SMALL BUSINESS COMMISSION MARK DWIGHT, PRESIDENT REGINA DICK-ENDRIZZI, DIRECTOR



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

### Legacy Business Registry Staff Report

#### **HEARING DATE NOVEMBER 14, 2016**

#### SAM WO RESTAURANT

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By: Staff Contact: LBR-2015-16-041 Sam Wo Restaurant 713 Clay Street District 3 Jonathan Leong, Vice President May 2, 2016 Supervisor Aaron Peskin Richard Kurylo legacybusiness@sfgov.org

#### **BUSINESS DESCRIPTION**

Established in 1908 by three siblings from Taishan, China, Sam Wo Restaurant is a Chinatown institution serving inexpensive Chinese fare until 3 a.m. on most days. It originally operated out of a small space at 813 Washington Street but has since relocated a few blocks away to 713 Clay Street, between Washington and Sacramento streets. Sam Wo Restaurant follows the *siu yeh* tradition popular in Hong Kong and south China of offering late-night meals. Its signatures dishes include *jook* and barbecue pork rice noodle rolls, among others. The restaurant became famous for the "world's rudest, worst, most insulting waiter," Edsel Ford Fung, whose reputation spread and attracted visitors and tourists. When Sam Wo Restaurant was forced to close in 2012 due to health and code violations, public outcry led to the formation of a coalition of community leaders and investors that rallied to keep the business alive. Now in its second location, Sam Wo Restaurant still remains under partial ownership of Chef David Ho, who has been an owner of the business for 30 years and whose daughter has also joined the business as a staff person.

### 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:

813 Washington Street from 1908-2012 (104 years) 713 Clay Street from 2015-Present (1 year)

Although Sam Wo Restaurant was closed for 3/1/2 years between April 2012 and October 2015, the business remained in operation as it negotiated with the old landlord, sought a new site, negotiated with the new landlord and opened their new location. "No break in San Francisco operations" exceeding two years is interpreted to mean no break in the existence of the business as evidenced through the business registration. Their business registration shows continued operation through the period in which they were closed.



SMALL BUSINESS COMMISSION

Mark Dwight, President Regina Dick-Endrizzi, Director



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

## 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 Chinatown 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:

- Sam Wo Restaurant is associated with late-night Cantonese cuisine, specializing in barbecue pork rice noodle rolls and porridge called *jook*, among other dishes. One of the oldest restaurants in Chinatown, Sam Wo Restaurant has kept its menu consistent over the years and has maintained affordable prices and late-night hours.
- Sam Wo Restaurant has contributed to the history and identify of Chinatown by serving affordable and latenight Chinese food to customers since 1908. Sam Wo Restaurant continues to function as a community hub for first and second generation Chinese Americans, and attracts visitors who come for the food or to hear about the restaurant's "rude waiter," Edsel Ford Fung, and his similarly "rude" signs.
- The building at 713 Clay Street is significant for its architecture. It is considered a "Category A Property" and has been identified as eligible for listing on both the California Register and National Register as a contributor to a district. Further evaluation is needed to determine if the building is associated with significant events or persons. the property has not been listed on a local, state, or federal historic resource registry.
- The business has been cited in the following publications:
  - SF Chronicle, January 3, 2016, "Sam Wo rises in Chinatown," by Michael Bauer
  - > SF Weekly, April 29, 2016, "Looking for the World's Rudest Waiter," by Matt Rosen
  - SF Chronicle, October 2, 2015, "Sam Wo, century-old Chinatown noodle joint, blooms anew," by Paolo Lucchesi
  - > SF Gate, July 5, 2012, "Gold Dust, Fior, Sam Wo might rise again," by Paolo Lucchesi
  - Daily News, April 21, 2012, "Sam Wo, San Francisco restaurant known for 'rudest waiter,' may not close after all," by The Associated Press
  - U.S. News, April 21, 2012, "San Francisco's 'world rudest waiter' restaurant Sam Wo shuts after 100 years," by The Associated Press
  - CBS SF Bay Area, April 20, 2012, "Sam Wo Restaurant May Get Second Chance," by Holly Quan
  - > SF Examiner, "Community effort helps revive Sam Wo," by Jessica Kwong
  - Huff Post, April 20, 2012, "Sam Wo, Beloved 100-Year-Old San Francisco Chines Restaurant Known For Rudest Waiter, Closing its Doors," by Lisa Leff

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

Yes, Sam Wo Restaurant is committed to maintaining it's culinary art form of preparing and serving affordable Chinese food in the tradition of *siu yeh*, which is a Cantonese word for describing the late-night meals popular in Hong Kong and south China.

#### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Sam Wo Restaurant 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.



SMALL BUSINESS COMMISSION

Mark Dwight, President Regina Dick-Endrizzi, Director



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

Physical Features or Traditions that Define the Business:

- Historical projecting neon sign (over 50 years old); original sign from the previous (Washington Street) location
- Food traditions for which the restaurant is known, including: Barbecue pork rice noodle roll Tomato beef chow mein Beef with scramble egg over rice Famous raw fish salad Preserved egg jook BBQ pork wonton noodle soup Combination chow fun noodles Homemade hot mustard Homemade Chinese doughnuts Marble table tops and wooden stools
- The Edsel Ford Fung signs, such as those that read, "No Booze, No Jive, No Coffee, No Milk, No Soft Drinks, No Fortune Cookies"

#### STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Sam Wo Restaurant currently located at 713 Clay Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager Legacy Business Program



SMALL BUSINESS COMMISSION MARK DWIGHT, PRESIDENT REGINA DICK-ENDRIZZI, DIRECTOR



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

# Small Business Commission Draft Resolution

**HEARING DATE NOVEMBER 14, 2016** 

#### SAM WO RESTAURANT

#### LEGACY BUSINESS REGISTRY RESOLUTION NO. \_

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By: Staff Contact: LBR-2015-16-041 Sam Wo Restaurant 713 Clay Street District 3 Jonathan Leong, Vice President May 2, 2016 Supervisor Aaron Peskin Richard Kurylo legacybusiness@sfgov.org

### ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SAM WO RESTAURANT, CURRENTLY LOCATED AT 713 CLAY STREET.

**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 November 14, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION

Mark Dwight, President Regina Dick-Endrizzi, Director



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Sam Wo Restaurant 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 Sam Wo Restaurant:

Physical Features or Traditions that Define the Business:

- Historical projecting neon sign (over 50 years old); original sign from the previous (Washington Street) location
- Food traditions for which the restaurant is known, including: Barbecue pork rice noodle roll Tomato beef chow mein Beef with scramble egg over rice Famous raw fish salad Preserved egg jook BBQ pork wonton noodle soup Combination chow fun noodles Homemade hot mustard Homemade Chinese doughnuts Marble table tops and wooden stools
- The Edsel Ford Fung signs, such as those that read, "No Booze, No Jive, No Coffee, No Milk, No Soft Drinks, No Fortune Cookies"

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 14, 2016.

Regina Dick-Endrizzi Director

RESOLUTION NO.

Ayes – Nays – Abstained – Absent –



SMALL BUSINESS COMMISSION MARK DWIGHT, PRESIDENT REGINA DICK-ENDRIZZI, DIRECTOR



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

### Legacy Business Registry

# Application Review Sheet

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By: LBR-2015-16-041 Sam Wo Restaurant 713 Clay Street District 3 Jonathan Leong, Vice President May 2, 2016 Supervisor Aaron Peskin

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? <u>X</u> Yes <u>No</u>

Although Sam Wo Restaurant was closed for 3/1/2 years between April 2012 and October 2015, the business remained in operation as it negotiated with the old landlord, sought a new site, negotiated with the new landlord and opened their new location. No "break in San Francisco operations exceeding two years" means no break in the existence of the business as evidenced through the business registration. Their business registration shows continued operation through the period in which they were closed.

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

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? <u>X</u>Yes <u>No</u>

NOTES: NA

DELIVERY DATE TO HPC: September 19, 2016

Richard Kurylo Manager, Legacy Business Program



From: Hepner, Lee (BOS)
Sent: Monday, May 02, 2016 2:33 PM
To: Dick-Endrizzi, Regina (ECN) <<u>regina.dick-endrizzi@sfgov.org</u>>; Cheng, Carol (ECN)
<<u>carol.cheng@sfgov.org</u>>
Subject: D3 Legacy Business nominees

Hi Regina and Carol – can you help me verify that all of the attached letters have been received by your office? Do you have a running list of nominees sent from our office? I'm trying to verify with the running list that our front office staff has maintained, which should include all of the following nominees:

- Brownie's Hardware
- Caffe Grecco
- Caffe Trieste
- The Cinch
- Fog Hill Market
- Golden Gate Fortune Cookie
- Gypsy Rosalie's Vintage & Wig Shop
- Le Beau Market (nominated 5/2/2016)
- Macchiarini Creative Design
- Mario's Bohemian Cigar Store Café
- Pier 23 Café
- Sam Wo
- Swann Oyster Depot
- The Humidor
- VIP Café
- Yone Bead Shop SF

Please give me a call today to discuss - (415) 554-7419.

Best, Lee

Lee Hepner *Legislative Aide* Supervisor Aaron Peskin 415.554.7450 office

# APPLICATION FOR Legacy Business Registry

Legacy Business Registry is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, an advisory recommendation from the Historical Preservation Commission, and approval of the Small Business Commission.

