

Legacy Business Registry Staff Report

HEARING DATE OCTOBER 22, 2018

HOUSE OF BAGELS

Application No.: LBR-2018-19-003
Business Name: House of Bagels
Business Address: 5030 Geary Blvd.
District: District 1
Applicant: Michael Puente, Owner
Nomination Date: July 31, 2018
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

House of Bagels opened in 1962 in its original location on 2nd Avenue and Geary Boulevard in the Richmond District. Their famous bagel recipe and manufacturing process were brought here from Brooklyn, New York, by a native New Yorker. According to the owner's research, there were no authentic bagels in Northern California. House of Bagels serves the Jewish and East Coast expatriate community with an authentic East Coast bakery experience.

Sidney Chassey opened the business and ran it with his wife, Mary Chassey. In 1964, Miguel Puente, started working at the House of Bagels and eventually become the second owner. In addition to bagels, the bakery makes every day artisan breads (fresh challahs and rye), traditional cookies (hamentashen, black and white cookies, rugelach and Russian tea cakes), cookies and pastries. According to the owner, House of Bagels is the only place in San Francisco where one can get a real black and white cookie (lemon cake topped with chocolate and vanilla frosting), a cheese pocket, a kuchen or a mandlebrot.

The business is located on the north side of Geary Boulevard between 14th and 15th avenues in the Inner Richmond neighborhood.

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:

3801 Geary Blvd. from 1962 to 1968 (6 years)
5030 Geary Blvd. from 1968 to Present (50 years)

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





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REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has contributed to the Inner Richmond 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:

- House of Bagels is associated with the art of bagel making and baking.
- House of Bagels has contributed to the history and identity of San Francisco by serving as a bagel shop and bakery.
- The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1948 and has not been formally evaluated. However, the property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.
- House of Bagels won "Best of for Deli and Take-Out" in the 2006 SF Weekly's "Best of" Reader's Poll and has continued get accolades from customers and the press alike. Annually, House of Bagels wins the "Best Bagel" recognition from the "J Weekly Reader" as well as best of awards from a variety of local magazines:
 - Jewish Reader's Choice Award "Best Bagel": 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
 - SF Weekly "Best of" Reader's Poll "Best Deli": 2006
 - SF Weekly "Best of" Reader's Poll "Best Sandwich": 2007
 - SF Weekly "Best of" Editor's Choice "Best Bagel": 2008
 - San Francisco Bay Guardian Best of the Bay BEST BAGEL BONA FIDES: 2008
 - SF Chronicle's BayList Best Bagel SF: 2008
 - Give Something Back Award: 2009
 - Geary Merchant's Award: 2009:

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

Yes, House of Bagels is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

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

Physical Features or Traditions that Define the Business:

- "Bay-Gull" sign from 1968.
- Mural.
- Original New York-style bagel recipe and methods.
- Artisan baked goods.





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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.

- Bakery featuring New York-style bagels.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include House of Bagels currently located at 5030 Geary Blvd. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE OCTOBER 22, 2018

HOUSE OF BAGELS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2018-19-003
<i>Business Name:</i>	House of Bagels
<i>Business Address:</i>	5030 Geary Blvd.
<i>District:</i>	District 1
<i>Applicant:</i>	Michael Puente, Owner
<i>Nomination Date:</i>	July 31, 2018
<i>Nominated By:</i>	Supervisor Sandra Lee Fewer
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR HOUSE OF BAGELS, CURRENTLY LOCATED AT 5030 GEARY BLVD.

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 October 22, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes House of Bagels 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 House of Bagels:

Physical Features or Traditions that Define the Business:

- "Bay-Gull" sign from 1968.
- Mural.
- Original New York-style bagel recipe and methods.
- Artisan baked goods.

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

- Bakery featuring New York-style bagels.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 22, 2018.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2018-19-003
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Business Address: 5030 Geary Blvd.
District: District 1
Applicant: Michael Puente, Owner
Nomination Date: July 31, 2018
Nominated By: Supervisor Sandra Lee Fewer

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

3801 Geary Blvd. from 1962 to 1968 (6 years)
5030 Geary Blvd. from 1968 to Present (50 years)

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

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? ☒ Yes ☐ No

NOTES: N/A

DELIVERY DATE TO HPC: September 19, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San Francisco

SANDRA LEE FEWER

李麗嫦 市參事

July 31st, 2018

Dear Director Regina Dick-Endrizzi,

It is my pleasure to nominate House of Bagels at 5030 Geary Boulevard to the Legacy Business Registry. The House of Bagels was founded in 1962 in the Central Richmond District as a bakery for traditional New York style bagels. Ever since its opening, the House of Bagels has become an institution of not only the local Richmond District neighborhood, but also the entire Bay Area. Having moved to the Richmond District myself in 1959, I was raised on House of Bagels as was my family and countless other residents of District 1.

With the reduction of locally-owned and operated bakeries all across San Francisco, it is more important than ever to preserve neighborhood institutions like House of Bagels in San Francisco. House of Bagels is a family-owned business dedicated to providing employment opportunities to local residents and especially students. House of Bagels' dedication to the local community, diversity, and delicious food is a perfect representation of the values of District 1 and a great addition to the San Francisco Legacy Business Registry. I thank you in advance for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Sandra Lee Fewer".

Sandra Lee Fewer

San Francisco Board of Supervisors, District 1

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:		
House of Bagels		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Michael Puente Jenny Puente		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
5030 Geary Blvd San Francisco, CA 94118	(415) 752-6000	
	EMAIL:	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
houseofbagels.com	Facebook.com/sfhob	

APPLICANT'S NAME	
Michael Puente	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
5030 Geary Blvd San Francisco, CA 94118	()
	EMAIL:
	mike@houseofbagels.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0368627	C2532010

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

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3801 Geary Boulevard	94118	1962
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1962 to 1968	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5030 Geary Boulevard	94118	Start: 1968
		End: Present

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

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

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Michael Puente
Name (Print):

7/30/18
Date:

Signature:

HOUSE OF BAGELS

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 headquarterd location) and the opening dates and locations of all other locations.

House of Bagels was opened in 1962 in its original location on 2nd Avenue and Geary Boulevard in the Richmond District of San Francisco (3801 Geary Boulevard, San Francisco, CA). Our famous bagel recipe and manufacturing process was brought here from Brooklyn, New York, by a native New Yorker. At the time, there were no bagels in Northern California. In fact, unless one were Jewish or grew up in New York, one likely didn't even know what a bagel was. But bagels are only the food part of our story.

Four things distinguish House of Bagels and make it unique in San Francisco. The first is that we wholeheartedly serve the Jewish and East Coast expatriate community with an authentic East Coast bakery experience. Second, while originally a place for people longing for East Coast specialties, House of Bagels is also a place that is making, and made of, San Francisco memories. Third is our service to our community. The fourth, and maybe most important element that makes House of Bagels unique (since it's our claim to fame), is our steadfast commitment to make bagels using the original recipe and methods brought over from Brooklyn.

So, what makes for a “real” bagel? Sidney Chassey, the native New Yorker that brought the traditional recipe here, helped define the answer to this question for West Coasters when he established the first “real” bagel shop, our beloved House of Bagels. The recipe has four very important steps. Step one is wholesome ingredients. Step two demands that bagels are rested overnight. Step three is the boiling process. Step four requires the bagels to be baked on stone. New York style bagels are a labor-intensive process – the high quality ingredients are mixed together, cut into strips and rolled into the familiar bagel shape. They are left to rise overnight. Then, when it's time to bake them, they are first bathed in the boiling water of the kettle, arranged on boards and baked directly on stone (like good pizza). Without a kettle and the stone oven, the texture would be different.

Sid ran the business with his wife. At this same time, in 1964, a hard working immigrant from Spain began to work at the House of Bagels. His name was Miguel Puente, aka “Mike” and many years later he would become the second owner of the business.

In only six short years since it opened, the House of Bagels outgrew its original space and moved to 5030 Geary Boulevard into what had been a title office. The year was 1968. At this

location, the traditional New York-style bagels have been made from scratch from the finest ingredients, boiled in water and then baked on stone for 50 years.

Mike Puente worked as a bagel baker for over 30 years when Sid offered Mike and his wife, Mary, the opportunity to buy the business on June 18, 1997. After several years of running the House of Bagels, Mike and Mary decided to retire and the business was purchased by their sons Michael and David, and Michael's wife Jennifer, on April 1st in 2005. The store received updates and went under renovation in January 2006 to include a New York-style deli and art gallery. David left the business in 2011 to go back to school.

