to cover the entire process: At Belcampo, animals will be raised on pasture, slaughtered at a company slaughterhouse in Yreka and then brought to retail in her own shop, set to open this summer in Larkspur. Future plans call for a small restaurant next door.

Butcher shop and grill

Charlie Hallowell, chef/owner of Oakland's Pizzaiolo and Boot and Shoe Service, also hopes to open a small butcher shop and grill in the next several months.

"The beauty is that we can sell some cuts through the butcher shop and send the rest over to use at the restaurants," eliminating waste, he says.

But the hope of most butchers is that it won't just be the prime cuts that consumers go for.

In the past, restaurants would promote certain cuts like rib eyes and lamb chops on the menu, explains Melanie Eise-mann, co-owner of Avedano's butcher shop in San Francisco. "Now there's a renaissance with the butcher shops to promote 'butcher cuts,' " and customers are starting to explore that more freely."

By butcher cuts, she might mean such things as the often overlooked pork shank. By simply draping it with herbs and wrapping it in foil, the leg piece roasts slowly until fork tender, with enough natural flavor from the tendons to season and soften the meat. The butchers at Avedano's recommend serving this with good whole grain mustard and sauerkraut.

Meat Wagon

Though the Bernal Heights shop has been open for more than four years, Eise-mann start-

Lemon-Oregano Lamb Leg Steaks

Serves 4

Tony Kouerinis, a meat clerk at Bryan's Meats in San Francisco, recommends using these quick-cooking and affordable lamb leg steaks for an easy weeknight dish. Serve with couscous and a green vegetable for a complete meal.

4 lamb leg steaks, about 3/4- to 1-inch thick

Kosher salt and ground black pepper, to taste

2 teaspoons dried oregano

Fresh lemon, for serving

Instructions: Turn the broiler on to high, and place a rack about 4 inches from the top of the oven. Season the leg steaks generously on both sides with salt and pepper. Sprinkle evenly with the dried oregano. Put the steaks on a foil-lined baking sheet.

Place baking sheet on the top rack under the broiler, and cook for 5 minutes. Remove pan, flip steaks, and put



back under the broiler for another 4-5 minutes, until the edges are crisped and brown and the steak is cooked to medium.

Remove, and let rest for at least 5 minutes. Squeeze fresh lemon juice

over both sides of each lamb and serve hot.

Per serving: 223 calories, 14 0 g carbohydrate, 18 g fat (8 ed), 57 mg cholesterol, 47 m 0 g fiber.

Garlic & Herb-Roasted Chicken Thighs

Serves 4

Boneless, skinless chicken thighs will cook in just 20 minutes in a hot oven. The butchers at Antonelli's in San Francisco's Cal-Mart grocery store use this marinade with just rosemary, but we used a mixture of rosemary, thyme and oregano — any herb will work. Serve with vegetables and rice, using the hot garlic herb oil to drizzle over the top of the side dishes and pull the meal together.

6 boneless, skinless chicken thighs

Kosher salt and ground black pepper, to taste

6 tablespoons olive oil

4 cloves garlic, minced

1½ tablespoons minced mixed herbs

Instructions: Preheat the oven to 400°.

Season the chicken generously on both sides with salt and pepper, and place in a single layer in a baking dish.

In a small bowl, combine the olive oil, garlic and herbs; pour over the chicken, rubbing the garlic and herbs into the meat

and turning to coat until everything is covered.

Bake for about 25 minutes until cooked through. Serve hot, spooning the garlic herb oil over the chicken.

Per serving: 308 calories, 21 g protein, 1 g carbohydrate, 24 g fat (4 g saturated), 86 mg cholesterol, 90 mg sodium, 0 g fiber.



Wine pairing: Serve the 2010 Pisoni & Lucia Wines Lucia Santa Lucia Highlands Chardonnay (\$40; 14.1% alcohol).



A sampling of B

Meeting your local butcher inspiration. Here's a partial Bay Area. Grocery stores s Lunardi's, Andronico's, Pla departments, although the

Antonelli's, 3585 Califon (Inside Cal-Mart), San Fra (415) 752-7413.

Avedano's Holly Park M, Cortiano Ave. (near Bocar Francisco) (415) 285-6328. avedanos.com. Avedano's Wagon is parked in the Ha

and Shoe Service, also hopes to open a small butcher shop and grill in the next several months.

"The beauty is that we can sell some cuts through the butcher shop and send the rest over to use at the restaurants," eliminating waste, he says.

But the hope of most butchers is that it won't just be the prime cuts that consumers go for.

In the past, restaurants would promote certain cuts like rib eyes and lamb chops on the menu, explains Melanie Eise-mann, co-owner of Avedano's butcher shop in San Francisco. "Now there's a renaissance with the butcher shops to promote 'butcher cuts,'" and customers are starting to explore that more freely."

By butcher cuts, she might mean such things as the often overlooked pork shank. By simply draping it with herbs and wrapping it in foil, the leg piece roasts slowly until fork tender, with enough natural flavor from the tendons to season and soften the meat. The butchers at Avedano's recommend serving this with good whole grain mustard and sauer-kraut.

Meat Wagon

Though the Bernal Heights shop has been open for more than four years, Eisemann started Avedano's Meat Wagon last year in Hayes Valley. She hopes to bring it to other locations.

"The truck project was really so we could reach a larger audience and meet people who are new to the concept of getting whole animals and breaking them down," says Eisemann.

By purchasing the whole animal, Avedano's puts those lesser-used parts to use.

The hope is that customers will come in without something specific in mind, and let the case — and the conversation — dic-

Garlic & Herb-Roasted Chicken Thighs

Serves 4

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Bake for about 25 minutes until cooked through. Serve hot, spooning the garlic herb oil over the chicken.

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Wine pairing: Serve the 2010 Pisoni & Lucia Wines Lucia Santa Lucia Highlands Chardonnay (\$40; 14.1% alcohol).



Michael Short / Special to The Chronicle

On display at Olivier's Butchery in Dogpatch are parts of the animal that heretofore have not been available in most stores.

tate what's available.

The notion of the "conversation" has been around as long as there have been butcher shops — it even takes place in small grocery stores where a butcher counter is outfitted with an actual live person.

On a recent weeknight at Bryan's in Laurel Heights, for

example, meat clerk Tony Kouerinis took a request for "dinner inspiration" and turned it into an easy, inexpensive meal.