#### 1. Current Owner / Applicant Information

NAME OF BUSINESS							
SAM WO RESTAURANT							
BUSINESS OWNER(S) (identify the person(s) with the h	ghest ownership stake in the b	usiness)					
Sam Wo Ventures LLC							
David Ho - President							
Jonathan Leong - VP							
Steven Lee - Controller							
CURRENT BUSINESS ADDRESS:		TELEF	HONE:				
713 / 715 Clay Street San Francisco, CA 94108		(41)	(415)910-1888				
			EMAIL:				
		stev	steven.lee.ventures@gmail.com				
WEBSITE:	FACEBOOK PAGE		YELP PAGE				
www.samworestaurant.com	www.facebook.com/	samworestaurant	www.yelp.com/biz/sam-wo-re	estaurant-sanfrancisco-3			
			L				
APPLICANT'S NAME							
Jonathan Leong			V	Same as Business Owner			
APPLICANT'S TITLE							
Vice President							
APPLICANT'S ADDRESS:			TELEPHONE				
2169 Harbor Way Park Way		(41	(415)910-1888				
Alameda, Ca 94502		EMAIL					
		jc	jonathan.leong@gmail.com				
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:							
0473593		JEUREIANT UF STATE	STATE ENTITY NUMBER (if applicable):				
0473593 201433610023							
NAME OF NOMINATOR: (Completed by OSB Staff)		DATE OF NOMINATION	(Completed by OSB Staff)				

#### 2. Business Addresses

RIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS		
813 Washington Street	94108	1908		
S THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF (	OPERATION AT THIS LOCATON		
□ No             Yes	Until Apr	Until April 2012 - 104 years		
DTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION		
713 / 715 Clay Street, SF	94108	11/2015		

1

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

#### 3. Eligibility Criteria

Attach the business's written historical narrative and supplemental documents as described under section three of the application instruction.

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

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.

Jonathan Leong

6/10/2016

Name (Print):

Date:

Signature:

#### Sam Wo Restaurant Historical Narrative

#### **Criterion 1**

Sam Wo Restaurant opened shortly after the 1906 earthquake at 813 Washington Street by three immigrant siblings from the village of Taishan, China. It was famous for inexpensive barbecue pork rice noodle rolls and porridge called *jook* served until 3:00 a.m. Old-timers remember when Chinatown generations ago were the destination after a night out for *siu yeh*, Cantonese for late night meals popular in Hong Kong and South China. For many people, eating at Sam Wo grew into a family tradition. For others, the restaurant came to symbolize an important time in their life.

The dive-y, hole-in-the-wall closed in April 2012 after having its health permit suspended for sanitation issues and fire and building code violations. The first attempt to restore the original location on Washington Street failed because of the cost and a breakdown in dialog with the landlord, the Ho Family. Owners of Sam Wo Restaurant could not afford the entire \$400,000 needed to restore the space – the rickety, decaying Washington Street building that prompted Herb Caen to once dub it the skinniest Chinese restaurant in town. Community leaders and new investors began their search campaign for a new location.

After a long, three year search, they secured the former Anna Bakery space at 713-715 Clay Street, across the street from Portsmouth Square and a few blocks from the Financial District. And, in a serendipitous twist, a mezzanine and basement allowed the regime to recreate a version of Sam Wo's three-story dynamic. The new Sam Wo location is a few blocks from its former home.

Chef David Ho, 60, has been an owner of Sam Wo Restaurant for 30 years. Ho's father was good friends with the father of Edsel Ford Fung, a famous waiter at the restaurant. When the uphill struggle to reopen at the former site failed, Ho couldn't imagine they would find a new location.

Ho's daughter Julie, 33, described the new restaurant materializing at 713 Clay Street as surreal. Julie Ho began joining the family at Sam Wo Restaurant after school at age 9. She helped out with food preparation, then waitressing, and became a supervisor at the restaurant. "I'm just excited because I grew up in Chinatown and I felt it was dying off and I'm hoping this will remind people of authentic Chinese food that is affordable and anyone can come eat," she said. "People came to this place as strangers and left as friends. Everyone is one big family and I want to see that again – in a grander scale."

Sam Wo Restaurant is a legacy business that has remained relevant in modern Chinatown. It continues to function as a community hub for first- and second-generation Chinese Americans.

#### **Criterion 2**

Sam Wo Restaurant was probably best known as the workplace of Edsel Ford Fung, often called the world's rudest, worst, most insulting waiter. Fung would refuse to serve customers whose appearance he disliked and would harass patrons that complained about mistaken orders. After his passing in 1984, he left a lasting impression for a generation of San Franciscans. Some of his signs on the Washington street eatery remain such as those stating somewhat paradoxically for a Chinese restaurant, including "No Booze, No Jive, No Coffee, No Milk, No Soft Drinks, No Fortune Cookies."

Sam Wo Restaurant was "immortalized" in the media throughout the years. Some notable examples include author Armistead Maupin, journalist Herb Caen, and late night talk show host Conan O'Brien. Sam Wo Restaurant was featured as a skit on Conan O'Brien's TV show in 2007.

Customers would tell Julie Ho that Sam Wo Restaurant played a significant part of their lives. As one of the oldest restaurant in San Francisco's Chinatown, if not the oldest, Sam Wo Restaurant provides authentic Chinese food that is affordable and available even until 3 a.m. Many customers today were just children when their parents brought them to Sam Wo Restaurant. Today, they bring their own children to experience the Sam Wo style of cooking.

In a video interview, Jodi Simpson from Sacramento said that Sam Wo Restaurant was very important to her. Her late father started to bring her to the restaurant when she was only three years old; today she is 47. Prior to the closing of the original location, she would come to Sam Wo Restaurant every time she was able to. She brought her children and grandchildren, where they all learned how to use chop sticks. She also brought family members from Louisiana to Sam Wo Restaurant. When the announcement was made it was closing, she was upset because the restaurant visits were her memorial connection she had with her father. Sam Wo Restaurant was that special place he would bring the family. They would all get dressed up and came to Chinatown to eat at great Chinese food.

This sentiment is common among patrons of Sam Wo Restaurant. Online reviews include the following:

1) "The staff was great, I had two kids with me, and they were not sure what to order. The waiter was polite, patient and very helpful; answering all of their questions about the menu. This restaurant has earned my continued patronage. NO trip to San Francisco will be complete without a stop at Sam Wo."

2) "While visiting in Chinatown, my family wanted some authentic Chinese food. So we decided to visit Sam Wo and we are extremely glad we did. We came into the restaurant with 20 minutes to go and most places we go to would give dirty looks but the servers in the restaurants did not. We wanted to order quickly so they took our orders and the food came out within five minutes (great when you have little kids). At the same time, I was a little worried that it came out that fast because I didn't think it would be fresh. Not only was it fresh, it was delicious! Some of the best Chinese food I have ever had and a price that won't break the bank."

3) "Sam Wo was special to me. When I was just out of college, I liked to go clubbing on Saturday nights. There used to be this dance club atop of Westin St. Francis, called Oz. On Saturday evenings, it had a disproportionately large number of older white male population (30s-40s) to the female and younger Asian (early 20s) population. Every Saturday after the club was closed, my friends and I would come here, hungry and giddy, in stilettos and short skirts, almost always with some misc. white men in tow. We always sat upstairs, always ordered the same duck wonton noodle soup for everyone at the table, and always ordered them in Chinese. It was the best, cheapest food in town at 2:30 AM."

4) "Sam Wo is a 100 years old, according to its signage. It serves authentic San Francisco Chinatown Cantonese food. I know it's a mouthful but it's super important to note that. You can't get this anywhere else, not in Canton province, not in Hong Kong, not in Macau, not EVEN on Clement or Irving or Noriega Street. ONLY in San Francisco Chinatown. It's still super inexpensive. And, it seems that everyone has a story of their own with Sam Wo. It's a real San Francisco institution. And now it's reopened, I trust new memories will be created for generations to come."

There have been hundreds of positive stories over the years from customers who love Sam Wo Restaurant.

#### **Criterion 3**

The exterior of Sam Wo Restaurant is easily recognized by its historical projecting neon sign that has been in existence for over 50 years. When the restaurant moved, it secured a permit to remove the sign from the old Washington Street location and move it to the new location. Because the sign was in disrepair, it took about 3 months to get it restored and placed at the new location on Clay Street. This sign is featured in curated images of surviving classic neon signs and historic scenes of San Francisco's neon splendor in the archives of the San Francisco Public Library History Center. Sam Wo Restaurant intends to maintain and preserve the historic sign.

The restaurant is also committed to maintaining food traditions for which the restaurant is known. David Ho has been the main chef at Sam Wo Restaurant for over 30 years, and while he won't be cooking as much as he did before, but he will be overseeing the kitchen and training all the new chefs to cook the Sam Wo way. Some favorite foods that will be maintained include the following:

- Barbecue pork rice noodle roll
- Tomato beef chow mein
- Beef with scramble egg over rice
- Famous raw fish salad
- Preserved egg jook
- BBQ pork wonton noodle soup
- Combination chow fun noodles
- Homemade hot mustard
- Homemade Chinese doughnuts

"The sole reason my father and I had decided to keep Sam Wo going was to be able to provide a hub for the locals and our dedicated customers to enjoy our unique traditional food," said Julie Ho. "Food that brings back memories of childhood, food that brings back memories that were otherwise forgotten in a different place. We were a place where stories were created and memories preserved. People came to Sam Wo as a way of comfort, to have comfort of how 'things used to be' that can still be preserved this day and age. A place where 80 something year olds had came to when they were four. We preserved the marble table tops and wooden stools and are able to tell these 80 somethings, 'there are still the same tables and stool you sat on decades ago.' Family and friends have turned us into a tradition and we want to be able to continue for years to come and have people build new traditions in our new location and new staff. Our hearts and souls have been poured into resurrecting Sam Wo to once again have a place where the community can find comfort in the food we serve, there place where it's being served, and the people serving it."