While the name of the bakery makes it obvious that we do bagels, we also bake from scratch every day artisan breads (like fresh challahs and rye), traditional cookies (like hamentashen, black and white cookies, rugelach and Russian tea cakes), as well as everyone's favorite cookies and pastries (the best chocolate chip and oatmeal cookies around, bear claws, cheese pockets, etc.). House of Bagels is the only place in San Francisco where one can get a real black and white cookie (lemon cake topped with chocolate and vanilla frosting), a cheese pocket, a kuchen or a mandlebrot. Kuchen and mandlebrot are two types of Jewish cookies. House of Bagels is one of very few places that make rugelach and hamentashen. These are East Coast and bakery staples of the Jewish community. Although House of Bagels has never been certified Kosher, we are committed to a pork and shellfish free kitchen to respect Jewish traditions and serve the Jewish community.

House of Bagels is a notable small business and serves as a historic asset to the city of San Francisco. A popular place in the community's collective mind and a long standing, community-serving business, House of Bagels is a valuable cultural asset that should be preserved as a Legacy Business.

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

As far as we know, the House of Bagels has never been closed for more than 1 day in its entire 56-year history.

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

House of Bagels has been a family-owned business since the Puente family purchased it in 1997. A family-owned business may be defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Miguel and Mary Puente purchased the business from the original owner, Sidney Chassey, then sold it to their sons Michael and David, and Michael's wife Jennifer. David left the business in 2011.

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

The ownership history of House of Bagels is as follows:

1962 to 1997	Sidney Chassey
1997 to 2005	Miguel Puente and Mary Puente
2005 to 2011	Michael Puente, Jennifer Puente and David Puente
2011 to Present	Michael Puente and Jennifer Puente

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

Documentation demonstrating the existence of the business for 30+ years is included in the Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department categorizes the historic resource status of the building at 5030 Geary Blvd. as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act.

CRITERION 2

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

We wholeheartedly serve the Jewish and East Coast expatriate communities with an authentic East Coast bakery experience.

The House of Bagels' bagels were distinct from other bagels that might be found on the West Coast in places like Los Angeles at that time. The other bagels were known to be bready "rolls with holes" by people who were familiar with what a bagel was supposed to taste and look like. Jewish people in Southern California that had migrated west from New York or other East Coast spots became familiar with this "new" style of bagel in the 1960s. They hypothesized that the difference between the bagels out west and those they knew from their childhood may be due to differences in the water that is used from coast to coast. Bagel aficionados, then and now, still decry "it's the water" when they make comparisons between bagels that aren't made in the style traditional to New York and those that are. Even today, it is only the foodie that truly understands the manufacturing process involved in making a "real" bagel.

While originally a place for people longing for East Coast specialties, House of Bagels is also a place that is making, and made of, San Francisco memories. There are three to four generations

now of San Franciscans that have made House of Bagels a part of their family life. Many locals remember stopping by for a treat or bagel on their way home from school, or coming in to pick up bagels and fixings (cream cheese, etc.) with their grandparents and parents for weekend breakfast with the family. These San Franciscans continue these traditions with their children and grandchildren, and the youngest generation are still making memories here that will last their lifetime.

The House of Bagels is of historical and cultural relevance to the city of San Francisco. Besides being a favorite local institution for over 56 years, the House of Bagels sets the standard for bagel baking on the West Coast as well as serving as an integral supporter of the local community and global community at large.

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

After New York and Los Angeles, San Francisco has the largest Jewish population in the United States, followed by Chicago. Jews did not live in many communities outside of these four cities prior to the 1970s in any significant numbers.

Los Angeles had bagels prior to 1962, however the common complaint as to why they were better in New York was, "it's the water." In reality, bagels in Los Angeles were not boiled and baked on stone. The genius of Sid Chassey was that he was the first to bring the equipment needed to make a proper bagel to the West Coast.

In doing the research for this narrative, we learned that Kaufman's was opened in 1960 in Skokie, IL, east of the Mississippi River. Kaufman's is normally regarded as the first real bagel shop in the Chicagoland area. Considering real bagels didn't arrive in Chicago until 1960, it is a safe bet they only made it to the West Coast two years later.

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

House of Bagels won "Best of for Deli and Take-Out" in the 2006 SF Weekly's "Best of" Reader's Poll and has continued get accolades from customers and the press alike. Annually, House of Bagels wins the "Best Bagel" recognition from the "J Weekly Reader" as well as best of awards from a variety of local magazines

- Jewish Reader's Choice Award "Best Bagel": 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
- *SF Weekly* "Best of" Reader's Poll "Best Deli": 2006
- *SF Weekly* "Best of" Reader's Poll "Best Sandwich": 2007
- *SF Weekly* "Best of" Editor's Choice "Best Bagel": 2008
- *San Francisco Bay Guardian* Best of the Bay BEST BAGEL BONA FIDES: 2008
- *SF Chronicle's* BayList Best Bagel SF: 2008

- Give Something Back Award: 2009
- Geary Merchant's Award: 2009

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

No.

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

House of Bagels has always made it a point to support our public schools, teachers, firefighters and police. We regularly donate to charitable causes like these, plus those for diabetes and cancer research, literacy programs and nature conservancy. In 2009, we were awarded the prestigious Give it Back award, usually reserved for companies 4-10 times our size.

For over 45 years, House of Bagels has been a continuous member of the Greater Geary Boulevard Merchants Association and a visible supporter of the local community. House of Bagels has donated thousands of bagels to events around the city, including public radio stations, KQED and KALW, The Asian Film Festival, The Jewish Film Festival, The American Lung Association, Larkin Street Youth Services, One Seed, Presidio Parks Conservancy, the Aneurysm and AVM Foundation, Greater Geary Merchant's Association, One Richmond, Food Runners, and countless local school fundraisers.

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

For decades, House of Bagels has been a destination for Jewish and East Coast families to get and enjoy products they grew up with. Over the past 15 years, with the increased visibility of the mural, the customer base has expanded to include many other people from all cultures and backgrounds. Today you will find business people getting a quick bagel sandwich on the way to work, parents buying an afterschool snack for their kid before dance class next door, hipsters getting a breakfast and coffee after a long night of partying, and moms or dads getting a dozen bagels, lox, cream cheese to bring home for a lovely Sunday brunch with the family.

House of Bagels has always done some wholesale business, but in the past 15 years this expanded tremendously. Today, House of Bagels provides many customers fresh daily deliveries of bagels, including Whole Foods, Philz Coffee the W Hotel and many others.

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

House of Bagels has always been identified by its original sign on the southwest corner of the building. This sign from 1968 features the "Bay-Gull." The tie in with the sign is a riddle that used to be printed on every plastic bag: "When is a Seagull not a Seagull? When it is a Bay-Gull!"

In October 2005, in order to make the business more visible to locals and newbies, Michael commissioned a local artist to paint a mural on the front of the bakery. The mural featured the current owners and employees, Mike and Mary, as well as historical features of the Richmond District, like Playland. The mural is still up and serves as a minor local attraction, including being a Pokemon-Go “gym.”

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

If something were to significantly change at House of Bagels, it would definitely be a blow to the city and the community. House of Bagels is one of those places where generations of San Franciscans have memories tied into. Sure, there are other bagels shops now in the Bay Area, but none have people bringing their children because their grandparents used to take them there also. House of Bagels is a business that ties and binds new San Francisco to the old city we remember fondly. San Francisco has changed so much in the past 20 years it is nice for us locals to have a place we love and remember going to all our lives.

Further, in a city filled with nouveau cuisine, macro gastronomy, and food fusion it is nice to have a place where a person can get a simple bagel, top it with some wholesome cream cheese and a piece of smoked salmon. Something doesn't need to be expensive or fancy to be delicious.

CRITERION 3

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

Maybe most important element that makes House of Bagels unique (since it's our claim to fame), is our steadfast commitment to make bagels using the original recipe and methods brought over from Brooklyn. We make “real” New York bagels! Up until that special time in 1962, there were no other “real” bagels in California (or even west of the Mississippi, for that matter). One of the things that makes them a “real” bagel is to add a step where the raw bagel dough is boiled during the manufacturing process. The bagels that existed prior to House of Bagels were manufactured by shaping them into round shapes with a hole in them and then baking them in a regular oven. This method of making the bagel makes it impossible to get the distinctive chew and crust of a real New York-style bagel. Instead, it tastes like any other bread, just shaped to look like a bagel.

The bagel recipe has four very important steps. A commitment to these time-honored steps is critical to defining what House of Bagels is.

Step one is wholesome ingredients. We use only the best, nourishing ingredients in our bagels such as high protein flour, malt, brown sugar, yeast, salt and pure Hetch Hetchy water. These simple, wholesome ingredients make a big difference in the finished product. We do not add soybean oil, fat and/or stabilizers to our dough like some “bagel” shops in order to make a

softer, more bread-like product (i.e., roll-with-a-hole). These additions also extend the shelf life of other "bagels." Like other artisan breads, it is best to buy fewer House of Bagels' bagels more often (or freeze them) than to buy a lot and let them sit for a long time.