Instead of reaching for lamb chops, he suggested cooking more affordable lamb steaks, which could be rubbed with salt, pepper and oregano and

Butcher continues on G7

A sampling of B

Meeting your local butcher inspiration. Here's a partial Bay Area. Grocery stores su Lunardi's, Andronico's, Plaz departments, although the

Antonelli's, 3585 Californ (inside Cal-Mart), San Fran (415) 752-7413.

Avedano's Holly Park Ma Cortland Ave. (near Bocan Francisco; (415) 285-6328. avedanos.com. Avedano's l Wagon is parked in the Hay Proxy at 432 Octavia Blvd. day-Sunday.

Baron's Meat & Poultry, 1 St. (near Buena Vista Aven Alameda; (510) 865-1915. t.meats.com

Bryan's Fine Foods, 341 C Madera Town Center, Corte (415) 927-4488. [bryansfine foods.com](http://bryansfinefoods.com). Bryan's butcher is also located inside Bryan' at 3473 California St. (near I San Francisco; (415) 752-34

Cafe Rouge, 1782 Fourth S Delaware). Berkeley; (510) 1440. caferouge.net.

5 cloves garlic
¼ cup olive oil

Instructions: Using a mortar and pestle, grind the black pepper, fennel seed and chile flakes until coarse. Stir in the salt. Rub the spices all over the roast.

baking sheet.
Bake the roast for approximately 2½ hours, rotating the baking sheet every 30 minutes to ensure even cooking.
After 2 hours, check the internal temperature with an instant-read meat thermometer. It's done when it reaches 165°.

For serving: 366 calories, 25 g protein, 1 g carbohydrate, 28 g fat (9 g saturated), 96 mg cholesterol, 1,139 mg sodium, 0 g fiber.
Wine pairing: Try lighter bodied 2008 El Molino Rutherford Pinot Noir (\$60; 14.7% alcohol).

Sustainable, economical meat

Butcher from page G6

broiled on each side for five minutes. A squeeze of lemon on top would finish the dish.

Affordable alternative

And down the street at Antonelli's, a separate counter located inside Cal-Mart, the butchers recommended boneless, skinless thighs instead of the more common breasts for dinner. A simple marinade of oil, garlic and herbs turned an easy, affordable baked chicken dish into a fragrant, hearty meal.

Monica Orocchino, who owns Local Butcher Shop in Berkeley with her husband, Chez Pannisse vet Aaron Orocchino, says it's really about trust, and taking away the fear of the unknown.

"Going to a display case can be really intimidating if you're not sure what you're looking for," says Monica Orocchino, who worked at Paula LeDuc Catering before starting the business. "Our shop is about having a conversation and building relationships."

Visit the Berkeley store, and you might be sold a Coppa pork roast, cut from the shoulder area behind the neck. The roast is juicy, pleasantly chewy, and less expensive than the more traditional rib roast.

For the Orocchinos, local means the animals come from within 150 miles of Berkeley. Pricing is broken down into

three groups — the front, middle and back of the animal — which emphasizes that the entire animal has value.

"It's all about how you're going to cook it," Monica Orocchino says. "The tenderloin is of no value to you if you're going to braise a cut of beef."

They even took their philosophy one step further, defining exactly what "sustainable, grass-fed" meant to them.

"We want them out on pasture, eating grass, bugs, roots, and just living a happy life," she says.

In Cordier's native France, where he practically grew up with a knife in hand at his father's Burgundian butcher shop, this was the norm. Finding that here, however, wasn't as easy.

"I spent a year driving around looking for ranchers before I opened," he says. "It was so hard to find the quality of meat I was looking for." He also spent a year working on a ranch so that he could familiarize himself with the breeds, which were different from the animals in France.

Cordier found what he was looking for at several ranches in Petaluma, and now spends every Monday driving there to pick up his meat.

Inside the shop, Cordier makes daily use of a hot plate, butter, salt and pepper so that he can

test the meat once he's cut it.

He grabs a skillet and drops in a "spider steak," which, he explains, comes from the inner thigh and is so named because of the web of tendons that are scraped off before cooking. The names for most cuts come from their resemblance to something else — one looks like a pear, another a clove of garlic. All these small steaks need is a quick turn in a pan, and are best served alongside a salad or potatoes.

Something different

"It's possible to eat meat every day," he says, "if you know about these cuts." Most are about half the price per pound of the prime cuts — spider steaks are \$15.29 per pound, while grass-fed filet mignon retails for \$28.99 per pound. Plus, they cook quickly.

Cordier stocks the more expensive steaks, too, and will cut meat to order. But he says the most rewarding moments are when a customer walks in and asks for something different, like one of his French cuts.

That's a sentiment echoed by all butchers, who say the conversation — and the education — is the best part of the job.

Amanda Gold is a San Francisco Chronicle staff writer.
agold@sfgchronicle.com

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750-ml. Selected vintage

Roederer Brut Estate
750-ml. Selected vintage

Mumm Cuvee Napa
750-ml. Selected vintage

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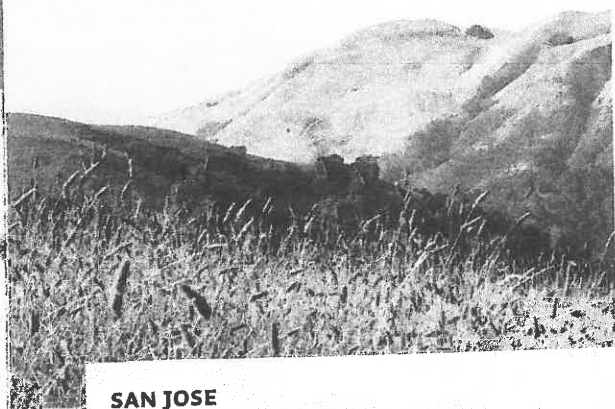
At Safeway find an alternative to your favorite at price.

Northern California Editor's picks

SAN FRANCISCO

Get on the chuck truck

Ever since it opened in 2007, Avedano's has been a cut above other Bay Area butcher shops. (Three words: lardo beef patties.) Now the Bernal Heights brick-and-mortar takes its show on the road to Hayes Valley with the new *Avedano's Meat Wagon*, a retrofitted 1967 ambulance stuffed with locally sourced New York steak, housemade pork sausage, and, on Fridays, wild-caught fish. If the choices overwhelm, opt for the \$20 grab bag, which comes with everything you need to cook for two (meat, veggies, fixin's), including a recipe card. 11-7 Thu-Sat, 12-5 Sun; 432 Octavia St.; 415/285-6328.