Saving a business that has been around for 100 years is a no-brainer; ensuring the business lasts for another 100 years and beyond is a challenge. Inclusion on the Legacy Business Registry will assist in meeting that goal.

# Sam Wo

From Wikipedia, the free encyclopedia

Not to be confused with Sam Woo Restaurant.

Sam Wo (simplified Chinese: 三和粥粉面; traditional Chinese: 三和粥 粉麵; pinyin: *Sānhé zhōu fěnmiàn*; Jyutping: Saaml wo4 zuk1 fan2min6, literally "Three Harmonies Porridge and Noodles") is a Chinese restaurant located in San Francisco, California. The restaurant's first location on 813 Washington Street was famous for being a venerable mainstay in the local Chinatown area, having been in the same location since 1912. Sam Wo gained notoriety in the 1980s for being the employer of Edsel Ford Fung, who was known locally as the "world's rudest waiter".<sup>[1][1][2]</sup> The restaurant was closed in 2012 due to safety concerns, and reopened in 2015 on nearby Clay Street.

### Contents

- 1 History
- 2 See also
- 3 References
- 4 External links

### History

There is no documented history on Sam Wo Restaurant and its early beginnings from its founding in 1912. Sam Wo was primarily well-known by San Francisco locals for its "famous ... no-frills, late-night food and its you-get-whatyou-get service" and 3 AM closing time.<sup>[2]</sup> In the 1950s Sam Wo was a Beat Generation hangout.<sup>[3]</sup>

The Sam Wo Restaurant was probably best known as the workplace of Edsel Ford Fung, often called the *"world's rudest, worst, most insulting waiter"*. Fung would refuse to serve customers whose appearance he disliked and that he would harass patrons that complained about mistaken orders.<sup>[1]</sup> After his passing in 1984, he left a lasting impression for a generation of San Franciscans.<sup>[1]</sup> Some of his signs on the Washington street eatery remain such as those stating somewhat paradoxically for a Chinese restaurant, including "No Booze ... No Jive, No Coffee, Milk, Soft Drinks, Fortune Cookies."<sup>[1]</sup>

In 2012, the San Francisco Health Department ordered the restaurant closed for "rodent activity" (rat feces on kitchen floor<sup>[2]</sup>) and other violations <sup>[1]</sup> such as poor employee hand washing standards and improper food storage, as well as several fire department violations.<sup>[3] [2]</sup> Nevertheless the owners have promised to develop a remediation plan and then reopen.<sup>[1]</sup> A spokeswoman for the health department expressed hope stating, "...people are so very loyal to that restaurant, and San Francisco is a city where nothing goes down easy. I'm hoping for the best..."<sup>[1]</sup>



New 2015 location of Sam Wo Restaurant.

6/27/2016

Generally the main problem cited by all the parties involved has been that the facilities are too old and that expensive modernization is needed.<sup>[2]</sup> In spite of the financial difficulties in revamping the century-old restaurant, the restaurant's landlord has expressed support for keeping the restaurant

open .<sup>[2]</sup> In 2014, the management announced that Sam Wo would reopen, the restaurant finally reopened at a new location at 713 Clay Street on October 21, 2015.

Sam Wo was "immortalized" in the media throughout the years, some notable examples include author Armistead Maupin, journalist Herb Caen, and late night talk show host Conan O'Brien in their various reports of the experiences with the eatery.<sup>[2]</sup>

### See also

History of the Chinese Americans in San Francisco

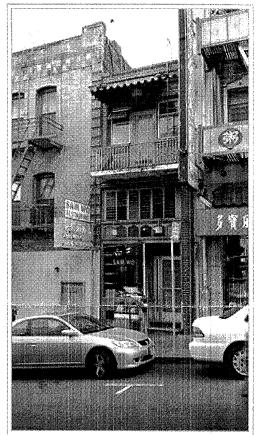
### References

- 1. Calif. 'rudest waiter' eatery may stay open (http://news.yahoo.com/cali f-rudest-waiter-eatery-may-stay-open-155820895.html), Lisa Beff, *The Associated Press*, 21-04-2012 access date 21-04-2012
- SF's Sam Wo restaurant might get chance to reopen (http://www.sfga te.com/cgi-bin/article.cgi?f=/c/a/2012/04/21/BAJH1O73B6.DTL), Vivian Ho, Paolo Lucchesi, *San Francisco Chronicle*, 21-04-2012, access date 21-04-2012
- 3. Chinatown institution Sam Wo is closing this weekend (http://insidesc oopsf.sfgate.com/blog/2012/04/19/chinatown-institution-sam-wo-is-cl osing/?tsp=1), Paolo Lucchessi, 04-19-2012, access date 21-04-2012

### **External links**

- Sam Wo Restaurant official website (http://samwo-restaurant.com/ index.php)
- Facebook page (https://www.facebook.com/SamWoRestaurant)

Retrieved from "https://en.wikipedia.org/w/index.php? title=Sam\_Wo&oldid=701302995"



The original location of Sam Wo Restaurant, December 2013.



Edsel with "abused" customers in 1982.

2/3

Categories: 1912 establishments in California | 2015 establishments in California | Restaurants established in 1912 | Restaurants established in 2015 | Restaurants in San Francisco, California | History of San Francisco, California | Chinatown, San Francisco

• This page was last modified on 23 January 2016, at 19:30.

Sam Wo Video Links

https://www.youtube.com/watch?v=Pnrs6Hzp6Kg

https://www.youtube.com/watch?v=Es0-GnG8qGs

https://www.youtube.com/results?search\_query=sam+wo+restaurant

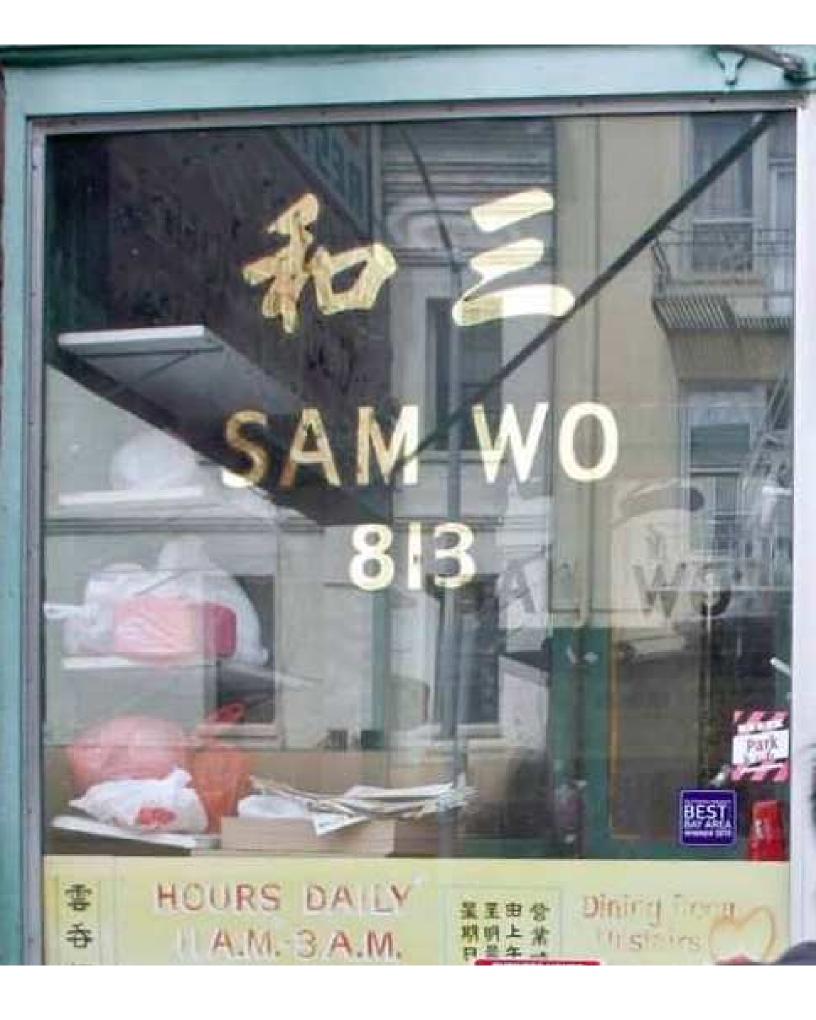
https://www.youtube.com/watch?v=zpZmfn\_wRVw