Step two demands that bagels are rested overnight. We allow our bagels to rest overnight because resting, or "proofing," on wooden boards is a necessary step for our bagel perfection. Raw bagels are placed on wooden proofing boards to rise after they are formed. The proofing boards are covered liberally with cornmeal so that the raw bagels don't stick to the board. Cornmeal not only keeps the bagel from sticking to the board, but helps the bagels slide off the proofing board into the kettle of boiling water. If you look at a "bagel" from the big chain bagel stores or from most supermarket in-store bakeries, you'll notice no corn meal on the bottoms. These "bagels" are just placed on parchment paper in pans and baked. This also accounts for the flat and sometimes wrinkled bottoms of these products. Besides flavor and crust, a cornmeal bottom can also help tell you if you are eating a real bagel or an imposter.

Step three is the boiling process. Boiled bagels make real bagels. If it's not boiled, it's not a real bagel! Boiling bagels before baking them creates a crispy crust on the outside while at the same time keeping the insides chewy and dense. When Sid Chassey came out west with his bagel recipe, he also brought over the necessary equipment including the large kettle necessary for boiling the bagels and the rotating stone hearth oven, necessary for correctly baking the bagels.

Step four requires the bagels to be baked on stone. Just like the best pizza is baked on a stone-lined oven, bagels that are baked on a stone oven have a crispy bottom crust. Our bagels have been baked on stone for over 50 years! Real New York bagels are always baked on stone!

House of Bagels also bakes artisan breads (challahs and rye), traditional cookies (like hamentashen, black and white cookies, rugelach and Russian tea cakes), chocolate chip cookies, oatmeal cookies, bear claws and cheese pockets. These are East Coast and bakery staples of the Jewish community.

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)

House of Bagels is committed to continuing to make New York-style bagels, which is the tradition that should not be changed in order to retain the business's historical character.

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.).

House of Bagels will never get away from making bagels the old-fashioned way. We plan on boiling our bagels and baking on stone. We also will concentrate on Jewish and Easy Coast food – you won't see us selling baguettes or donuts at House of Bagels. The mural is now a landmark to the area – we plan on keeping and maintaining it!

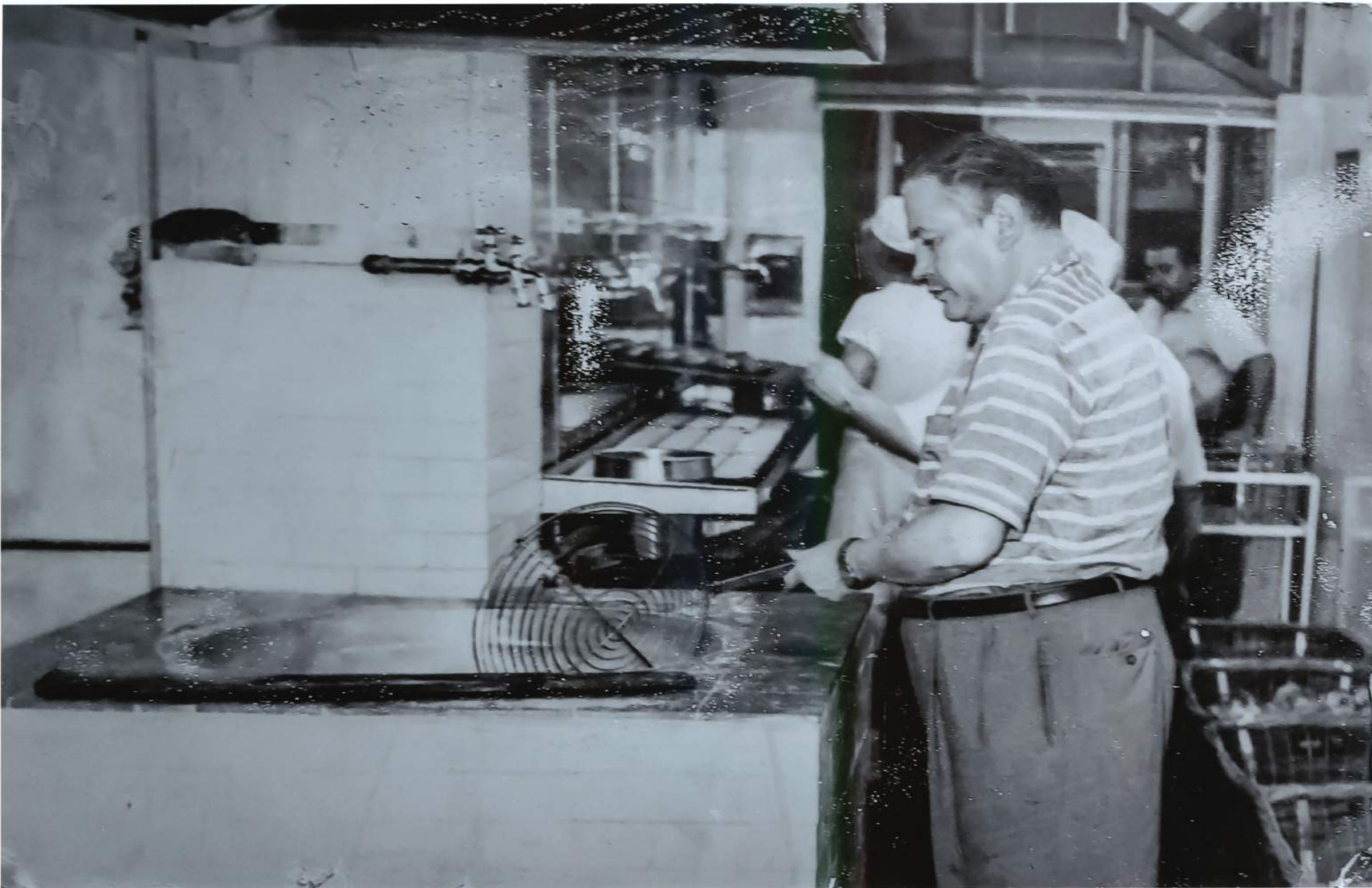
d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art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

House of Bagels has made New York-style bagels since it opened in 1962.



Family Photo. Do not copy!

CIRCA 1962



Family Photo. Do Not Copy! Sid Chasey, Founder, House of Bagels, Circa 1962



Family Photo. Do Not Copy! House of Bagels, Circa 1962



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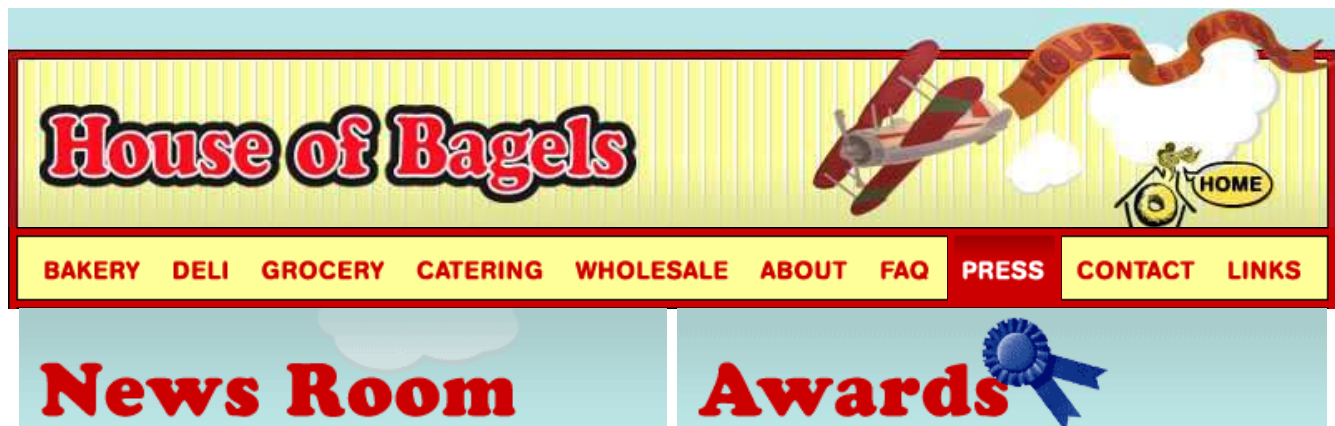
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Advertisement in *Jewish Community Bulletin*, April 28, 1967.

COMING WEEKS OF GREAT EVENTS

BY MAX LOEW

Music and Arts Editor, Jewish Community Bulletin

The coming weeks are full of attractions in the musical world of San Francisco and a number of international and local events will take place here.