SAN JOSE

THE GATEWAY HIKE

South Bay beauty Alum Rock Regional Park now gives you access to the latest stretch of the Bay Area Ridge Trail, an ambitious 550-mile route that will someday wend its way around the bay. The moderate 5.3-mile-one-way Sierra Vista-Calaveras Fault Trail follows a high ridge along the Diablo foothills, passing through wide meadows and past steep cliffs and oak-studded canyons. You work for it too. Access to the ridge trail requires hoofing 1,000 feet straight up, but the sweeping views from the top will keep you coming back. \$6/vehicle Sat-Sun; sanjoseca.gov/prms



MORAGA

Start your spring planting

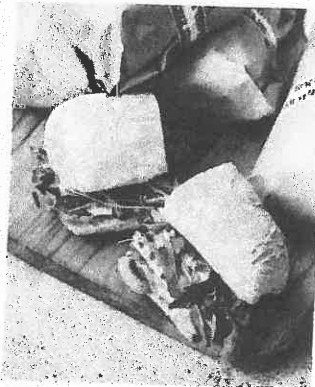
If garden-variety nurseries leave you wilted, it's time for a trip to Moraga Garden Center, where owner/plant freak Ken Murakami keeps his East Bay Eden jammed with enough living treasures to flip your green thumb skyward. Neat rows of fruit trees show off the latest hybrids like nectarplums and peacotums, and the sprawling section of ornamentals shines with 50+ types of Japanese maple. This month, take your pick of goji berry, poor man's ginseng, and a host of heirloom summer veggies, including more than 100 varieties of tomatoes. 1400 Moraga Rd.; 925/376-1810.

Don't miss... llamas on parade, boat races, and the best fish n' chips in Sonoma County at the **39th Annual Bodega Bay Fisherman's Festival**. Apr 28-29; \$10; bbfishfest.org

BUTCHERS

CALIFORNIA

BERKELEY | LOCAL BUTCHER SHOP This shop takes its name to heart. All meat comes from ranches within 150 miles—pork from Riverdog Farm in Capay Valley, grass-fed beef, pasture-raised turkey, and goat that grazed along Tomales Bay. They also carry local favorites like Studebaker Pickles from Oakland, and beans from Sonoma's Rancho Gordo. **OUR PICK** Sando of the Day and a chocolate chip cookie made with lard. 1600 Shattuck Ave.; thelocalbutchershop.com



LA JOLLA | HOMEGROWN MEATS Owner Matt Rimel brought local beef back to San Diego by raising grass-fed cattle in the Palomar Mountains. At his shop, beef is dry-aged in-house. Choose any cut you like—plus wild game, pork, lamb, wild boar bacon, beef jerky, and chicken. **OUR PICK** Juicy, housemade bratwurst, chorizo, or Italian sausage. 7660 Fay Ave.; 858/454-6328.

LOS ANGELES | LINDY & GRUNDY MEATS Looking for lamb belly? Lamb pastrami sausage? Whole suckling pig? Try this cult-status butcher shop. All

meats (except the Sonoma lamb and beef, which are so worth the exception) are sourced within 150 miles. And absolutely everything is done in-house: spice blends, exotic sausages (chicken Cordon Bleu, anyone?), even dog food. **OUR PICK** The rich half-beef, half-bacon burger blend, cured for three days and then hot-smoked in cherrywood. 801 N. Fairfax Ave.; lindyandgrundy.com; ☎

SAN FRANCISCO | AVEDANO'S HOLLY PARK MEAT MARKET This old-school butcher shop has been taken over by a trio of women with a serious commitment to local meat (see Q&A at far right). The staff here breaks down whole animals several times a week and even offers classes in home butchering, should you be the DIY type. **OUR PICK** A lesser-known cut like goat neck or bavette steak. 235 Cortland Ave.; 415/285-6328.

SEBASTOPOL | VICTORIAN FARMSTEAD MEAT COMPANY In 2009, Adam Parks came home to take over his parents' 40-year-old Christmas tree farm. In the process, he turned an unassuming shack in front of those evergreens into a purveyor of some of the most coveted meats around. Chickens live on-site, while local farmers sustainably raise beef, pork, and lamb for Parks. Good news: A second, bigger shop and full butchery will be coming to downtown. **OUR PICK** Victorian's own Cabernet and roasted garlic marinade. 1220 Gravenstein Hwy. N.; vicfarmmeats.com; ☎

OREGON

PORTLAND | LAURELHURST MARKET BUTCHER SHOP The reason this East Portland butcher



Owner Erika Nakamura at Lindy & Grundy Meats in West Hollywood

shop is open until 10 p.m. is not to satisfy late-night liverwurst cravings. It's just practical. It's attached to one of the city's best steakhouses, and the dinner crowd sometimes wanders over. The meatheads behind the counter excel at making every bit of an animal taste good: hand-stuffed sausages, house-smoked bacon, lardo, pastrami, terrines, and hams. **OUR PICK** Tuesday's crisp, juicy fried chicken. 3155 E. Burnside St.; laurelhurstmarket.com

UTAH

SALT LAKE CITY | SNIDER BROS. MEATS Owner "Big Willie" Wilson can trace his family's history in the biz back a century, and he carries on the tradition from behind the largest meat counter in the valley. Quality meats are custom-cut if you like, and handed over with grilling and smoking tips from Big

Willie himself. **OUR PICK** The Santa Maria tri-tip—a marbled loin cut you won't find anywhere else around here, flavored and tenderized in a secret family marinade. 6245 Highland Dr.; 801/272-6469.