# HISTORIC PHOTOS (813 Washington Street)





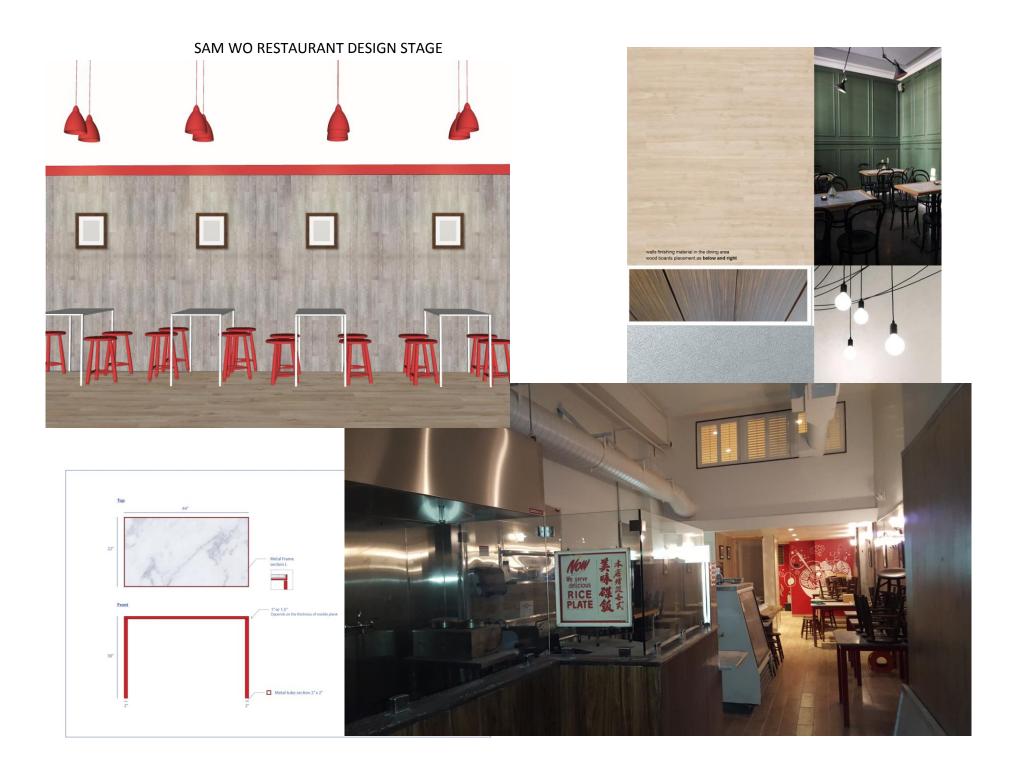






the state of the second s

RECENT PHOTOS (713/715 Clay Street)







FINISH REMODEL OF BASEMENT KITCHEN & GROUND FLOOR SOUP KITCHEN













SAM WO RESTAURANT INTERIOR DESIGNER SONG GAO

















KITCHEN DEMO AND NEW PLACEMENT OF SINKS













Professional Event Photography by Frank Jang

SAM W

MAL

SAM WO

π. Professional Event Photography by Frank Jang





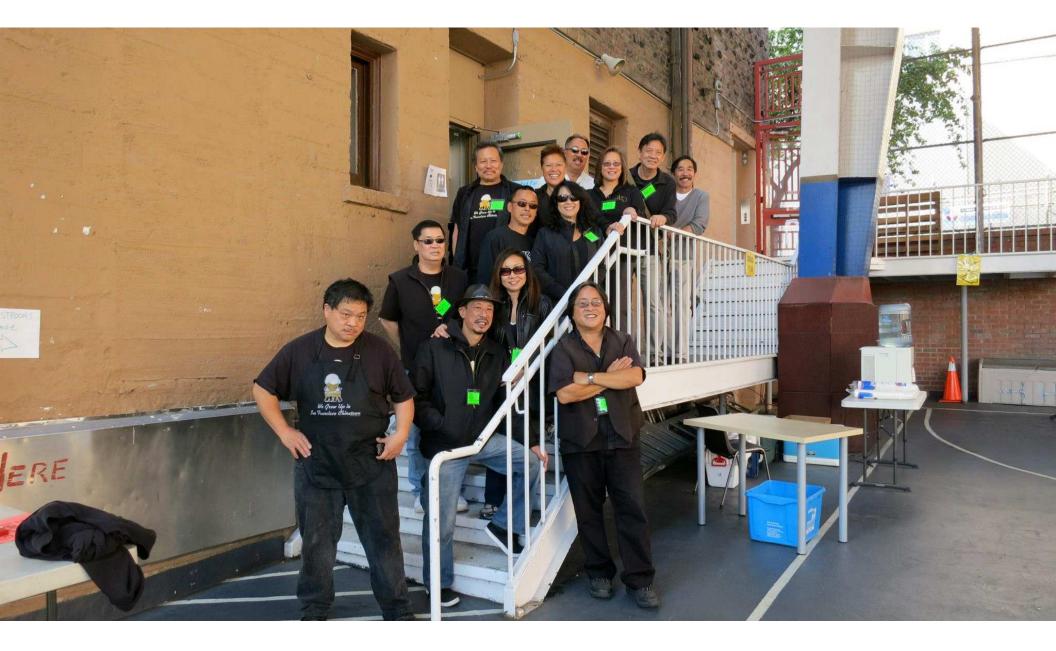
SAN FRANCISCO **NEON** SURVIVORS AND **ICONS** FROM THE ARCHIVES EXHIBIT | SF NEON | SFPL HISTORY CENTER PHOTO COLLECTION



SAM W

# **EVENTS**

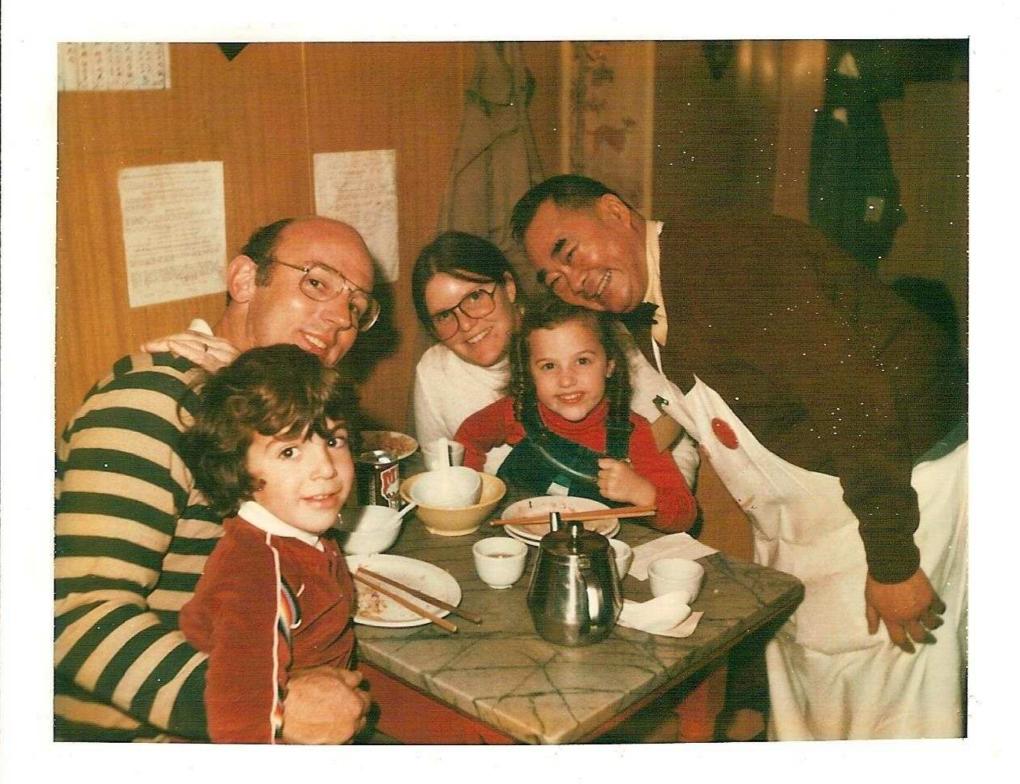






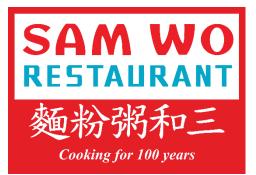
1 Professional Event Photography by Frank Jang

# EDSEL FONG ("The World's Rudest Waiter")



# THE PRODUCT





713 Clay Street (below Grant Avenue) San Francisco, Chinatown (415) 989-8898

Online ordering and merchandise samworestaurant.com



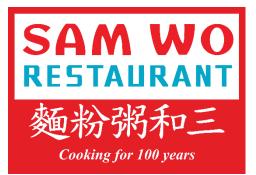
Bring this coupon and enjoy **10% off** on your next visit to Sam Wo Restaurant

Offer valid until July 31, 2016

Sam Wo Restaurant has been serving home style Chinese recipes since 1907



"The chicken jook has an intense flavor, and in the plain wonton soup the deeply flavored chicken broth also stars." -- Michael Bauer, *Executive restaurant critic for the San Francisco Chronicle* 



713 Clay Street (below Grant Avenue) San Francisco, Chinatown (415) 989-8898

Online ordering and merchandise samworestaurant.com



Sam Wo Restaurant has been serving home style Chinese recipes since 1907





"The chicken jook has an intense flavor, and in the plain wonton soup the deeply flavored chicken broth also stars." -- Michael Bauer, *Executive restaurant critic for the San Francisco Chronicle* 





# **PRESS COVERAGE**



憶、情結。

去年4月,「三和」相繼被市衛生局 和消防局勒令停業整改。東主何繼形 表示整修的費用高達30萬元,加上各 方無法協調的爭議才無奈作出結業的 決定。何繼形的女兒何婉婷表示:「土 著(土生土長在美國的華裔)、遊客, 太多人來三和是因為一種情感上的需 要,一種溫暖親切的感受,和三和獨 一無二的風格。」

在公告即將結業後的三天,華盛 頓街上,三和門外大排長龍。何婉婷 説,有老食客從聖地牙哥驅程前來, 排隊等了6小時,就是為了在三和吃最 後一頓做留念。老闆和伙計見此番場 景,無不為之動容。

# 共同持有商標

從小光顧「三和」的三藩市娛樂委 員李德志(Steven Lee)在得知餐館被迫 結業的消息後,主動聯繫了何繼形。 李德志表示,自己從小愛到三和吃東 西,三和是他童年記憶裡不可或缺的 一部分,同時也是華埠小商業的一塊 招攤:「許多外來遊客第一次接觸中國 食物,是在三和。」