PIANIST Rudolf Serkin, one of today's greatest artists, last week gave three all-Beethoven concerts in which he played Piano Concerts No. 3, No. 4 and No. 5 (Emperor). The Opera House audience cheered Serkin enthusiastically and gave Maestro Josef Krips a standing ovation. Serkin also will be guest soloist with Maestro Krips and the S.F. Symphony in regular series all-Beethoven concerts May 3, 4 and 5 at the Opera House. He will perform on May 3 the Piano Concerto No. 1, on May 4 Piano Concerto No. 2 and on May 5 Piano Concerto No. 5. All three concerts will open with the Overture to "Coriolanus" and close with the Symphony No. 7.

MARKING its 50th anniversary, the S.F. Conservatory of Music presents on Monday and Tuesday May 1 and 2 at the Palace of Legion of Honor Milhaud's Opera "The Sorrows of Orpheus" at 8:30, with Gwen Curatilo, soprano and Milton Williams, baritone. On Monday, May 8 the Baller-Reijo recital will be given at the S.F. Conservatory with Adolph Baller, piano and Gabor Reijo, cello in music of Bach, Martino, Kodaly and Beethoven.

CASTING for the S.F. Spring Opera has been completed with William Olvis, who will sing Canio in "I Pagliacci"; Sylvia Davis to be Antonia,

and Rico Serbo as Niklaus in "Hoffman." Further operas will be Verdi's "Traviata", Bizet's "The Pear Fishers" and "Cavalleria Rusticana".

Concert to Aid Brandeis School

The Trio Concertante will make its initial San Francisco appearance Saturday evening, May 6 at Nourse Auditorium in a benefit concert presented by Brandeis Day School. The group includes Laszlo Varga, cellist; Istvan Nadas, pianist; and Charmian Gadd, violinist.

Tickets may be purchased at Cellini's, 530 McAllister St. UN 3-8620, or at the door. Prices are \$4, \$3, and \$2 with a special price of \$1 for students.

Israel Film at Richelieu

"Clouds Over Israel", a gripping drama set in the skies over the Sinai Desert, is being shown this week at the Richelieu Theater.



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10th Anniversary Art Exhibit at Emanu-El

By SALLY BLAKE

Following is the second and final installment of a review of Temple Emanu-El's current Tenth Anniversary Art Exhibit recently printed in the Bulletin. The show is scheduled to run through the month of May.

Particularly noteworthy in the main exhibit are the Pollak color etchings, the bronze sculpture of Jacques Schnier, the glass sculpture of Roxanne Marden and the "Scroll of Esther" and amulets borrowed from the Sutra Library Hebraica Collection.

Artists represented include: Helen Burke, a comparatively young graduate of the San Francisco Art Institute recently removed to New York who works largely in brass and copper sculpture of exceedingly modernistic design and is represented by the metal sculpture, "The Mother."

Peter Krasnow, a painter and wood sculptor from the Ukraine now resident in Los Angeles whose biblical wood sculpture in the Emanu-El Library is part of the permanent collection and who is represented here by "The Aleph", carved wood panels on a color panel, and "The Book Shelf", an oil.

Nik Krevitsky, Art Director of the Tucson, Arizona Public School System who works in "stitchery" and has exhibited at the Museum of Contemporary Crafts and the Museum of Modern Art in New York and the Chicago Art Institute. His "Synagogue Ark Door" is one of a pair designed in yarns and metallic threads with fabric covered buttons on a wool mohair fabric.

Roxanne Marden, who had a one-man show at Emanu-El last year and is represented

by the glass sculptures "Rising Sphere" and "Revelation".

Max Pollak, one of the country's foremost etchers represented in the permanent collections of the Metropolitan Museum and Public Library of New York, the British Museum in London, the Albertina Museum in Vienna, the Library of Congress in Washington, etc., and here displaying the aquatints "Sausalito Waterfront" and "Muir Wood".

Victor Ries, native of Berlin and later of Israel, now an instructor at the California College of Arts and Crafts, a metal craftsman who has shown at the De Young Museum and the Jewish Museum in New York and is represented by two brass candlesticks and a wall sculpture in brass.

Jacques Schnier, recently retired after 30 years as Professor of Art at the University of California, a sculptor whose commissions include the Ann Bremer Library Memorial, the San Francisco Art Institute and Berkeley High School, and whose bronze sculptures "Pas-de-Deux" and "Space Dance" are exhibited.

June Schwartz, an enamel-ist from Marin County whose work is included in the

Museum of Contemporary Crafts in New York, the La Jolla Art Museum and the Oakland Art Museum, here represented by "White Line", enamel on copper mounted on marble.

Stefanie Steinberg, a painter and native of Germany who studied in Switzerland and the Bay Area and exhibits the oil, "The Rich and the Poor" and "Present from Takahara", a collage on a wood panel.

The Sutra Library Hebraica Collection, purchased by Adolph Sutra in 1884 from a Jerusalem antiquarian and represented here by the "Scroll of Esther" on red leather and two amulets on vellum and parchment, one against the evil eye, the other to induce conception and easy childbirth.

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Advertisement in *San Francisco Policeman*, January 1980.

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Sid Chassy, founder of House of Bagels, quoted in *New York Times* in article (1989) about East Coast Foods on the West Coast

ARCHIVES | 1989

DE GUSTIBUS; Where Mallomars Don't Exist

By DENA KLEIMAN

EXPATRIATE New Yorkers out here engage in a ritual whenever they meet: they immediately pat each other on the back, extol the glories of warm weather and otherwise congratulate themselves on the joys of Pacific Coast living.

Yet even as they celebrate what they now have, they commiserate about what they do not. And a lot of what they miss about the East, they say, is the food - specific brand-name items they may have once taken for granted. Take Mallomars. "I've looked high and low for Mallomars, and they just don't exist out here," Alan L. Zimmerman, a transplanted New York lawyer, said to friends the other day. He's right. Mallomars - cookies made of graham crackers, marshmallow, and chocolate - simply are not sold in California, or for that matter, anyplace else that boasts a warm climate, said Mark Gutsche, a spokesman for Nabisco Brands Biscuit Company, based in East Hanover, N.J.

"And the reason is chocolate," Mr. Gutsche explained. "The chocolate we put on there melts."

Mallomars are distributed on a regional basis and only in chilly weather, and that is just the start of how the California and New York markets are treated differently.

There is not a place in California, for example, that sells Wise potato chips.

"New Yorkers prefer dark chips," said Chris Abernathy, vice president of marketing for the Borden Snacks Group, which owns Wise chips. Californians prefer light-colored potato chips. In fact, Borden is so assured of its assessment that it markets a light-colored potato chip in California called Laura Scudder's, which is not available in the East.

Forget about finding Arnold's Brick Oven Bread or Mueller's pasta in California. Bread and pasta are largely regional items, says a spokesman for CPC International, which owns Mueller's and Arnold's.

You have to look long and hard in this part of the country - past a sea of sourdough products - for a freshly baked kaiser roll or a loaf of real Jewish-style rye. In fact, to this day, transplanted New Yorkers celebrate the arrival 12 years ago of Thomas's English muffins and the recent appearance of Entenmann's chocolate-covered doughnuts.

"They finally got here last year," said Sid Chassy, who besides being a chocolate-doughnut lover, owns the House of Bagels in San Francisco, one of the first New York-style bagel bakeries out here.

Regional tastes and preferences undoubtedly account for some differences between California and New York. But in investigating the situation, a truth emerged that brings back Shakespearean wisdom about names and the scent of a rose: there are plenty of products in California that seemingly do not exist in New York and vice versa. But on real examination, they actually look, smell, and taste the same. They are just called different things. Take Hellmann's mayonnaise. There is not a store in California that sells Hellmann's. But walk through any supermarket and there are the identical bottles with the identical blue-and-white labels and the identical mayonnaise. Take a taste and you will see. But here in California, this mayonnaise is called Best Foods.

The difference stems from the fact that the two mayonnaise companies did not combine until 1932 and retained their own names, said Joan Dargery, a vice president of the grocery products unit of Best Foods.

"People feel a tremendous affinity with their mayonnaise brands," she said. "We've thought about making them one brand. But both brands enjoy such tremendous brand loyalty. We have decided to leave it be and let the people be happy."

McCormick dried spices seemingly cannot be found in California, either. But look again, and there they are. They are known here under the name of Schilling, which was acquired by McCormick & Company Inc. in 1947.

"It is the same organization and the same product," said Mack Barrett, a spokesman for McCormick, which is in Hunt Valley, Md. "But it boils down to brand recognition. And our company saw no need to change."