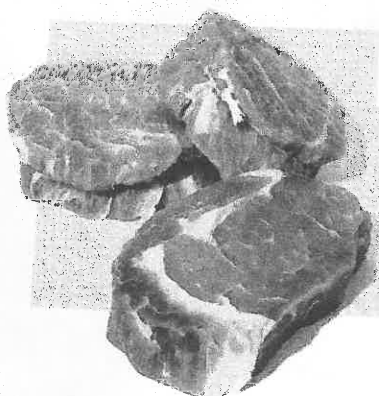
WASHINGTON

SEATTLE | RAIN SHADOW MEATS Plump sausages, meatballs, pâtés, and cuts of beef, pork, lamb, and chicken—everything in this modern butcher shop is raised sustainably. The flavorful beef pho broth makes stirring up a pot of the Vietnamese soup a cinch. (Just add beef, noodles, Thai basil, and bean sprouts.) **OUR PICK** The pumpkin sausage, with sage and molasses. 1531 Melrose Ave.; rainshadowmeats.com; ☎

WALLA WALLA | BLUE VALLEY MEATS These butchers know the local ranches, which cuts are best, and they custom-slice. They use top-quality meat, like the Pure Country pork in their Toulouse-style Pine Street sausage, and the Wailatpu Mission Farm beef in their Italian-style marinated chuck roast. **OUR PICK** A sirloin cap steak seasoned with the house grilling salt you jar at the seasonings counter. 1162 W. Pine St.; bluevalleymeats.com; ☎ ☎

SCOTTSDALE, AZ THE BULL MARKET

In this honest-to-goodness butcher shop complete with a gleaming workspace and white-jacketed talent, the frozen meat is presented in a vacuum wrap that makes it glitter like jewelry. If you talk to the owners, they will have you drooling in anticipation of highly marbled, 21-day-aged beef; robust Chairman's Reserve pork; and specialties like buffalo, quail, and elk. **OUR PICK** The Scottsdale skirt steak, in a marinade of wine and the shop's blend of zingy spices. 8763 E. Bell Rd.; 480/656-4777.



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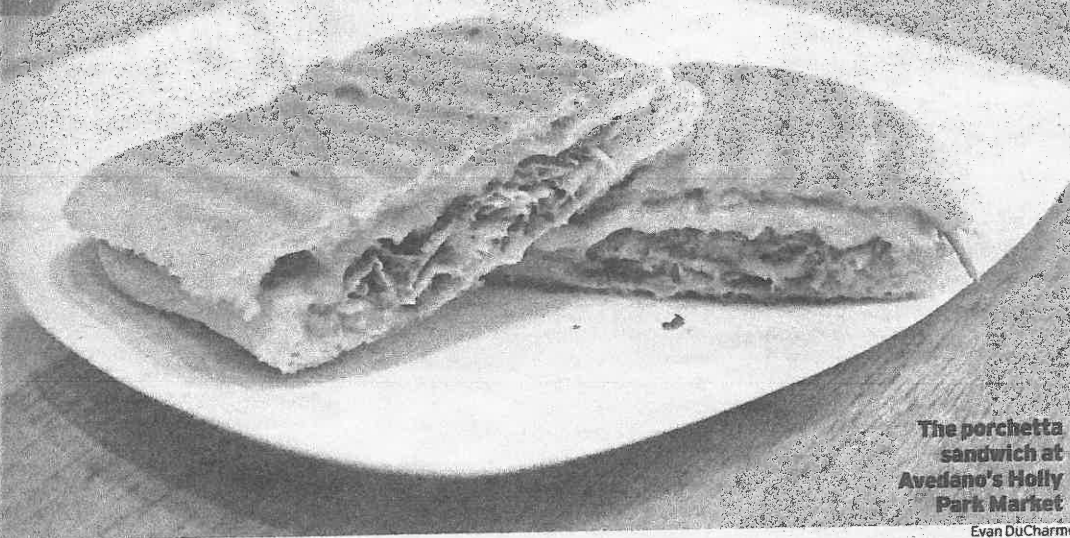
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EAT

"A BUTCHER'S SANDWICH SHOWCASES THE PRODUCT AS EDIBLE ADVERTISING."



The porchetta sandwich at Avedano's Holly Park Market

Evan DuCharme

Sampling the Wares

Imagine: Eating a sandwich at the very place where meat comes from.

By Anna Roth

It's a good time to be a meat lover in San Francisco. The nose-to-tail food movement is showing no signs of slowing down, abattoirs and charcuterie are in, and butchery demonstrations practically count as a spectator sport at foodie events. S.F. is dotted with artisan butcher shops that also double as grocery and gift stores, stocking everything from local cheese and jams to meat-oriented cookbooks and steak-shaped hot pads. These shops offer more to the community than just a place to buy high-quality ingredients: Many have frequent buyer programs, classes, in-store demonstrations, and more ways to interact with your local meatmonger.

Butchers are of course invaluable resources when you're cooking at home, but many of them also offer delightful sandwiches when you're craving a meaty lunch or dinner on the fly. A butcher's sandwich is dense and carnivore-friendly, showcasing the product in an irresistible form of edible advertising, as well as offering hungry customers the very best of the shop's offerings for immediate consumption. Though sandwich-making styles vary — some pile theirs with toppings that complement the meat, others let the meat speak for itself — if you're looking for meaty indulgence, it follows that you'd find one at a market specializing in it.

Though it's only been in business since 2007, **Avedano's Holly Park Market** in Bernal Heights (235 Cortland, 285-6328, Avedanos.com) feels like a quintessential old-fashioned butcher shop, from the vintage sign outside to the simple display case and period fixtures inside. This

atmosphere is intentional, but not contrived: The building has been a butcher shop or market for the better part of the 20th century, and many of the items in the store are taken from its former incarnation as Cicero's Meats, which opened here in 1955. The service is warm, befitting its role as a neighborhood hub, and along with meat from sources like Liberty Ducks, River Dog Farm, and Devil's Gulch Ranch, the shop also has a small but well-curated selection of cheeses, produce, seafood, and dry goods from vendors across the Bay Area and beyond. (Customers outside of the neighborhood can also buy from the shop's mobile Meat Wagon, parked Thursday through Sunday in Hayes Valley's Proxy Project.)

In-store, most customers are shopping for that night's dinner, but many also pick up a sandwich or two, because Avedano's sandwiches are fantastic, all made on Crepe & Briché ciabatta bread that's toasted in a heavy-duty panini press until the outside is crispy and the inside is still light and fluffy. The Arista in Porchetta is a favorite — the porchetta is herbal and greasy (though I wanted a few more cracklings mixed in), the layer of provolone makes the inside oozy and satisfying, and a spread of tomato jam and layer of fresh arugula adds sweetness and a peppery counterpoint. Meatloaf, that most democratic of sandwiches, has well-spiced meat and pickled onions; it's nothing special, but it's pure comfort food. And the Smoky Moe is a superlative creation, made with pulled smoked chicken topped with a few slices of thick-cut bacon, Swiss cheese, jalapeno jelly, and pepperoncini — it's all smoke and zestiness,

with so much richness it's hard to believe it's chicken.