他與另一名合夥人梁孝維 (Jonathan Leong)一拍即合,決定與 前東主何繼形合作,幫助三和走出困 境,並順理成章地成為「SAM WO」商標的共同持有人。

「SAM WO」成為食物原料和加 工食品的商標,李德志表示,三個合 夥人各司其職、各展所長。何繼形將 繼續專注在食物出品,保持三和的原 貌。而李德志和梁孝維則改變老式風 格,站在商業立場考慮來經營品牌。 合夥人之一的梁孝維表示,註冊商 標,是因為三和這個金字招牌除了是 華埠飲食文化不可少的一員,更是因 為其在世界範圍內被廣為人知,希望 「SAM WO」牌的商品也能繼續受到歡 抑。

# 電子化發展順應潮流

至於「SAM WO」同時被註冊成 電子商務品牌,李德志則表示是順應 潮流,通過網絡讓更多人知道「SAM WO」,電子化發展,讓新一代年輕人 也認識「SAM WO」,並喜歡它。作為 電子商務品牌,將來傾向於與本地的 點評、訂餐網站合作,宣傳本地的中 餐。

三名合夥人對於「SAM WO」將來 的發展充滿了信心,並表示正在積極 選址,幫助「SAM WO」餐館重回華 埠。



INTRODUCING THE ALL-NEW CADILLAC XTS



# HUFF SAN FRANCISCO AROUND TOWN

# Sam Wo, Beloved 100-Year-Old San Francisco Chinese Restaurant Known For Rudest Waiter, Closing Its Doors

By LISA LEFF 04/20/12 11:34 PM ET



SAN FRANCISCO — A 100-year-old Chinese restaurant in San Francisco once known for having "the world's rudest waiter" is slinging its last insults and barbequed pork noodle rolls.

Sam Wo, a Chinatown hole-in-the-wall that typified the kind of ethnic eateries for which the city's culinary scene was lauded before it became a trendy haven for foodies, planned to serve its last customers early Saturday.

David Ho, a descendent of one of the restaurant's original owners, decided to shut down after officials demanded extensive health and safety upgrades.

Heartbroken customers lined up down the block Friday to get a seat at one of the eight lunch tables and to mourn the loss of another San Francisco institution over bowls of won ton soup.

"I know change is good, but sometimes you want to hold onto the happy memories," said customer Darlene Lee, 71, who had been coming to the restaurant for 60 years and said its inexpensive fare was comfort food that reminded her of going home.

For those who did not grow up dining at Sam Wo, it became a cultural mainstay in the 1970s through reports by the late San Francisco Chronicle columnist Herb Caen and the "Tales of the City" novels of Armistead Maupin.

Both men immortalized the restaurant by writing about the antics of Edsel Ford Fung, the waiter who was known for verbally abusing patrons and slamming dishes on tables.

Fung died in 1984 at age 57, but for a long time a sign listing the restaurant's house rules maintained his gruff demeanor. Among its warnings: "No Booze ... No Jive, No Coffee, Milk, Soft Drinks, Fortune Cookies."

Sam Begler, a caterer who had been dining at Sam Wo since 1976, recalled how Fung would refuse to serve people he didn't like the looks of and chastise customers who dared to complain when they were brought the wrong dishes. It was never quite clear whether his crustiness was genuine or an act, but it was always an experience, especially for locals who wandered in to take advantage of the restaurant's 3 a.m. closing time.

"The Soup Nazi is the Dalai Lama compared to Edsel Ford Fung," Begler said as he tucked into pork rolls and chow mein. "He is the Don Rickles of restaurants."

Another devoted customer who showed up to savor the last-day atmosphere, Michael Lyons, said it seemed odd for city inspectors to crack down on Sam Wo's managers now for failing to institute modern food safety techniques, when the restaurant's old-fashioned methods, such as chopping and preparing meat dishes on a wood table near the front door, was part of its charm.

"It's always been a litmus test in a new relationship," Lyons said about people he took to the restaurant. "If they can appreciate the humble character of a place like this, they passed the test."

Information from: San Francisco Chronicle, http://www.sfgate.com

Filed by Robin Wilkey |

**212** people are discussing this article with **378** comments Comments are closed on this entry. Top Conversations Newest Oldest Most Faved

# san francisco examiner Community effort helps revive Sam Wo

By Jessica Kwong @JessicaGKwong



Old timers remember when Chinatown generations ago were the destination after a night out for "siu yeh," Cantonese for late night meals popular in Hong Kong and south China. Those days may be decades past, but local leaders are banking on the reopening of the neighborhood's oldest restaurant for a rebirth of area nightlife.

Sam Wo, built shortly after the 1906 earthquake at 813 Washington St., was famous for inexpensive barbecue pork rice noodle rolls and porridge called "jook" until 3 a.m. It was also infamous for employing the late Edsel Ford Fong, regarded as the world's rudest waiter.

When the dive-y hole-in-the-wall closed in April 2012 after having its health permit suspended for sanitation issues and fire and building code violations it could not afford to fix, it wasn't just the 100-year-old restaurant, but Chinatown's last late-night spot that went dark.

Now after three years of community organizing and a handful of San Francisco nightlife investors, the family that owns Sam Wo is preparing to open its doors this summer at 713 Clay St., the site of shuttered Anna Bakery, as Sam Wo Restaurant and Bakery, The San Francisco Examiner has learned.

While the marble table tops will be resurrected at the new location, other fixtures will be replaced with up-to-code models, like the old dumbwaiter to be swapped with an electrical version to continue delivering food from the basement kitchen.

Owner and chef David Ho, 60, said he couldn't even begin to imagine a promising business model a couple years ago, in the uphill struggle to reopen at the former site.

"The best part is that Sam Wo is a legacy restaurant and will able to revive itself in modern Chinatown," Ho said in Cantonese. "It's probably the only business built after the earthquake that remains to this day."

# Nightlife takes a hit

In the 1960s and 1970s, Chinatown late at night and into the morning bustled with people, both from and outside of the neighborhood, seeking a midnight snack or a hearty meal to sober up. Sam Wo, with Fong serving up insulting jokes and often the wrong dishes, was one of the most beloved eateries.

However, around 2 a.m. on Sept. 4, 1977, gunfire erupted between two Chinese youth gangs nearby at the Golden Dragon Restaurant at 818 Washington St. The Golden Dragon Massacre, as it became known, left five innocent dead and 11 injured, none who were confirmed gangsters.

Following the shooting, the number of

late night visitors plummeted, but the local clientele returned within a few years, said Norman Fong, a longtime Sam Wo patron and executive director of the Chinatown Community Development Center.

Then the 1989 Loma Prieta earthquake hit.

The tremor significantly damaged the double-decker Embarcadero Freeway that fed into Chinatown, and despite much opposition from Chinese merchants whose business had declined without the State Route 480, the San Francisco Board of Supervisors voted by a narrow margin to support then-Mayor Art Agnos' plan to demolish the structure altogether.

But the biggest hit to Chinatown nightlife, according to Steven Lee, a Sam Wo investor and project leader who used ate at the restaurant late at night in his



college years, was street sweeping starting at 2 a.m. around the mid-1980s to 1990s. People issued parking tickets stopped frequenting Chinatown, restaurants started closing earlier and Sam Wo, the last to open until 3 a.m., went out of business. Now the latest Chinatown restaurants stay open is around 11 p.m., and it's only a few that do.

Grant Palace Restaurant at 737 Washington St. used to close at 1 a.m. but a couple years ago began closing at 11 p.m. When business is particularly slow, owner Elaine Chiu, 61, shuts the doors at 10 p.m.

"We stay open hoping we can have a little bit of business," she said in Cantonese, "Because even though we have fixed rent with a long-term lease, it's still hard to survive."

# The new Sam Wo

Reopening Sam Wo "will be an experiment" on reinvigorating nightlife in Chinatown, said Norman Fong, who helped build community support and fundraise for the restaurant after its health permit was suspended for severe rat and cockroach infestation, improper refrigeration, food contamination and lack of a separate hand washing station.

About \$350,000 was required for building and sanitation upgrades, and just as the Ho family and community members were coming up with sufficient funds, the landlord sold 813 Washington St. to people planning to open a spa. Back to the drawing board, Fong reached out to Lee, a member of the Entertainment Commission and founder of the South of Market nightclub The Grand, for help.

Well-connected in the nightlife industry, Lee found about 12 investors and identified 713 Clay St. -- where Anna Bakery faced similar rat and sanitation issues and closed down -- and bought the space for the new Sam Wo.

The new location for Sam Wo is not only centrally located across from Portsmouth Square, which has 24-hour paid underground parking, and Clay Street doesn't have street cleaning until 4 a.m. Initially, Lee's business sense to balance the books recommended having Sam WO open Monday through Saturdays from 7 a.m. to 3 p.m. and back to late night dining 9 p.m. to 4 a.m., but original owner Mr. David Ho & family members volunteered to service the middle shift when seniors traditionally came to Anna Bakery for tea or coffee.

"I think what will happen is the Tourists will start to think this was the old place," Lee said. On Tuesday, when the site was still dusty with visible markings where out-ofcode cooking equipment had been removed and scattered mousetraps, Lisa O'Malley, a principal environmental health inspector with the Department of Public Health, met with the Sam Wo owners and architect to go over what still needed to be done.

"Their plans look excellent. I don't foresee any major problems or hopefully any problems in the future of the new Sam Wo," O'Malley said. "I'm really excited for them and I think this is going to be a great success story."

Once Sam Wo obtains its health and building permits and is up and running – the target is late July – Lee's group plans to sell Sam Wo branded frozen or instant food products to Asian food stores and national grocers like Costco and Walmart and incorporate items from old Anna Bakery.