California, it should be said, does have some things New York does not have, particularly when it comes to produce. At the Monterrey market in Berkeley, for example, there are chocolate persimmons, delicate gold-colored currant tomatoes, fresh bamboo shoots and more edible flowers than anyone can count.

The kinds of potato chips that are available in just the run of the mill supermarket defies the imagination: yogurt-green onion; salsa with mesquite, assorted-flavored chips from Hawaii.

But there are some things that are deceptively exotic in California, perhaps by design. A dish on the menu recently at the Chez Panisse Cafe in Berkeley, for example, was a squid preparation served with a particularly intriguing ingredient - "rocket." "What is rocket?" a visiting New Yorker asked a waitress. "A kind of green," the waitress replied dismissively as if being asked the obvious. The curious New Yorker ordered the dish just to sample the delicacy. Rocket, it turns out, is arugula.

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A version of this article appears in print on September 20, 1989, on Page C00004 of the National edition with the headline: DE GUSTIBUS; Where Mallomars Don't Exist.

Article in San Francisco Chronicle. December 4, 1996 mentions House of Bagels NOT raising the price of a bagel to 55 or 60 cents as their competitors had done

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WHAT'S NEW

KAROLA SAEKEL

PUBLICATION: THE SAN FRANCISCO CHRONICLE

SECTION: FOOD

DATE: December 4, 1996

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TABLE IS SET IN MAIDEN LANE

Adults need toys, too, and for many serious cooks there's no better toyland than a store brimming with pots and pans, knives and kettles, ricers and ramekins.

So the opening tomorrow of Sur La Table on Maiden Lane couldn't be better timed than this week, the first of the holiday entertaining season.

This high-end cookware store, which originated in Seattle's Pike's Market, first expanded south with the opening a little over a year ago of Sur La Table in Berkeley's Fourth Street shopping hub. The downtown San Francisco branch is the fourth (a Kirkland, Wash. store was launched this summer) in a planned expansion of two or three new stores a year.

Displaying a staggering 12,000 items (they say so -- we didn't count them), the two-level store also boasts a 800-square-foot cooking-school area with green-washed cabinets and exposed brick, equipped for television filming.

On the main floor, a shimmering display of the store's signature copperware is centered by a stunning thousand-dollar duck press.

Sur La Table owner Renee Behnke suspects that people buy these presses as decoration rather than for actual use. But the store also stocks fine table linens, pans and molds for baking, and just about every utensil for the hands-on cook, from stocking-stuffer sugar dredgers and crab crackers to decorative cornichon slicers. There are exquisitely crafted Swiss Springerle plaques, an aluminum couscoussiere, electric raclette irons and a state-of-the-art, \$495 Magic Mill mixer by Electrolux (as in vacuum cleaners).

This Swedish import, which can handle up to 10 pounds of flour in a dough, will be featured in upcoming demonstrations.

Sur La Table, 77 Maiden Lane (second block off Union Square); (415) 632-7900. Open 10 a.m. to 7 p.m. weekdays, starting tomorrow, noon to 6 p.m. Sunday.

-- KAROLA SAEKEL

-- FAST FACTS

HOLD THAT LINE

The hole in the **bagels** hasn't gotten any bigger, but the hole it makes in your pocket has. Led by industry giant Noah's **Bagels**, the price of the round little rolls produced by the Bay Area's major bagelries -- Sonoma Valley Bagel Co., The Bagel King, Holey Bagel -- went up to 60 cents this fall, both at the bakeries and in supermarkets that carry their goods.

There are a few exceptions: **House of Bagels** and **Star Bagel** charge 55 cents, and at The Bagelry on Polk Street in San Francisco and the two Brothers **Bagels** in Berkeley, the price has stayed at the pre-inflationary 50 cents.

-- K.S.

-- BEVERAGES

A DARK SECRET

America's coffee taste has changed over the last couple of decades, with darker, more assertive roasts edging the mild traditional ``cup of Java."

Nestle, which bills itself as the world's largest food company, has responded to the trend with the introduction of ``daringly rich" espresso roast (3- ounce jars making 35 cups, \$4.49 regular, \$4.99 decaf, also available in smaller packages). For coffee savvy northern Californians, these coffees that are made mostly of Arabica beans with an addition of Robusta for body, may not seem all that daring, but they do have deep flavor and rich aroma.

Adjusting flavors to customers' preferences is nothing new for Nestle, which markets 190 blends geared to the coffee tastes of 100 countries. The company's statisticians say that 250 million cups of Nescafe are slurped around the world every day.

-- K.S.

-- AT THE MARKET

TWO FOR TEA -- A BI-COASTAL CULINARY ALLIANCE EMBARKS ON SOME DELICIOUS CO-BRANDING

A cup of tea and a piece of toast with jam -- how very British and how very nice on a blustery afternoon.

The ever-inventive folks at Novato-based Republic of Tea, teaming up with small Maine jam maker Stonewall Kitchen, have put tea and jam together in one product. Two tea jams are now showing up on the shelves of many upscale grocers who sell the Republic's teas.

Blackberry Sage Tea Jam (our favorite) smells like a blackberry patch in summer and has the flavor to match. The sage is there as a background note. The other, also featuring ripe fruit simmered in tea with a few spices and lemon juice, is Ginger Peach Tea Jam with candied ginger cutting the sweetness of peaches.

.

Both jams (\$6.50 suggested retail price) would be lovely on toast, scones, muffins or pancakes. Or spoon one over ice cream or heat a few spoonful and use as a glaze for ham or poultry.

-- K.S.

Caption: COOKING WITH COPPER: Renee Behnke will open the San Francisco Sur la Table tomorrow / BY LIZ HAFALIA/THE CHRONICLE

Article in San Francisco Chronicle. December 10, 2010 mentions House of Bagels as supplying Latkes for hanukkah

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Different recipes, but one tradition - latkes

Kevin Fagan Chronicle Staff Writer

PUBLICATION: San Francisco Chronicle (CA)

DATE: December 2, 2010

EDITION: 5star

SECTION: Metro

Page: C1

Latkes being latkes, and delis being delis, there is no agreement about the best way to fry up Hanukkah's centerpiece tasty.

But there is this:

Just about everyone who's been within a yard **of** a yarmulke wants the storied potato pancakes on their big Jewish holiday, which began at sundown Wednesday and goes on for eight candlelit nights.

And because that means eight nights **of** forking in latke after latke, there is a recessionary-proof rush on for them right now all over the Bay Area.

Take Miller's East Coast Deli, for example.

The Polk Street citadel for Easterners - as in, "Now THAT'S real whitefish!" - cranked out 40 dozen latkes Wednesday, and the fryer won't cool down until the middle **of** next week. A steady line **of** customers streamed in all day to snatch them up as soon as they hit a platter.

What makes a latke? "Let me tell you about what makes a great latke," said head waiter Judd Sanders, holding a perfectly round, golden-brown specimen before him on a small plate. "It's got to be firm, not quite crunchy, and salty, but not too salty."

He chopped a chunk off with a fork, dipped it in a dark brown applesauce, popped it in his mouth and savored it for a long moment like a chef sampling a fine truffle.

"Yesss, just like that," he said, closing his eyes. "It needs that perfect consistency **of** matzo meal, egg and potato so the oil doesn't soak all the way through."

A brimming pastrami sandwich plate clanked onto the serving counter. Sanders, 30, hurriedly set down the latke and strode off to serve.

"**Of** course, we sell double the usual number **of** briskets at holidays like this, and lots **of** the fish platters," he said over his shoulder. "But on Hanukkah? Latkes are king."

Shapes and sauce Some places, like Moishe's Pippic on Hayes Street, prefer a rectangular shape with a lot **of** thickness to it. Others, like **House of Bagels** on Geary Boulevard, go for ultra-flat, fine-grate discs.

And then there is the ever-urgent debate **of** whether to eat latkes with applesauce, sour cream - or naked.

They're all right, and they're all wrong, depending on who's talking and buying.

"It's like anything we Jews do," Sanders said. "Everyone knows exactly the right way, their way, to do things. If you bring 10 Jews together, you'll get 10 different latke recipes that are all absolutely the only way to do it because that's the way grandma, or mother, or whoever, did it."

The entire line **of** customers smiled.

The same sort **of** scene went on everywhere there was a hint **of** Hebrew in the air Wednesday, from Mollie Stone's in Palo Alto and Saul's Restaurant and Delicatessen in Berkeley to the Tel Aviv Kosher Market on Irving Street.

Holiday traditions Hanukkah commemorates how one day's worth **of** oil miraculously burned for eight days at the rededication **of** the Jewish Temple in Jerusalem in 164 B.C., and the eight-day observation includes lighting candles each night and reciting prayers.