Fatted Calf Charcuterie (320 Fell, 400-5614, FattedCalf.com), another beloved local butcher, started in a small Dogpatch kitchen in 2003. It has since spread to locations in Hayes Valley and Napa's Oxbow Market, and recently came out with a charcuterie cookbook. The local outpost is modern, with a cement floor and walls and rustic wood shelves, but the focal point is the gleaming meat case. It's a dedicated home cook's dream, stocked with house-made pates, confits, salumi, sausages, stocks, bacon, and impeccably sourced meats from around Northern California. Every week the shop hosts a butcher happy hour, where customers are offered beer and wine as they watch an employee break down a whole hog. Limited groceries, wine, beer, and soda are also available.

Like Avedano's, Fatted Calf also makes terrific sandwiches on bread from Acme and Firebrand. The meatloaf is the best in town, a loosely packed slice of pork, beef, and bacon mixed with enough herbs to keep things interesting, set on a fluffy roll and topped with delicate pickled onions, lettuce, and whole-grain mustard. The porchetta, on a crusty baguette, has a hearty dose of the butcher's delightful porchetta, though the roasted red pepper and caper-rich peperonata on top of the sandwich tended to overwhelm the flavor of the meat. The pulled pork is a luscious, smoky, garlic-brined pork shoulder topped with bourbon-barbecue sauce and carrot-cabbage slaw; it's not a transcendent pulled-pork sandwich, but it's more than passable.

>>> p.38

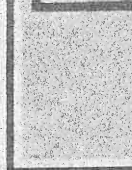
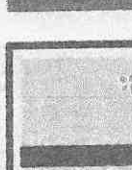
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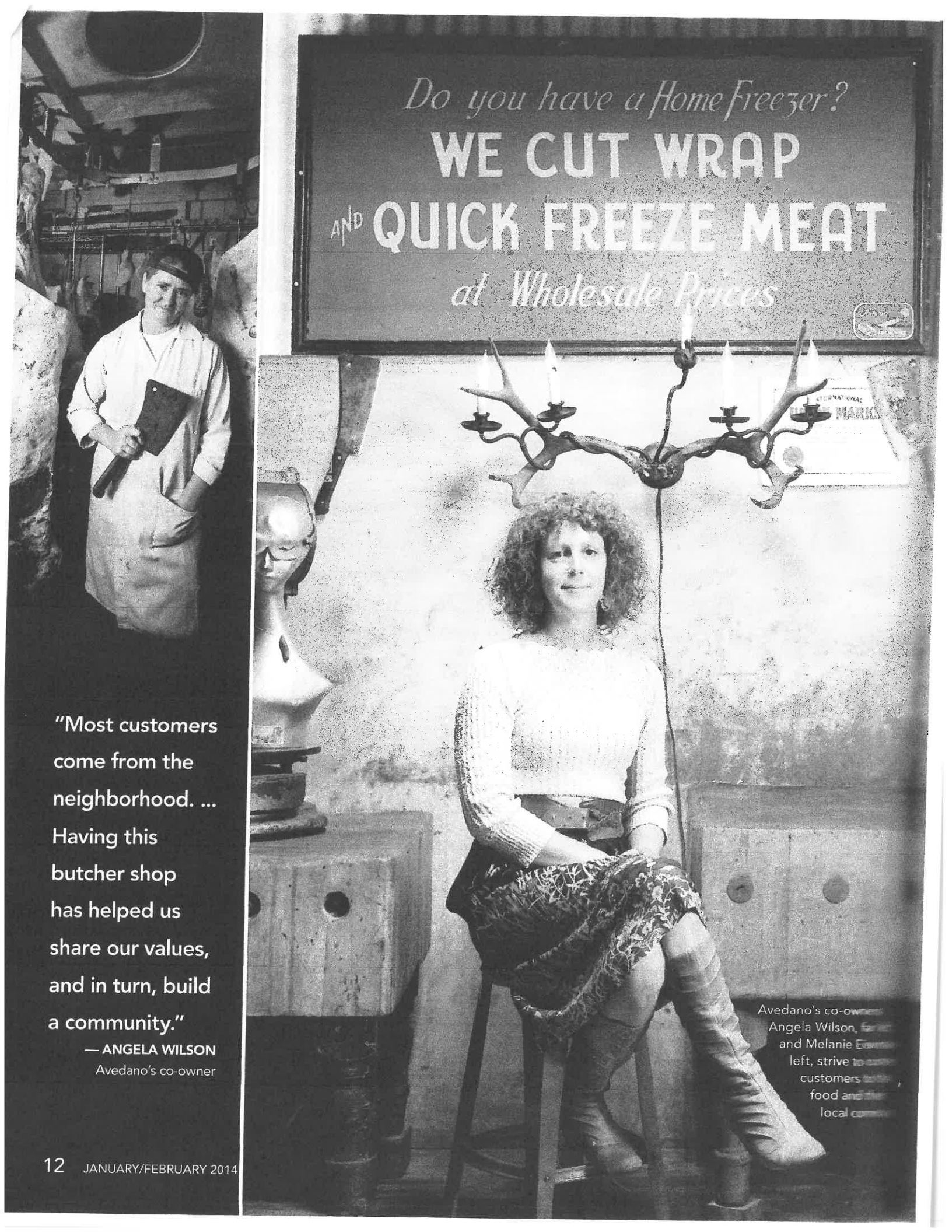
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"Most customers
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butcher shop
has helped us
share our values,
and in turn, build
a community."

— ANGELA WILSON
Avedano's co-owner

Avedano's co-owners
Angela Wilson, far left,
and Melanie Estrella
left, strive to connect
customers to the
food and the
local community.

Story by Toni Scott
Photos by Matt Salvo



Tony Tredway, above, peruses the meat counter at Avedano's Holly Park Meat Market in San Francisco. Tredway says he shops there three or four times a week and credits the market for bringing vitality back to the Bernal Heights neighborhood.

Meat and greet

San Francisco butcher shop brings community together

In the Bernal Heights neighborhood of San Francisco, residents such as Tony Tredway catch up on the latest happenings over half a hog.