The next step to bringing back late night business is to push street cleaning on Washington and Jackson streets to from 2 a.m. to 4 a.m., said Lee, who also wants to encourage promoters to take partygoers on a Chinatown bar crawl ending at Sam Wo's and other restaurants in Chinatown.

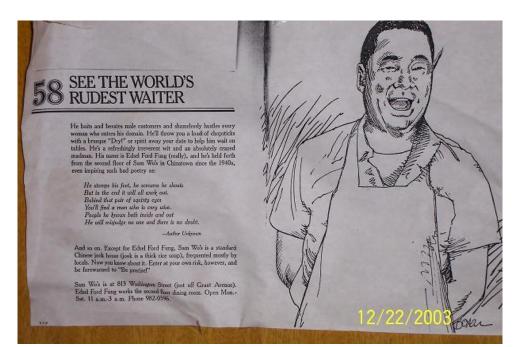
Despite such efforts, some existing restaurants are hesitant to open late. R&G Lounge at 631 Kearny St. has had "really good business" since the restaurant underwent renovation into a modern look, but a year ago changed its closing time from 10 p.m. to turning away customers at 9:30 p.m. sharp to save on overhead costs and for safety reasons, owner Kinson Wong said.

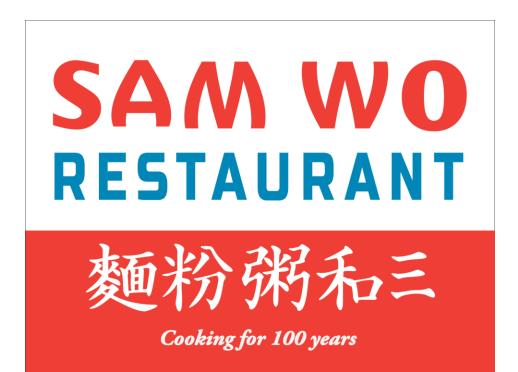
"I know we can do it but we don't want to do it," Wong said. "We just try to close the doors to make sure everything is OK."

Past efforts at spurning night activity in Chinatown were short-lived. A night market at Portsmouth Square on Saturdays came to an end in 2010. The golden age of nightlife in Chinatown is "gone, gone, really. Hopeless, I can say hopeless," said Eddie Au, president of the Chinese Chamber of Commerce and owner of Arts of China at 843 Grant Ave. for nearly 50 years. He is having a preretirement sale.

But the Ho family and investors are confident that Sam Wo will have renewed success. Ho's daughter Julie, 33, who at age 9 began waitressing, food preparation became a supervisor at the restaurant, described the new restaurant materializing as "surreal."

"I'm just excited because I grew up in Chinatown and I felt it was dying off and I'm hoping this will remind people of authentic Chinese food that is affordable and anyone can come eat," she said. "People came to this place as strangers and left as friends. Everyone is one big family and I want to see that again – in a grander scale."





# MICHAEL BAUER

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



Photos by John Storey / Special to The Chronicle





The exterior of Sam Wo, above, an S.F. institution for

Fong.

Left: Julie Ho

father, David

which closed

recently near

in 2012 and

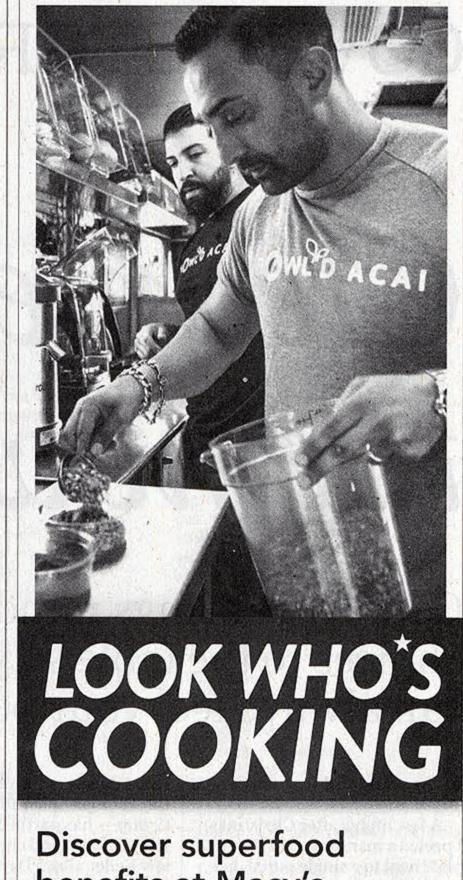
reopened

its original

location.

and her

Ho, at the restaurant,



benefits at Macy's with the founders of Bowl'd Acai!

MACY'S UNION SQUARE

JAN | Clean up your diet! 09 Cellar Kitchen, Lower Level Saturday at 2pm

# Sam Wo rises in Chinatown

Spiffed-up restaurant again slings chow mein, and new dishes, for locals and tourists alike

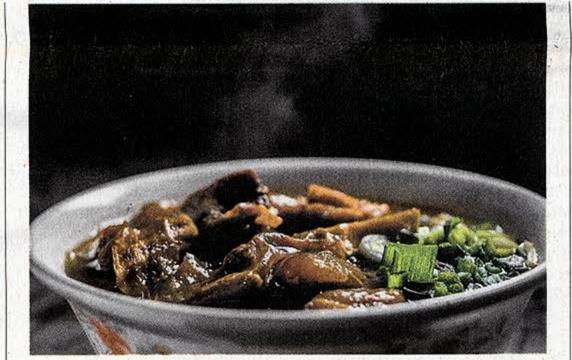
When I ordered the chicken jook at Sam Wo, the waiter thanked me. "Many Americans don't know what it is and I'm always explaining, but they never order it."

By "Americans" he meant the non-Chinese tourists who come here, looking for a slice of "real" Chinatown and ordering one of the restaurant's Americanized dishes, such as its famous beef and tomato chow mein (\$7.95) – the Chef Boyardee of Chinese food, with the noodles thickly coated in a gelatinous sauce that could only obtain its sweetness from a hefty dose of sugar, mixed with chunks of raw tomatoes and tough slivers of beef.

But look around: At lunch just about every Asian customer at the many tables throughout both levels of the restaurant is eating a bowl of jook. This thick rice porridge, where the grains melt into a velvety pudding, can be flavored many ways - with fish, beef, pork liver, duck - and costs a modest \$5 to \$7.50 a bowl.

These two dishes say a lot about Sam Wo, and Chinatown. Most San Franciscans consider this area a tourist mecca on par with Fisherman's Wharf. But unlike the Wharf, Chinatown serves both local residents and visitors, and the two groups seem to coexist happily among the trinket shops that line Grant Avenue and the crowded food stands on Stockton Street.

Sam Wo is where the two worlds meet. The restaurant is a city institution that survived more than 100 years on Washington Street, a popular hangout during the Beat Generation, and is perhaps best known for its most famous employee, Edsel Ford Fong, who was repeatedly proclaimed "the rudest waiter in the world." The restaurant closed in 2012 when owner David Ho was unable to bring the building up



Beef stew with dry mixed noodles offers rich, meaty broth.

# \* \* Sam Wo Food: \* \* Service: \*1/2 Atmosphere: \*1/2 Price: \$ Noise: A A A 713 Clay St. (between Grant and Kearny), San Francisco (415) 989-8898 or samworestaurant.com. Lunch 11 a.m.-4 p.m. Monday-Saturday. Dinner 6 p.m.-midnight Wednesday-Saturday. No alcohol. Reservations accepted for six or more. Difficult street parking

to health and fire codes. Finding a new location became a cause celebre in the Chinese American community; Steven Lee and Jonathan Leong came on as investors to help the owners reopen and run the business. The Ho family searched for three years before they found a building surprisingly similar to the original, just a few blocks away on Clay Street. Sam Wo reopened in October to much fanfare. Like its predecessors, it has a basement, a main floor and a narrow staircase that leads up to a cramped dining room. The place has a fresh coat of paint, and the walls are studded with signs and photos that previously hung in the original space. The owners are in the process of getting a beer and wine license and haven't yet begun their late-night hours. However, credit cards are now accepted, diners don't need to go to the cash register to pay and the staff actually thanks customers for visiting. David Ho has again taken his place behind

the stove, manning at least four steaming pots of broth. If you go early on a weekday, the dining room fills up with people of all ages. Some are young and on their lunch break; others are guiding their walkers, often accompanied by relatives.

It tastes as if the chef takes pride in these dishes. The chicken jook (\$6.25) has an intense flavor, and in the plain wonton soup (\$6.50) the deeply flavored chicken broth also stars. The nine plump dumplings are filled with pork and crunchy cubes of water chestnuts, making the soup as filling as the jook. More popular, however, is a combination of wonton soup (\$8.50) chock-full of shrimp, meat and vegetables. Later in the lunch hour, more Americanized items begin to appear on each table, such as

the mixed chow mein (\$8.95) with thin egg noodles, and chow fun (\$8.95), which has wider rice noodles and a more toothsome texture.

At night the menu expands with more entrees, but it's still much shorter than in the previous location. We asked Julie Ho, David Ho's daughter, whether the sesame chicken was sweet.

"A little bit," she said. "It's kind of like what they have at Panda Express." We passed on that and ordered beef with string beans (\$8.50); the vegetables were perfectly cooked with a crunchy pop. In fact, the kitchen is at its best with vegetables such as Chinese broccoli (\$7.50) lightly coated in oyster sauce. The ma po tofu (\$8.50), with a chile sauce and strips of pickled jalapeños, has a pleasant spiciness missing in some dishes, including the kung pao chicken (\$10.25), which we were told was spicy but was actually mild. At both lunch and dinner, filling rice plates with various toppings are available, like curry chicken (\$7.95), scrambled eggs with shrimp (\$8.25) and sweet and

sour pork (\$8.25). Ho and the rest of the staff are mindful of the range of diners and try to help out. On one visit we ordered beef stew noodle soup (\$6.50).