It's considered one **of** the most light-hearted **of** the Jewish holidays, when people spin dreidels in competition for gelt - fake coins made **of** chocolate - and give gifts every night.

But for many, perhaps the most fun **of** all is those greasy potato pancakes.

"We're making as many latkes as my kids will eat, and that's going to be quite a few," Tina Eshaghpour, 40, said as she waited in line at **House of Bagels**.

Young ones happyShe said that as an observant Jew, she regards the holiday as more an opportunity to honor family and history than to pound back fried tubers. But considering her daughter, Layla, is 4 and her son, Noah, is 6, having a little greasy help to hold their attention comes in handy.

"At a time when they're getting all these messages to buy things, we want our kids to know that what's most important is to celebrate eating together and reading the stories **of** Hanukkah," Eshaghpour said while Layla delightedly patted at a pile **of** dreidels. "And, **of** course, that having good latkes is a good thing."

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Drink This: The Horchata Latte at Noman Coffee

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Enter: the Cragel, House of Bagels' Croissant-Bagel Hybrid

Posted By Pete Kane on Thu, Mar 13, 2014 at 2:05 PM



Pete Kane

A fresh tray of cragels emerges from the oven.

Doubtless some people, when informed that there is now such a thing as a "cragel," will think, "OMG, no. Just no," while others will jump with joy at the prospect of maybe, possibly getting to **wait in the rain for three hours** for something. And they're both wrong. The cragel is imminent, it is delicious and it's not a day-old gimmick flown across the country. It's in the Richmond, at **House of Bagels**.

See Also: *CDXX, a Burger Joint in the Bayview, With a Croughnut!*

They've been working on a gluten-free objet d'manger for eight years, and an organic bagel for five, but they're all set to release unto the world a combination croissant and bagel as soon as this Monday, for \$2.95. And because this 51-year-old, family-owned institution is committed to zero waste, they're also making cragel bread pudding (also \$2.95 for a slice, \$15 for the whole shebang). A buttery, yet firm mixture of two doughs, the cragel is also a marriage of methods: the layers of a croissant are laid down, then boiled and baked on a stone.



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The cragel and cragel bread pudding.



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Pete Kane

Baker Miguel Hernandez and Co-owner Jenny Puente hard at work.

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SFoodie
about 2 years ago

Today in food news, the SF Cheese Fest returns this weekend, Press Club's Fall Harvest Tasting is Sunday, Sept. 25, and more.

SLIDESHOWS



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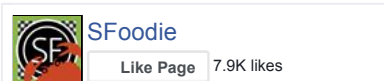
A native of Rockland County, N.Y., co-owner Jenny Puente holds Bagel Boys of Suffern, N.Y. as her all-time favorite bagel shop. (After her own, that is). To glib New Yorkers who parrot the myth that California bagels can't measure up because there's "something in the water," Puente notes that because bagels are boiled, any difference in pH or microbes would be neutralized by the heat. So there!

All the same, House of Bagels' dough recipe *was* initially carried over from Brooklyn, and there were approximately zero bagel shops in San Francisco before they opened in 1962. In other words, even for skeptics unwilling to monkey around with the DNA of a perfectly fine breakfast treat, the cragel has a pedigree and you should give in and try one.

A good way to start would be to post a pic of your favorite item from House of Bagels to Facebook. Whoever gets the most likes wins a free cragel. For everyone else, they'll be available in small batches next week.

House of Bagels, 5030 Geary Blvd., 752-6000.

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About The Author



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Pete Kane is a total gaylord who is trying to get to every national park before age 40

COMMENTS

Comments are closed.

The New York Times

A Real Treat or Half-Baked?

By **Julia Moskin**

March 25, 2014

Remember the cake pop?

In 2006, you probably thought it was a passing fancy, a faddish combination of cake and lollipop that had quickly disappeared into the netherworld of baby-shower catering. In fact, it was a canary in a coal mine for the far more powerful Cronut, a croissant-doughnut hybrid that, a year after its birth in a SoHo bakery, still draws a line of more than a hundred people every day and sells out by 10 a.m.

The Internet-driven fame of the Cronut has galvanized bakers and pastry chefs in other cities to replicate it; versions have been spotted in Scandinavia, Australia and Taiwan. Cynics (and the busy lawyers for Dominique Ansel, the pastry chef who trademarked the name internationally) see in this a flood of copycat get-rich-quick schemes.

But like major shifts in art, technology or fashion, it also represents an outpouring of creative energy that could change the genre forever. Smart bakers are abandoning the croissant-doughnut formula and examining their own pastry cases with a speculative eye. The race to invent the next big thing in hybrid desserts is on, and it is fierce.

“It’s like the quest to create a new smartphone, but in food,” said Mr. Ansel, who stands in for Steve Jobs in this simile. And the dozens of bakers who are busy inventing doissants, mallomacs, crookies and the like are app developers, locked in a fight to create the best new product for the platform.

“We started working on the cragel as soon as we heard about the Cronut,” said Jenny Puente, a co-owner of House of Bagels in San Francisco. In order to create a true hybrid, Ms. Puente spent a year working out the logistics of entwining the flaky pastry of a croissant with the chewy dough of a bagel, then boiling the result, as a true bagel must be boiled before being baked.

Many of the new hybrids seem slapped together and less than appetizing, like the scronut, an icing-slathered scone doughnut spotted at the Cheese Emporium in Greenport, N.Y. Like the man-beasts created in “The Island of Dr. Moreau,” they are not likely to survive for long in the real world. Others are more intriguing and within reach of the home cook; many were even invented in the years B.C. — Before Cronut.

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Here are some of the most promising:

Scone/muffin

The scuffin, sold at the Ferry Plaza Farmers Market in San Francisco and online by the owners of Frog Hollow farm, has a stout, sconelike dough formed in a muffin shape and a shot of fruit preserves in the center.

A mallomac, top, consists of a brown sugar meringue cookie pressed against a marshmallow, sealed in a chocolate shell; and a cragel entwines the flaky pastry of a croissant with the chewy dough of a bagel. Thomas Liggett, top, and Peter DaSilva for The New York Times



Mallomar/macaron

The mallomac, a French-style macaron from Dana's Bakery in New York, presses a brown sugar meringue cookie against a marshmallow, sealed together in a chocolate shell.

Rice Krispie Treat/ice cream pop

Spotted at the all-Rice-Krispie-Treat boutique Treat House on the Upper West Side. Vanilla ice cream is sandwiched between thin slabs of Rice Krispie Treats, the whole dipped in chocolate to form a frozen shell.

Birthday cake/truffle

A signature of the Momofuku Milk Bar chef Christina Tosi: yellow cake ground with cream cheese and rainbow sprinkles, rolled into balls and coated in cake crumbs.

Macaron/ice cream sandwich

The New York chef François Payard makes colorful rectangles of meringue and combines them with his innovative ice creams. For example, pale green pistachio meringues around pistachio ice cream swirled with bright raspberry sorbet.

Pie/milkshake

This is what happens at Hill Country Chicken in the Flatiron district when a miniature pie (like blueberry or banana) is dropped into a milkshake machine with vanilla ice cream and enough milk to blend it into a drinkable mass.

Brownie/chocolate chip cookie

The popular Brookster at Baked in Brooklyn is a like a cup of brownie batter that holds a puck of chocolate chip cookie dough, baked together so they meet but do not mix.

Pain au chocolat/almond croissant

Hervé Poussot, like other French pastry chefs, presents this combination at Almondine, his bakery in Dumbo, Brooklyn. As if dark chocolate folded in buttery pastry isn't indulgent enough, spread it with almond paste and sprinkle on sliced almonds before baking.

Chocolate éclair/cake

This combination exists in Southern cookbooks and online recipes as a no-bake dessert made by layering graham crackers, instant vanilla pudding and canned chocolate frosting. But it begs to be rebuilt with classic éclair ingredients: layers of crisp pâte-à-choux, vanilla pastry cream and chocolate fondant or ganache.

David Sax, the author of "The Tastemakers," a forthcoming book on food fads, said that for longevity, he would bet on the éclair cake. "Mass appeal with just the right degree of sexy," he said. "It's a classy thing and an everyday thing, French meets American, all rolled into one."

Correction: April 1, 2014

An article last Wednesday about the baked goods inspired by the Cronut misidentified the owner of Almondine, a bakery in Dumbo, Brooklyn. He is Hervé Poussot, not Jacques Torres.

A version of this article appears in print on March 25, 2014, on Page D3 of the New York edition with the headline: A Real Treat or Half-Baked?