Not only is Avedano's Holly Park Meat Market the first woman-owned and -operated butcher shop in the United States, it has become the cornerstone of the Bay Area neighborhood since its opening in 2007, with the meat counter serving as both a culinary and community-building catalyst.

"They bring this small, local feel to the neighborhood," Tredway said, describing Avedano's as having "a real positive effect."

Yet for Tredway, a self-proclaimed "dedicated meat eater," whose own grandfather was a butcher, the inherent charm of Avedano's is secondary to the caliber of

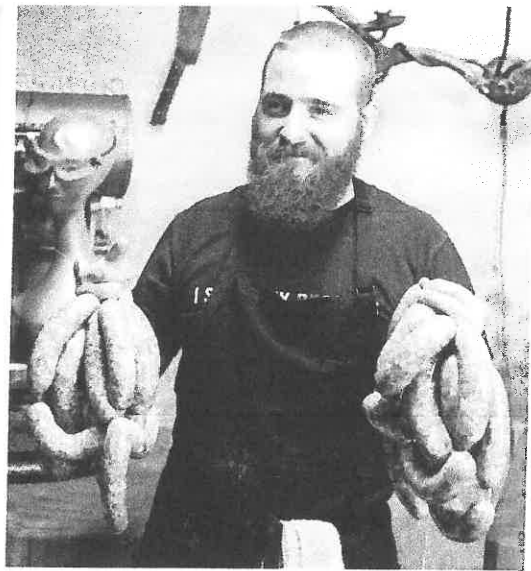
cuts and charcuterie the market offers its customers.

"It's beyond the nostalgia," said Tredway, who said he shops at Avedano's three or four times a week. "They are providing a level of quality and consistency of meat that is hard to find. The flavor is unique. ... I get excited about my food."

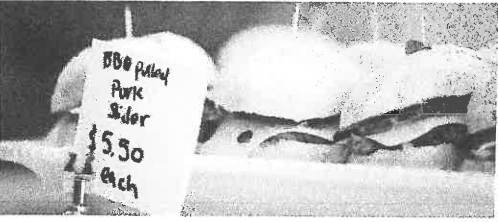
Local inspiration

Avedano's owners, Tia Harrison, Angela Wilson and Melanie Eisemann, have dedicated themselves to bringing a premiere product and experience to their customers.

The women, all of whom have professional food industry experience, purchase most of the market's meat from small-scale, California farmers and



Butchers Christian Shiflett, above, and Gracie Shatz, right, help promote their profession by mentoring colleagues and teaching classes to the public. One class focuses on handmade sausage, shown above right by Jason Wilcox.



Although meat is the cornerstone of their business, Avedano's offers a wide array of products from California farms and ranches.



ranchers, such as Charlie Thieriot of Llano Seco Rancho (profiled in the July/August 2013 *California Bountiful*) and Todd Swickard of Five Dot Ranch. Thieriot raises hogs organically on his family's Northern California ranch, where he has hosted staff from Avedano's, and Swickard is a beef rancher whose family has been in business in California since 1852.

Avedano's co-owners make it a priority to visit all of their vendors and build relationships with the farmers and ranchers responsible for raising the animals that are eventually sold at their meat counter. Avedano's purchases whole animals and must sell all of each animal, not just popular cuts, to survive.

"We try not to put anything in our trash cans," Wilson said. "That's our profit margin right there."

Beyond the basics

In that challenge, the opportunity for creativity abounds. Avedano's butchers offer cuts most consumers are not used to having on their plates, such as braised lamb neck, a favorite of Tredway's.

To build demand for these unique offerings, Avedano's develops its own recipes to share with customers, inspiring them to take marrow bones or quail home, when they might be more accustomed to pork chops and ground beef.

"We have the knowledge and experience and we know how to cook," said Harrison, who is also executive chef and co-owner of Sociale, a popular San Francisco restaurant. "Most people just buy what they are familiar with, but the nice part of a small butcher shop is that you can ask questions and get cooking suggestions. That is the old experience that people used to have, and it's an integral part of our shopping experience. We want to open that experience of how to cook at home and feed your family."

Avedano's also offers classes to its customers and sees six to 12 students a month. Ongoing for four years and taught by Avedano's butcher Christian Shiflett, the classes range from sausage making to advanced butchery.

"People are definitely very interested in butchery," Harrison said. "They want to connect with their food. They want to know what they are eating."

Direct connections

Harrison's and Wilson's own entree into butchery came from that same desire for connection and knowledge.

In her experience cooking for San Francisco residents, Harrison said there was continual conversation about where the food on their plates was coming from. In addition, she was bringing in meat from small-scale farmers, which required the restaurant to butcher in-house. Harrison wanted to hone her skills as a butcher to better understand the entire culinary process.

Both Harrison and Wilson relied on books, videos and apprenticeships to learn the art of butchering meat by hand. When they opened Avedano's, they hired skilled butchers who could teach them the trade, as well as mentor the rest of their staff of eight.

This experience, and what Harrison said is a lack of knowledge about the art of butchery, inspired her to found a national butcher's guild, which today boasts 130 members (www.thebutchersguild.org).

Still, the first love for Harrison, Wilson and Eisemann is their butcher shop. The building that is home to Avedano's—Harrison's grandmother's maiden name—has housed only a butcher shop, with the first opening in 1901.

Prior to Avedano's coming in, the building was abandoned. Today, it is a vibrant community hub introducing a new generation to an old business concept.

And it has become a place where people not only shop for food, but learn about it, talk about it and build their lives around it.

"Most customers come from the neighborhood," Wilson said. "Most of our customers come in five days a week. We've seen old people die and babies being born. We know all of the gossip and people tell us everything. A lot of people walk in with strollers and we are part of their normal loop around the neighborhood.

"We have really been able to build relationships in this time. Having this butcher shop has helped us share our values, and in turn, build a community."

Toni Scott
info@californiabountiful.com

MORE ONLINE

Avedano's is known for its Lambwich, a soft ciabatta piled with braised lamb, provolone cheese, sweet peppers, pesto and arugula. Details at www.californiabountiful.com.

Photo courtesy of Avedano's



Angela Wilson, Tia Harrison and Melanie Eisemann, above from left, are the force behind the nation's first woman-owned and -operated butcher shop.



The building above that houses Avedano's has historically served as a market or butcher shop, with the original butcher shop opening there in 1901.