"Do you know what it is?" Julie Ho asked pleasantly. "It's made with the tendons. Is that OK?" In fact it was excellent, with a rich, beefy broth and gelatinous, sometimes chewy, pieces of meat.

Whether appealing to the tourist or local clientele, the salt and pepper chicken wings (\$6.95 for six), which are new to the menu, have a distinct crunch and are a must-order item. So is the restaurant's most celebrated dish, barbecue pork rice noodle roll (\$4.95). The thick, doughy noodles wrap around slices of pork, and the chef cuts the rolls into bitesize pieces so they are easier to eat. Throughout the day, dozens emerge from the kitchen, seemingly loved by just about everyone. Those who wander into Sam Wo not knowing the history will marvel at the unique space, the narrow stairway leading to the low-ceiling dining room and the low, backless stools. It feels like it's been there for decades, but those in the know can see this is a sanitized, spruced-up version. Fortunately it retains its special character and will begin to feel even more like the original when the windows fog over with layers of grease and the already well-worn stools become as creaky as their predecessors.

Sam Wo is back and feels, thankfully, like

it never left.

. .

8 ......

more than 100 years and famous for rude waiter **Edsel Ford** 

Join Reza Morvari and Angel Serratos, the chefs behind the food truck Bowl'd Acai, as they show us how to create their famous acai bowls. Take their recipe home and fix up the perfect post-workout snack!

Lifelong friends Reza Morvari and Angel Serratos grew up together in the Bay Area with mutual interests in fitness and health, which led to their founding of Bowl'd Acai. In their truck they create superfood smoothies, raw juices, and many more food options for everyone from athletes to fitness enthusiasts.

Sponsored by Kaiser Permanente, serving up good health! For more information on living a healthy lifestyle, visit kp.org



Events subject to change or cancellation.



Small business owners -Rely on Social Media **DONE RIGHT** 

0.0

FOOD+HOME

**Elizabeth Burr** 

Design Director

eburr@sfchronicle.com

Art Director

dparks@sfchronicle.com

**Heather Elliot** 

Advertising

helliot@sfchronicle.com

. .

**Michael Bauer** Editor-at-Large/ Restaurant Critic mbauer@sfchronicle.com

**Paolo Lucchesi** Food Editor plucchesi@sfchronicle.com

**Deb Wandell** Home Editor dwandell@sfchronicle.com

**Kitty Morgan** Assistant Managing Editor kmorgan@sfchronicle.com

> **Russell Yip** Photo Editor ryip@sfchronicle.com

<

Adam Wallace Advertising awallace@sfchronicle.com



Ø

0

Ø

# On the cover

1. Chicken soup with sliced mushrooms 2. Spinach and endive salad with blueberries and tangerines 3. "Non" flatbread 4. Heirloom bean and kale salad 5. Roasted vegetables in a tapioca crepe 6. Lemon custard with glazed blackberries and toasted oat crumble 7. Salmon with guinoa, olives almonds and wilted spinach 8. Caramelized cauliflower

9. Roasted chicken with harissa-glazed carrots

Photo by Santiago Mejia / Special to The Chronicle





We'll create and manage a compelling campaign that engages your customers and brings in new ones.

Our expertise.

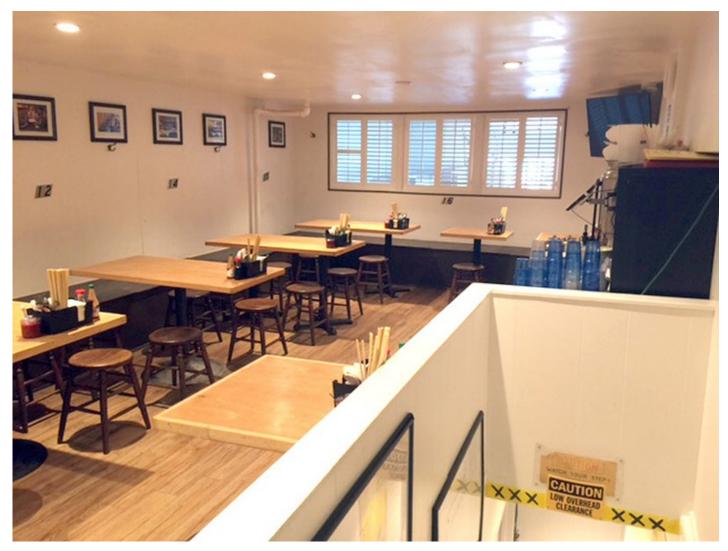
Your successful digital marketing.

Call (877) 775-1868 or visit sfgate.com/adsolutions.

San Francisco Chronicle SFGate.com HEARST media services | Bay Area

16 . V . . .

# Looking for the World's Rudest Waiter | Feature | San Francisco | San Francisco News and Events | SF Weekly



Matt RosenSam Wo Restaurant

Besides its appalling health conditions, the original Sam Wo was known for delicious late-night Chinese food and a mouthy server named Edsel Ford Fong, once named the "rudest, worst, most insulting waiter" of all time. Fong's legend has persisted long after his death in 1984, leaving big shoes to fill at the revived Sam Ho, which opened in 2015, three years after the original closed. Before heading there one night secretly hoping to have our souls defiled, my friend Telmo and I stopped in for a few rounds at the nearby Mr. Bing's bar on the strip-club-filled border of Chinatown and North Beach.

Mr. Bing's is a tight, U-shaped dive that smells like vomit and hard liquor. Anthony Bourdain once stopped by — but that celebrity legacy seemed to have taken a vacation, which was fine by me.

A very intoxicated man — one of those types who could have been a vagrant or a millionaire, but nothing in between — wandered to the ATM for jukebox and booze money. The machine whirred, signaling the

### Looking for the World's Rudest Waiter | Feature | San Francisco | San Francisco News and Events | SF Weekly

flow of cash, and he declared, "My babies! My babies are being born!" He took the money and ran, never to be seen again. Moments later, an Eastern European immigrant joined us, hitting on every female in the bar, of which there were only four. He was excited because he'd just passed his citizenship test, so he bought everyone a Mind Eraser. (It would have been truly un-American to refuse our country's newest resident.)

Minds thus erased, it was time for Chinese food. We arrived without much delay, ready to eat and to suffer personal attacks. Borderline blackout drunk, I can safely say I remember the restaurant looked entirely up-to-code, and found the chow mein and spring rolls fresh and perfectly portioned. The staff, however, was disappointingly friendly. They're aware of Sam Wo's legacy as a place to get a good berating, but it seems that duty fell firmly on Fong's shoulders. I appreciated every attempt to send an insult my way per my request, but they couldn't stifle their laughter long enough to make me cry.

I did witness the waitress pick up the phone — presumably the phone where people call in orders — and shout "*Who is this?!*" into the receiver, leaving no chance for the caller to speak. Even though Sam Wo's insulting days may be over, a little spark lives on in there somewhere. Maybe it only comes out when they think you're so drunk you won't remember it.

LETTERS OF SUPPORT



1525 Grant Avenue San Francisco,CA 94133 TEL 415.984.1450 FAX 415.362.7992 TTY 415.984.9910 www.chinatowncdc.org

December 2, 2015

Ms. Claudine Asbagh San Francisco Planning Commission 1650 Mission Street San Francisco CA 94103

Re: SAM WO RESTAURANT Conditional Use Application 2015-005078CUA Approval letter from a Limited Restaurant to a Restaurant With hours of operating for a Type 41 license from 9:00am to 2:00am daily

Dear Ms. Asbagh:

We are supplementing this letter to a previous support letter submitted to the Commission back in April 2015. The Chinatown Community Development Center is in full support of the applicant changing the conditional use of a Limited Restaurant to a Bonafide Restaurant establishment.

In today's challenging economy, it is important for small restaurants especially legacy business like Sam Wo in the Chinatown neighborhood to be able to offer expanded hours of operation. Most of Chinatown businesses including eateries close early in the evening, we hope this will help to bring a bit of night life positive activities back to Chinatown and hoping it can provide "eyes to the park" at Portsmouth Square.

It also enhances the local and tourist experiences who venture into Chinatown to experience a legacy restaurant.

Sincerely Yours

Malcolm Yeung Chinatown Community Development Center









1525 Grant Avenue San Francisco, CA 94133 TEL 415.984.1450 FAX 415.362.7992 TTY 415.984.9910 www.chinatowncdc.org

August 19, 2016

To: Legacy Business Registry, Office of Small Business, SF

# Re: Supporting Sam Wo Restaurant for Legacy Business Registry Application.

I am writing to support Chinatown Sam Wo Restaurant's application for the Legacy Business.

Chinatown Community Development Center is a 39 year-old place-based community development organization with a belief in a comprehensive vision of community. We organize tenants, merchants and community members and organizations for the preservation, prosperous, affordable and the sustaining of the nation's oldest Chinatown and work with community on economic stabilization strategy in response to escalating rent and eviction of long time businesses and residents.

Sam Wo is one of the oldest Chinese restaurant in SF Chinatown and the Americas. Sam Wo has been cooking for the community for over 100 years and symbolizes the important values and contribution of small family run and owned business have on the city's unique neighborhoods. I've been a fan of Sam Wo since the late '60s!