READ 51 COMMENTS

Best Bakeries In San Francisco For Passover Desserts

April 10, 2017 6:00 AM



(credit: Spencer Platt/Getty Images)

The eight-day festival of [Passover](#) begins in the evening of April 10 and ends in the evening of April 18. Derived from the Hebrew word Pesach, this significant Jewish holiday commemorates Exodus, the freedom of the Israelites from slavery in ancient Egypt more than 3,300 years ago. An important part of the customs observed during Pesach is to avoid leavened foods known as chametz – any product made from the five major grains that are combined with water and left to stand for more than 18 minutes. Instead, members of the Jewish community can eat matzah, vegetables dipped in water, bitter herbs, gefilte fish and other delicious dishes, particularly kosher desserts. If you are getting ready to prepare a sumptuous Passover Seder but need some festive treats, here is a look at five of the best San Francisco bakeries for Passover desserts.

Choux Bakery

248 Fillmore St.
San Francisco, CA 94117
(415) 757-0722
www.chouxsf.com

Having been named by Zagat as one of the hottest new bakeries in the Bay Area, Choux Bakery has received [widespread praise](#) since opening last August. While no traditional treats served over Passover are offered here, this authentic French pastry shop creates extraordinary French cream puffs using kosher ingredients. Choux Bakery offers [12 unique flavors](#) from both a permanent collection of nine artisanal cream puffs named after friends and supporters and three more in the equally remarkable holiday collection. Led by the talented owner and "Cream Puff Specialist" [Laura Athuil](#) and her team of outstanding bakers, Choux Bakery creates these marvelous treats daily and also sells chouquettes (hollow cream puffs), espresso, coffee, French hot chocolate and tea.

Related: [Best Kosher Food In San Francisco](#)

Have Your Cake

San Francisco, CA 94121
(650) 873-8488
www.haveyourcake.org

If you plan to serve a nice kosher cake over the Passover holidays, Have Your Cake is the place to order from in San Francisco. One of the few [certified kosher bakeries in the Bay Area](#), the business is owned by [Maralyn Tabatsky](#), whose array of intricately designed cakes are created with family recipes using dairy or

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non-dairy products. Cake orders are by appointment only, with prices based upon size and design and advance notice for orders are required. Have Your Cake also offers hand-decorated cookies or wonderfully crafted [petits fours](#).

House of Bagels

5030 Geary Blvd.
San Francisco, CA 94118
(415) 752-6000
www.houseofbagels.com

Best known for serving delicious New York-style bagels, the House of Bagels also offers a number of [delicious treats](#) commonly enjoyed at a Passover Seder. Traditional favorites like macaroons, mandelbrot cookies and rugalah can all be purchased at this award-winning bakery, as well as artisan breads like challah and marble rye. In business in San Francisco for more than 50 years, the House of Bagels has used its famous recipe ever since its opening – made from scratch, boiled in water then baked on stone – and now offers nearly 30 varieties. Located in the Inner Richmond district, the House of Bagels also has an award-winning deli and a [grocery section](#), selling some of the most favorite kosher brands and foods, including Tabatchnick soups, King David matzos and Streit's matzo ball mix.

Noe Valley Bakery

4073 24th St.
San Francisco, CA 94114
(415) 550-1405
www.noevalleybakery.com

Noe Valley Bakery creates a variety of handcrafted breads, pastries and other tasty treats, including desserts, for Passover. With a special section on the award-winning bakery's website reserved for [holidays](#), the Passover link lists five delectable treats – a flourless fruit tart, flourless chocolate cake, coconut macaroons, chocolate dipped coconut macaroons and almond macaroons. The popular bakery frequently mentioned among the city's best bakeries also offers holiday treats for Rosh Hashanah and Hanukkah. Led by the acclaimed husband-and-wife bakery team of [Michael and Mary Gassen](#), Noe Valley Bakery is celebrating its 20th anniversary this year.

Wise Sons Jewish Delicatessen

3150 24th St.
San Francisco, CA 94110
(415) 787-3354
www.wisesonsdeli.com

This popular Jewish deli in the Mission District suffered a major setback in late January, after a devastating fire destroyed its commissary kitchen and production bakery. In business since 2010, co-founders [Evan Bloom](#) and [Leo Beckerman](#) were just about to launch a new extension of their business – Wise Sons Bagels – when the four-alarm Mission fire destroyed several residential units and impacted more than 30 local businesses. Although the bread and pastry production was halted temporarily, the neighborhood deli down the street did not suffer any damage and remains in business, selling distinctive foods from its [extensive menu](#). Hopefully by March, supportive customers will be able to purchase challah, Jewish corn rye, chocolate babka and other specialties in time for Passover.

Related: [Ask A North Bay Expert: Best Latke Recipes For Hannukah](#)

Randy Yagi is a freelance writer covering all things San Francisco. In 2012, he was awarded a Media Fellowship from Stanford University. His work can be found on Examiner.com [Examiner.com](#).

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The Outer Richmond wakes up with buzzy new restaurants + indie shops

By
Lauren Conklin
Apr 02, 2018

The Outer Richmond has a rep for dense fog and great dim sum.

But while both can be found in abundance, there is much, much more to be had in this northwest corner of the city.

You'll find diverse local hangouts, cool indie boutiques, and family-owned restaurants tucked between pastel-colored homes. The vibe is what you might call sleepy; we call it a chill way to spend a day.

Eat & Drink

What the Richmond lacks in fancy restaurants and buzzing nightlife, it makes up for in mainstay eateries and funky dive bars. But a slew of new and innovative dining options is keeping things interesting.

Classic Restaurants + Bars

Perhaps the most famous dish in the Outer Richmond is **Shanghai Dumpling King's** (3319 *Balboa St.*) xiao long bao. These steamy dumplings are filled with hot soup, so waiting for them to cool is a must. // Date night at **Gaspares** (5546 *Geary Blvd.*) has all the romance and charm of the classic Italian joint—you know, the faux grapevines and Chianti bottles as decor. Enjoy comforting dishes like chicken cacciatore. // Upon seeing the sign to remove your shoes at **Khan Toke Thai House** (5937 *Geary Blvd.*), you'll know you're in for an authentic Thai dining experience. Try the signature salad, named to this year's **7x7 Big Eat**. // Once in a while, you'll see a Korean tourist bus stopped outside of **Han Il Kwan** (1802 *Balboa Ave*)—they flock for the authentic cuisine and family-style seating that can accommodate groups large and small. Go for Korean barbecue with all the sides, or lighter dishes like kimchi pancakes and shrimp bibimbap. // Opened in 1937, **Trad'r Sam's** (6150 *Geary Blvd.*) is allegedly the oldest, longest operating tiki bar in the world. Their rum drinks and easily gulpable scorpion bowls have been giving people the Sunday Scaries for 80 years.

Now Trending

The newest kid on the block is **Lokma** (1801 *Clement St.*), serving Cal-meets-Turkish fare for brunch and dinner. In the a.m., dip into blackberry ginger bulgur and Greek yogurt pancakes; at dinner, look for a lamb-and-beef burger, tender stuffed manti, and whole grilled branzino. // New sushi spot **Nobuyuki** (2221 *Clement St.*) is a hidden gem that's already garnered a loyal following among those love to settle in for a fresh omakase and let the chef call all the shots. // Tucked away on a residential side street, **Pizzetta 211** (211 *23rd St.*) is a true neighborhood joint and pizza and craft brew heaven. The wait is worth it for a taste of the rosemary, fiore sardo and pine nut pie, on **this year's Big Eat**. // You may recognize their oft-instagrammed wallpaper, but the pizza and wine list at **Fiorella** (2339 *Clement St.*) is also worthy of admiration. On warm days, hang on the patio. Tuesdays are burger nights. // If piña coladas at Trad'r Sam's aren't your thing, hit **Cassava** (3519 *Balboa St.*) for grown-up drinks such as the housemade blood orange and rosemary Pimm's Cup, which will pair just perfectly with that Liège waffle topped with maple lemon ricotta and powdered sugar at brunch.

Bakeries + Coffee

Marla Bakery (3619 Balboa St.) began as a stand at the farmer's market; now this spot, owned by two former Nopa chefs, is one of the best brunch spots in the city. // Down the street you'll see locals sunbathing and enjoying excellent coffee from **Simple Pleasures Cafe** (3434 Balboa St.) // **House of Bagels** (5030 Geary Blvd.) has been serving up Brooklyn-style bagels and classic Jewish delicatessen eats since 1962. // In "Little Russia," one of SF's more esoteric 'hoods, you'll find **Moscow & Tbilisi Bakery** (5540 Geary Blvd.) Order potato piroshki's and blintzes to go, they'll fill you up for less than \$5.