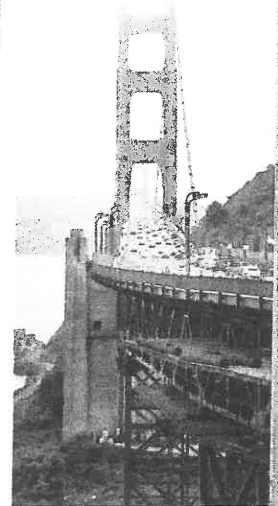
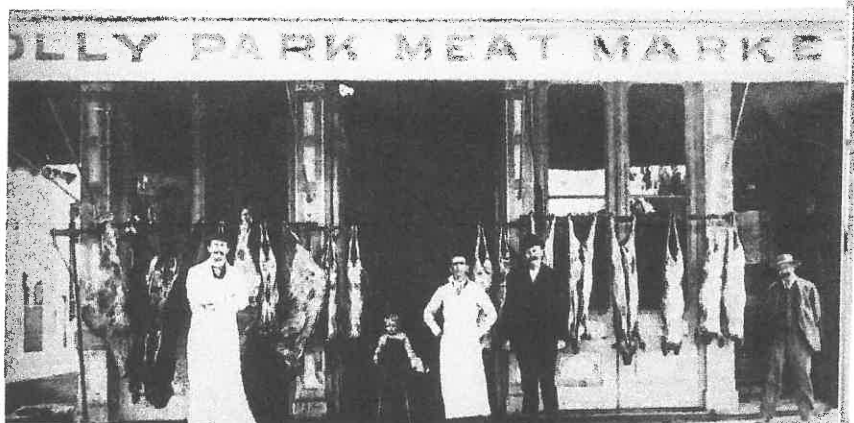


Photo courtesy of Avedano's



Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

MELANIE EISEMANN
AVEDANOS HOLLY PARK MARKET

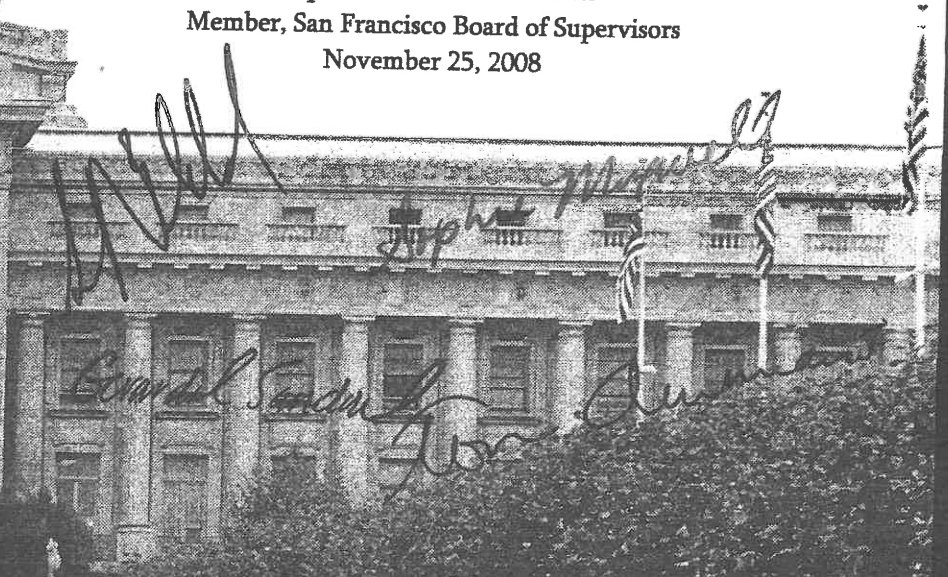
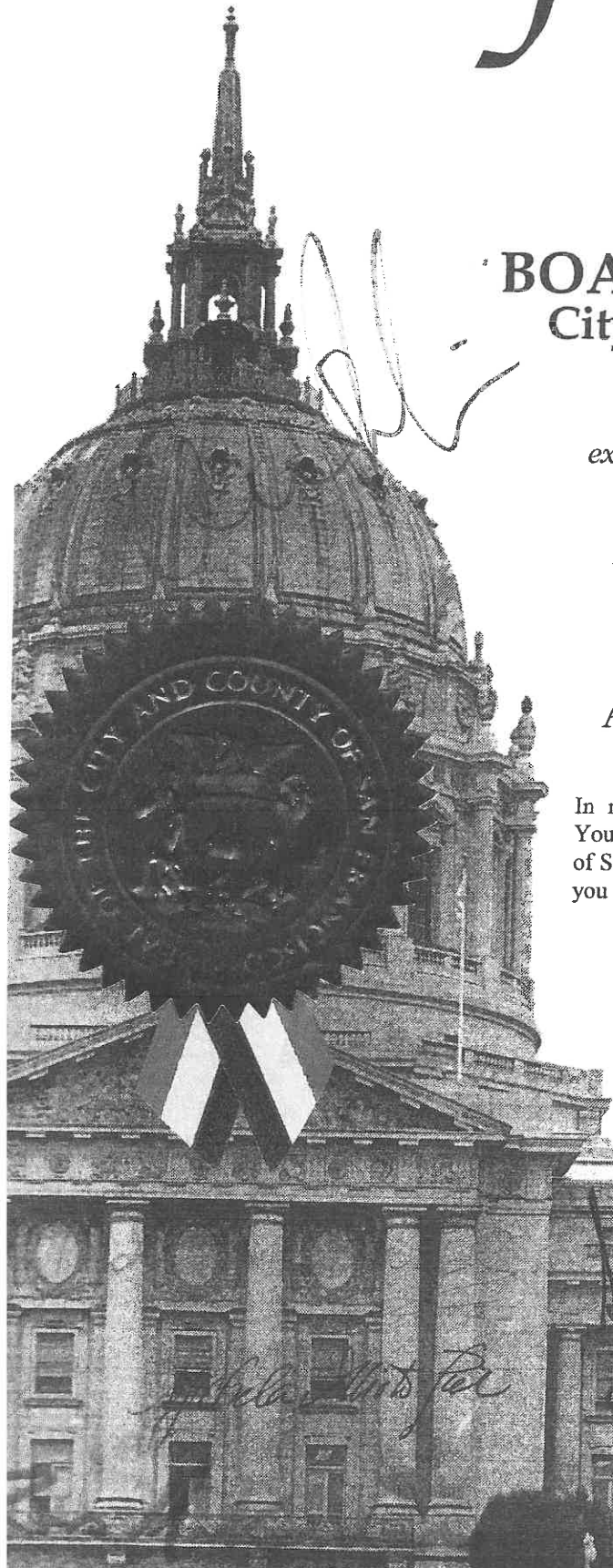
In recognition of your generosity this Thanksgiving to Sunset Youth Services, and the families of the Sunset District, The Board of Supervisors of the City and County of San Francisco extends to you its highest commendation.



Supervisor Carmen Chu

Member, San Francisco Board of Supervisors

November 25, 2008





SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: SEPTEMBER 20, 2017

Filing Date: August 21, 2017
Case No.: 2017-011506LBR
Business Name: Avedano's Holly Park Market
Business Address: 235 Cortland Avenue
Zoning: NC-2 (Neighborhood Commercial, Small Scale)/
40-X Height and Bulk District
Block/Lot: 5668/019
Applicant: Angela Wilson, Owner
235 Cortland Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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BUSINESS DESCRIPTION

Since 1901, Avedano's Holly Park Market has carried on traditional methods of butchery out of the same Cortland Avenue location in Bernal Heights. The butcher shop sources quality meat products from small, regional farmers and uses the whole animal, in contrast to large supermarkets that purchase animal parts from factory farms. To today it represents one of few, if not only, women-owned butcher shops in the country.

Operated by the same family until 1955, the business has since been handed down two different times.. It has always had "Holly Park Market" in its name, though it acquired different variations of that name as ownership changed. It was named Avedano's Holly Park Market in 2007. Former owners of the store have mentored the new in the art of butchery, a practice that is in decline in the United States, but a tradition that Holly Park Market has kept alive for 116 years.

Avedano's Holly Park Market is active in the larger butchery community, participating in events or movements like Farm to Table, Slow Food, Eat Real Festival, The Butcher's Guild of America, Cochon 555, Primal Festival in Napa, and other farm butchery demonstrations in the Bay Area.

Its small shop in Bernal Heights features a characteristic neon sign on the exterior; interior physical features include an original terrazzo bull inlaid in the floor, original rails and hooks for whole animals, and a 1995-era meat case. It is located within the NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1901. "Holly Park Market" has always made up at least part of the name, although it has had different iterations of that name as ownership changed. It has gone by, "Avedano's Holly Park Market" since 2007.

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

Yes, Avedano's Holly Park Market qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Avedano's Holly Park Market has operated for 116 years.
- ii. Avedano's Holly Park Market has contributed to the history and identity of the Bernal Heights neighborhood, particularly the Cortland Avenue commercial corridor, by serving as a traditional neighborhood butcher shop for over a century. As the oldest business on the commercial corridor, Avedano's Holly Park Market makes up an important part of neighborhood identity.
- iii. Avedano's Holly Park Market is committed to maintaining the physical features and traditions that define the neighborhood serving butcher shop, specifically its tradition of whole animal butchery as well as the long-standing physical elements that are important to the business, such as its neon sign and the bull terrazzo on the interior.

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

The business is associated with the tradition of whole animal butchery as well as a business model based on the idea that butcher shops should be small-scale and neighborhood-serving. Traditional whole animal butcheries have declined in the United States and have largely been replaced with factory farming and supermarkets. Through teaching and mentoring, prior owners of Holly Park Market have taught the new owners the art of butchery.

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

The 1908 property has not been previously evaluated by the Planning Department for potential historical significance.

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

No.

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

No.

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: *Examiner*, "Female butchers make the cut," by Michelle Locke; SF Gate, 11/18/2007, "3 female butchers say

**Avedano's Holly Park Market; DNA Lounge; Ermico Enterprises;
Project Inform**

meat is the new black," by Sarah Adler; Food & Wine (magazine), April 2008, "Where to go next: san francisco," by Jan Newberry; Neopolitan, 7/9/2008, "All-women team of butchers stays on cutting edge," by Michelle Locke; Edible San Francisco, Winter 2008, "Return of the Butcher Shop," by Bonnie Azab Powell; SF Magazine, July 2009, "Get Your Protein: Sustainably raised meat- in world and deed"; Food & Wine, November 2008, "Butchers: Meet the Mavericks & Try Their Best Recipies," by Kristin Donnelly; SF Bay Guardian, 2009, "Best Way to Bring Home the Bacon"; New York Times, 7/7/2009, "Young Idols With Cleavers Rule the Stage," by Kim Severson; Sunset Magazine, April 2012, Northern California Editor's Picks, Butchers, California; California Bountiful, January/February 2014, "Meat and greet," by Toni Scott; SF Weekly, October 2013, "Sampling the Wares," by Anna Roth.

Avedano's was presented with a Certificate of Honor by the San Francisco Board of Supervisors in 2008 in recognition of its donations to Sunset Youth Services and the families of the Sunset District.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 235 Cortland Avenue

Recommended by Applicant

- Whole animal butchery traditions
- Small-scale, neighborhood serving business model
- Sourcing from small-scale, local farms
- Presence along Cortland Avenue commercial corridor
- Customer education on sustainable practices for livestock farming and butchery
- Name "Holly Park Market"
- Original rails and hooks
- Original terrazzo bull inlaid in the floor of the shop
- 1955-era meat case
- Neon sign affixed to the facade

Additional Recommended by Staff

No additional recommendations



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE SEPTEMBER 20, 2017

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Reviewed By: Tim Frye – (415) 575-6822
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR AVEDANO'S HOLLY PARK MARKET, CURRENTLY LOCATED AT 235 CORTLAND AVENUE (BLOCK/LOT 5668/019).

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 Bernal Heights 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 20, 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 Avedano's Holly Park Market 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 Avedano's Holly Park Market

Location:

- 235 Cortland Avenue

Physical Features or Traditions that Define the Business

- Whole animal butchery traditions
- Small-scale, neighborhood serving business model
- Sourcing from small-scale, local farms
- Presence along Cortland Avenue commercial corridor
- Customer education on sustainable practices for livestock farming and butchery
- Name "Holly Park Market"
- Original rails and hooks
- Original terrazzo bull inlaid in the floor of the shop
- 1955-era meat case
- Neon sign affixed to the facade

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 2017-011506LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on September 20, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: September 20, 2017

DRAFT