Sam Wo provides authentic Chinese food to meet the needs of so many people from morning to late night. Aside from the food, it has become a social institution and physical place with so many rich stories created inside Sam Wo. Its rich history, identity and classic neon sign and Chinese calligraphy shop signage have help to play a key role to the overall unique character of Chinatown and streets as a whole.

Sam Wo was closed after close to a century of serving the community at its Washington Street location due to code concern in the old 1900s brick building. After a two years break, the new Sam Wo at Portsmouth Square reopened with great community support. While the new location offers more spacious and upgraded environment, it rightly preserves many of the historic features and ambiance of the old Sam Wo, including the dump waiter, traditional wooden stools etc. The new Sam Wo at Portsmouth Square since its opening has brought much foot traffic and pedestrian life to the sidewalk of Clay Street facing the park and Sam Wo's neon light and signage facade complement the popular park nicely.

Chinatown is richer because of Sam Wo and Sam Wo is richer because of Chinatown. That said, Chinatown Community Development Center urge you and the city to support making Sam Wo a Legacy Business in Chinatown and San Francisco.

Sincerely. Rev. Norman-

Rev. Norman Fong Executive Director Founder of Adopt An Alleyway Youth Project







237 Kearny St., #381 San Francisco, Ca 94108

August 17, 2016

Dear Steven,

As a native of San Francisco and having the experience of growing up in and around San Francisco Chinatown, the news that Sam Wo Restaurant closing back in 2012 was devastating. When you read or hear news like this, your fond memories of an establishment that you frequented most your life seemed be equal to the news that someone you are fond of has passed away. I attended St. Mary's Chinese School and my Grandparents as well as my Mother all had businesses in Chinatown that spanned beyond five decades. Generations of our family were raised enjoying BBQ noodle rolls and "jook" from Sam Wo.

Sam Wo contributed to the Chinatown culinary tradition & neighborhood's history, especially late at night when most other parts of the city slept. We got a kick out of the tourist who came to Chinatown to stroll and shop and would all end up at Sam Wo's! They came from all parts of the world as this is what every tourist guide book said to do. They didn't mind waiting in line just to say they ate there!

With its recent resurrection, we the community feel that we have gotten back a valuable & cultural culinary asset. Sam Wo defines the true sense of tradition that best describes San Francisco Chinatown.

Sincerely,

Vanita Louie President 2016-17' Rotary Club of San Francisco Chinatown Legacy Business Registry October 19, 2016 Hearing Case Number 2016-011447LBR; 2016-012219LBR; 012224LBR; 2016-012232LBR; 2016-012233LBR; 2016-012236LBR; 2016-012273LBR; 2016-012295LBR; 2016-012299LBR Café International; Anchor Oyster Bar, Inc.; City Lights Booksellers and Publishers; EROS: The Center for Safe Sex; Instituto Familiar de la Raza; Luxor Cab Co.; Papenhausen Hardware; Sam Wo Restaurant; St. Francis Fountain

Filing Date:	September 19, 2016
Case No.:	2016-012295LBR
Business Name:	Sam Wo Restaurant
Business Address:	713 Clay Street
Zoning:	CCB (Chinatown-Community Business)
	50-N Height and Bulk District
Block/Lot:	0226/047
Applicant:	Jonathan Leong, Vice President
	713 Clay Street
	San Francisco, CA 94108
Nominated By:	Supervisor Aaron Peskin, District 3
Staff Contact:	Desiree Smith – (415) 575-9093
	desiree.smith@sfgov.org
Reviewed By:	Tim Frye – (415) 575-6822
	tim.frye @sfgov.org

# **BUSINESS DESCRIPTION**

Established in 1908 by three siblings from Taishan, China, Sam Wo Restaurant is a Chinatown institution serving inexpensive Chinese fare until 3 a.m. on most days. It originally operated out of a small space at 813 Washington Street but has since relocated a few blocks away to 713 Clay Street, between Washington and Sacramento Streets. Its current location at 713 Clay Street formerly housed Anna Bakery and is a three-story mixed residential and commercial building. Sam Wo Restaurant follows the *siu yeh* tradition popular in Hong Kong and south China of offering late-night meals. Its signatures dishes include *jook* and barbecue pork rice noodle rolls, among others. The restaurant became famous for the "world's rudest, worst, most insulting waiter," Edsel Ford Fung, whose reputation spread and attracted visitors and tourists. When Sam Wo Restaurant was forced to close in 2012 due to health and code violations, public outcry led to the formation of a coalition of community leaders and investors that rallied to keep the business alive. Now in its second location, Sam Wo Restaurant still remains under partial ownership of Chef David Ho, who has been an owner of the business for 30 years and whose daughter has also joined the business as a staff person.

# **STAFF ANALYSIS**

### **Review** Criteria

1. When was business founded?

1908

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

Yes, Sam Wo Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Sam Wo Restaurant has operated for 108 years.
- ii. Sam Wo Restaurant has contributed to the history and identify of Chinatown by serving affordable and late-night Chinese food to customers since 1908. Known for

its barbecue pork rice noodle rolls and porridge called *jook*, Sam Wo Restaurant continues to function as a community hub for first and second generation Chinese Americans, and attracts visitors who come for the food or to hear about the restaurant's "rude waiter," Edsel Ford Fung, and his similarly "rude" signs.

- iii. Sam Wo Restaurant is committed to maintaining it's culinary art form of preparing and serving affordable Chinese food in the tradition of *siu yeh*, which is a Cantonese word for describing the late-night meals popular in Hong Kong and south China.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

Yes, Sam Wo Restaurant is associated with late-night Cantonese cuisine, specializing in barbecue pork rice noodle rolls and jook, among other dishes. One of the oldest restaurants in Chinatown, Sam Wo Restaurant has kept its menu consistent over the years and has maintained affordable prices and late-night hours.

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

Yes. The building at 713 Clay Street is significant for its architecture. It is considered a "Category A Property" and has been identified as eligible for listing on both the California Register and National Register as a contributor to a district. Further evaluation is needed to determine if the building is associated with significant events or persons.

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

No, the property has not been listed on a local, state, or federal historic resource registry. It has, however, been identified as eligible for listing on both the California Register and National Register as a contributor to a district.

- 6. Is the business mentioned in a local historic context statement?
  - No.
- 7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. SF Chronicle, January 3, 2016, "Sam Wo rises in Chinatown," by Michael Bauer; SF Weekly, April 29, 2016, "Looking for the World's Rudest Waiter," by Matt Rosen; SF Chronicle, October 2, 2015, "Sam Wo, century-old Chinatown noodle joint, blooms anew," by Paolo Lucchesi; SF Gate, July 5, 2012, "Gold Dust, Fior, Sam Wo might rise again," by Paolo Lucchesi; Daily News, April 21, 2012, "Sam Wo, San Francisco restaurant known for 'rudest waiter,' may not close after all," by The Associated Press; U.S. News, April 21, 2012, "San Francisco's 'world rudest waiter' restaurant Sam Wo shuts after 100 years," by The Associated Press; CBS SF Bay Area, April 20, 2012, "Sam Wo Restaurant May Get Second Chance," by Holly Quan. SF Examiner, "Community effort helps revive Sam Wo," by Jessica Kwong; Huff Post, April 20, 2012, "Sam Wo, Beloved 100-Year-Old San Francisco Chines Restaurant Known For Rudest Waiter, Closing its Doors," by Lisa Leff

## Physical Features or Traditions that Define the Business

## Location(s) associated with the business:

• 713 Clay Street

•

### **Recommended by Applicant**

- Historical projecting neon sign (over 50 years old); original sign from previous (Washington Street) location
  - Food traditions for which the restaurant is known, including:
    - Barbecue pork rice noodle roll
    - Tomato beef chow mein
    - Beef with scramble egg over rice
    - Famous raw fish salad
    - Preserved egg jook
    - BBQ pork wonton noodle soup
    - Combination chow fun noodles
    - Homemade hot mustard
    - Homemade Chinese doughnuts
- Marble table tops and wooden stools

## Additional Recommended by Staff

• The Edsel Ford Fung signs, such as those that read, "No Booze, No Jive, No Coffee, No Milk, No Soft Drinks, No Fortune Cookies."



# Historic Preservation Commission Resolution No. 803

**HEARING DATE OCTOBER 19, 2016** 

s)

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

Reception: 415.558.6378

Fax: 415.558.6409

Planning Information: 415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SAM WO RESTAURANT, CURRENTLY LOCATED AT 713 CLAY STREET (BLOCK/LOT 0226/047).

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 Chinatown community'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 19, 2016, 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 Sam Wo Restaurant qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Sam Wo Restaurant

### Location (if applicable)

• 713 Clay Street

### Physical Features or Traditions that Define the Business

- Historical projecting neon sign (over 50 years old); original sign from the previous (Washington Street) location
- Food traditions for which the restaurant is known, including:
  - o Barbecue pork rice noodle roll
  - o Tomato beef chow mein
  - Beef with scramble egg over rice
  - o Famous raw fish salad
  - Preserved egg jook
  - BBQ pork wonton noodle soup
  - Combination chow fun noodles
  - o Homemade hot mustard
  - o Homemade Chinese doughnuts
  - Marble table tops and wooden stools
- The Edsel Ford Fung signs, such as those that read, "No Booze, No Jive, No Coffee, No Milk, No Soft Drinks, No Fortune Cookies"

**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 2016-012295LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 19, 2016.

De Jonas P. Ionin **Commission Secretary** 

Hasz, Johnck, Johns, Pearlman

SAN FRANCISCO PLANNING DEPARTMENT

AYES:

NOES: None

ABSENT: Hyland, Matsuda, Wolfram

ADOPTED: October 19, 2016