Things to Do in Outer Richmond

Specialty Shops

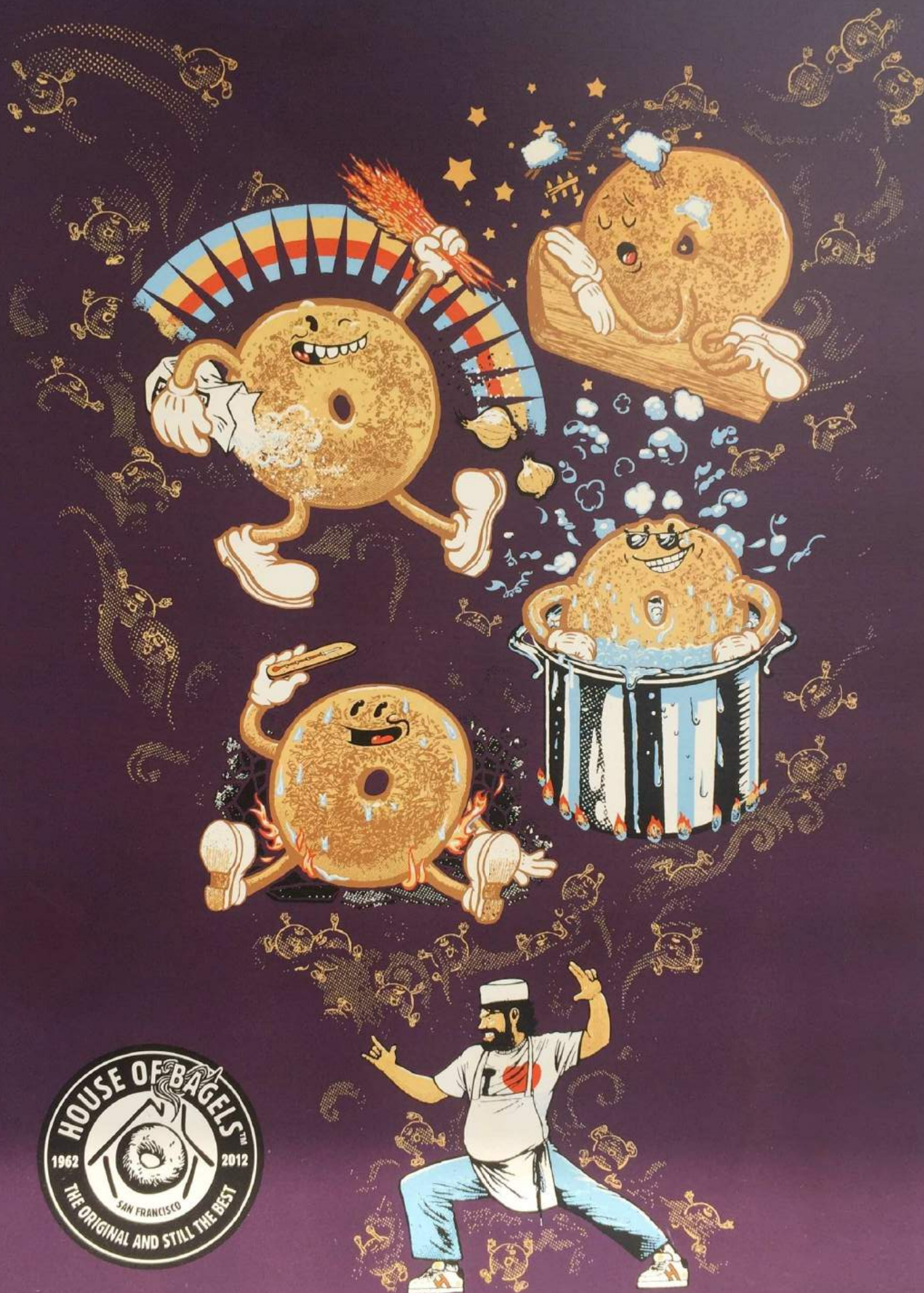
Balboa Village is the Richmond's answer to the Sunset's Judah Street—full of unique, independent shops. At **Local Strange** (3243 Balboa St.), you might imagine that someone had expertly scoured about 40 garage sales and threw in a little mid-century Danish design in the mix. You'll find legit Eames chairs and Marimekko textiles in this boutique setting. // On the same street, **Better; for Living** (3425 Balboa St.) is "part showroom, part retail experience, part menagerie"—in other words, look for daring emerging labels and vintage items for your home and closet. // Next door, **Noise** (3427 Balboa St.) has a great assortment of vinyl records. Check their calendar for live jazz shows. // In the greenhouse at **Clement Nursery** (1921 Clement St.) you'll find otherworldly terrariums and vines wandering amongst antique chandeliers.

Culture

Catch a flick at the historic **Balboa Theatre** (3630 Balboa St.), designed by the architect brothers James and Merritt Reid also behind structures including the Fairmont Hotel and Spreckels Temple. Go for box office hits as well as independent films. // You don't need to travel all the way to Moscow to see those iconic onion domes. **Holy Virgin Cathedral** (6210 Geary Blvd.) is the largest Russian Orthodox cathedral outside of Russia and has five onion domes covered in 24-karat gold leaf. The interior can only be seen by those who attend services.

The Outdoors

You already know that Land's End is one of the great urban hikes in SF. So instead of turning left after the Cliff House and Sutro Baths, hang a right into **Sutro Heights Park**, where you'll find more ruins of the Sutro estate and one of the best views of the sunset over the Pacific. The view of Ocean Beach and the western neighborhoods ain't too shabby either.



Boiled and baked on stone. Real NY bagels for 50 years.

Filing Date: September 19, 2018
Case No.: 2018-013142LBR
Business Name: House of Bagels
Business Address: 5030 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)
40-X Height and Bulk District
Block/Lot: 1446/026
Applicant: Michael Puente, Owner
5030 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

House of Bagels opened in 1962 in its original location on 2nd Avenue and Geary Boulevard in the Richmond District. Their famous bagel recipe and manufacturing process were brought here from Brooklyn, New York, by a native New Yorker. According to the owner's research, there were no authentic bagels in Northern California. House of Bagels serves the Jewish and East Coast expatriate community with an authentic East Coast bakery experience.

Sidney Chassey opened the business and ran it with his wife, Mary Chassey. In 1964, Miguel Puente, started working at the House of Bagels and eventually become the second owner. In addition to bagels, the bakery makes every day artisan breads (fresh challahs and rye), traditional cookies (hamentashen, black and white cookies, rugelach and Russian tea cakes), and cookies and pastries. According to the owner, House of Bagels is the only place in San Francisco where one can get a real black and white cookie (lemon cake topped with chocolate and vanilla frosting), a cheese pocket, a kuchen or a mandlebrot.

The business is located on the north side of Geary Boulevard between 14th and 15th avenues in the Inner Richmond neighborhood. It is within a NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

15. *When was business founded?*

The business was founded in 1962.

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

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

vii. House of Bagels has operated continuously in San Francisco for 56 years.

- viii. House of Bagels has contributed to the history and identity of San Francisco by serving as a bagel shop and bakery.
- ix. House of Bagels is committed to maintaining the physical features and traditions that define the business.

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

Yes. The business is associated with the art of bagel making and baking.

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

No.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1948 and has not been formally evaluated.

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

No. However, the property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.

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

Yes. House of Bagels won "Best of for Deli and Take-Out" in the 2006 SF Weekly's "Best of" Reader's Poll and has continued get accolades from customers and the press alike. Annually, House of Bagels wins the "Best Bagel" recognition from the "J Weekly Reader" as well as best of awards from a variety of local magazines:

- Jewish Reader's Choice Award "Best Bagel": 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
- SF Weekly "Best of" Reader's Poll "Best Deli": 2006
- SF Weekly "Best of" Reader's Poll "Best Sandwich": 2007
- SF Weekly "Best of" Editor's Choice "Best Bagel": 2008
- San Francisco Bay Guardian Best of the Bay BEST BAGEL BONA FIDES: 2008
- SF Chronicle's BayList Best Bagel SF: 2008
- Give Something Back Award: 2009
- Geary Merchant's Award: 2009

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5030 Geary Boulevard

Recommended by Applicant

- "Bay-Gull" sign from 1968
- Mural
- Original New York-style bagel recipe and methods

- Artisan baked goods

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: OCTOBER 17, 2018

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR HOUSE OF BAGELS
CURRENTLY LOCATED AT 5030 GEARY BOULEVARD, (BLOCK/LOT 1446/026).**

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

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

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

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

WHEREAS, at a duly noticed public hearing held on October 17, 2018, 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 House of Bagels 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 House of Bagels.

Location(s):

- 5030 Geary Boulevard

Physical Features or Traditions that Define the Business:

- "Bay-Gull" sign from 1968
- Mural
- Original New York-style bagel recipe and methods
- Artisan baked goods

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 2018-013142LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 17, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: