



# Legacy Business Registry Staff Report

Hearing Date: March 13, 2023

## HING LUNG COMPANY

*Application No.:* LBR-2022-23-033  
*Business Name:* Hing Lung Company  
*Business Address:* 1261 Stockton St.  
*District:* District 3  
*Applicant:* Eric Cheung, President  
*Nomination Date:* January 18, 2023  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Hing Lung Company is one of the oldest and most prestigious Cantonese style barbecue restaurants in Chinatown. Its core customers are the local Chinatown and North Beach communities, but barbecue lovers, foodies, and bloggers, come from all over to try its new generation of Cantonese barbecue. The restaurants' two head chefs have mastered the highly skilled art of Cantonese barbecue, a dying worldwide practice, and are at the top of their game with many peer recognitions worldwide.

Hing Lung Company was established by Chuck Gong in 1977 and has remained at 1261 Stockton Street ever since. In 1983, Chuck hired Wing Cheung, and after 20 years at Hing Lung Company, Chuck sold the business to Wing in 2003. Once Wing took over the Hing Lung Company, the restaurant became a family affair when Wing's two sons – Eric and Simon – and his daughter Angela quit their jobs to help the family business. After over 15 years of service and before the pandemic, Wing Cheung retired in 2019 and transferred ownership of the restaurant to Wing's two sons, Eric and Simon. In the last few years, head chefs and owners Eric and Simon have brought the Hing Lung Company to new heights with refined barbecue recipes and the introduction of Go Duck Yourself, the slimmed down menu available for delivery – the first time in the restaurant's history that delivery of the restaurant's barbecue became available.

Hing Lung Company is an active community partner and has supported local organizations by donating hot prepared meals for the elders with Chinatown Community Development Center, providing food for Jean Parker Elementary School's Parent Teacher Association, and sponsoring OnLok / PACE senior programs. Additionally, the restaurant prides itself by following San Francisco's wage laws, and even going above and beyond to provide employee with health benefits, even though it's not required by law. Additionally, the restaurant posts San Francisco Minimum Wage posters on their storefront to educate their local Chinatown community members whose current jobs are not providing them fair pay, overtime, and/or sick days that they deserve. Hing Lung Company also educate their employees that money in the bank and having good credit is better than hiding cash in between their mattresses from "under the table" cash paying jobs prevalent throughout Chinatown and Chinese-owned businesses. Because of this, their employees are very proud and loyal. The company holds a 100% employee retention rate for the past three years, even through the COVID pandemic.

### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)





## 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, Hing Lung Company has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1261 Stockton St. from 1977 to Present (46 years)

## CRITERION 2

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

Yes, Hing Lung Company has contributed to the history and identity of the Chinatown neighborhood and San Francisco.

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:

- The business is associated with Chinese cuisine specifically Cantonese barbecue.
- The Hing Lung Company has been associated with Brandon Jew, a Michelin-Starred Chef and 2022 James Beard Foundation Winner. Brandon is also the Executive chef of Mr. Jiu's and Mamahuhu. The business is also associated with Pim Techamuanvivit, who is also a Michelin-Starred chef and the Executive chef of Kin Khao, Nari, and NAHM.
- There have been several features and articles on The Hing Lung Company in the San Francisco Chronicle, New York Times, CNN, the Good Chi Magazine, and other publications. In 2023, Hing Lung Company was rated one of San Francisco's Top Restaurants by San Francisco Chronicle food writer Soleil Ho.

## CRITERION 3

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

Yes, Hing Lung Company is committed to maintaining the physical features and traditions that define the business.

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Hing Lung Company 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:

- Retro red and white steel butcher shop awning.
- Classic back-lit box business sign featuring graphic artwork of a duck and a chicken.
- Patina facade with glass windows and glass door.
- Transparent storefront, including when closed, due to lack of a metal roll down gate.
- Commitment to Cantonese-style barbecue.

## 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.

- Restaurant featuring Asian cuisine.

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## STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Hing Lung Company currently located at 1261 Stockton St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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# Small Business Commission

Resolution No. \_\_\_\_\_

March 13, 2023

## HING LUNG COMPANY

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legacybusiness@sfgov.org

### Adopting findings approving the Legacy Business Registry application for Hing Lung Company, currently located at 1261 Stockton St.

**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 on 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 March 13, 2023, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

**BE IT RESOLVED**, that the Small Business Commission hereby includes Hing Lung Company in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Hing Lung Company.

Physical Features or Traditions that Define the Business:

- Retro red and white steel butcher shop awning.
- Classic back-lit box business sign featuring graphic artwork of a duck and a chicken.
- Patina facade with glass windows and glass door.
- Transparent storefront, including when closed, due to lack of a metal roll down gate.
- Commitment to Cantonese-style barbecue.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Hing Lung Company on the Legacy Business Registry:

- Restaurant featuring Asian cuisine.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 13, 2023.

---

Katy Tang  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

**Legacy Business Program**

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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2022-23-033  
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*Applicant:* Eric Cheung, President  
*Nomination Date:* January 18, 2023  
*Nominated By:* Supervisor Aaron Peskin

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

1261 Stockton St. from 1977 to Present (46 years)

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

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** January 18, 2023

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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Member, Board of Supervisors  
District 3



City and County of San Francisco

AARON PESKIN

December 17, 2022

Director Katy Tang *via email* <Katy.Tang@sfgov.org>  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6134

Dear Director Tang,

I am nominating Hing Lung Company (興隆燒臘肉食公司), located at 1262 Stockton Street, to the San Francisco Legacy Business Registry.

Established in the 1970s by Chuck Gong, Hing Lung Co. is one of the oldest Chinese meat shops in San Francisco Chinatown, offering a variety of Cantonese-style roasted meats and wok-fried delights. In 2003, Hung Lung Co. was sold to one of its longtime employee and shop manager of 20 years, Wing Cheung, who later further passed down the business to his children, the current owners, Eric and Simon Cheung.

Hing Lung Co.'s five-decade history is the embodiment of the Chinatown small business spirit, where commerce is rooted in family, economic growth for the community, and the preservation of culture, tradition and history. Hence, Hing Lung Co. continues to operate as an institution that caters to the unique needs of the Chinese-immigrant community locally and across the Bay Area.

Hing Lung Co.'s food and story have also been featured in various local and national media outlets, including SF Chronicle, New York Times and CNN – even Michelin-starred Chefs like Brandon Jew and Pim Techamuanvivit are frequent patrons of the shop. Hing Lung Co.'s success serves as a source of hope and pride for San Francisco Chinatown and the preservation movement of Cantonese culture and traditions worldwide.

San Francisco's business community would benefit greatly from having Hing Lung Co. added to the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin", with a stylized, flowing script.

Aaron Peskin



# Legacy Business Registry Application



## Business Information

**Business name:** Hing Lung Company

**Business owner name(s):** Eric Cheung and Simon Cheung

*Identify the person(s) with the highest ownership stake in the business*

**Current business address:** 1261 Stockton Street

**Telephone:** ( ) –

**Email:**

**Mailing address (if different than above):**

**Website:**

**Facebook:**

**Twitter:**

**7-digit San Francisco Business Account Number (BAN):** 0 3 6 8 6 1 1

**Do any of these describe your business?** (select all that apply)

*Requires at least 51% of the business be owned, operated, and controlled by the business designation below.*

☒ **Immigrant-Owned Business**

☒ **Owned by Person with a Disability**

☐ **LGBTQ+-Owned Business**

☐ **Veteran-Owned Business**

☒ **Minority-Owned Business\***

☐ **Woman-Owned Business**

*\*Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

## Contact Person Information

**Contact person name:** Eric Cheung

**Contact person title:** President

**Contact telephone:** ( ) –

**Contact email:**



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.

Original San Francisco address: 1261 Stockton St. Zip Code: 94133

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1977 To: Current

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

## Applicant Disclosures

**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. A business deemed not current 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 grants through the Legacy Business Program.

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.

Name: Eric Cheung

Signature:



Date: Jan 4, 2023

# **HING LUNG COMPANY**

## **Written Historical Narrative**

### **INTRODUCTION**

#### **a. Describe the business. What does it sell or provide?**

Hing Lung Company is the staple for Cantonese barbecue in Chinatown and has been THE destination for Cantonese barbecue in San Francisco since it was founded in 1977. The Chinese characters of “Hing Lung” translate to “prosperity” in English. Hing Lung Company used to be two shops in one. It had a butcher shop on one side and a Cantonese barbecue on the other. The butcher shop was shut down during the pandemic for social distancing reasons, but the barbecue deli side thrived mainly because it started offering online orders by launching Go Duck Yourself, which resonated loudly with a wider range of audiences.

#### **b. Describe who the business serves.**

Hing Lung Company’s core customers are the local Chinatown and North Beach communities, but barbecue lovers find their way to Hing Lung Co. from all ends of the world. Customers of Hing Lung Co. include aunts and uncles grabbing its delicious delicacies to bring back home to their families, foodies and bloggers eager to try out its new generation of Cantonese barbecue, and everyone in between. Their words are that Hing Lung Company’s barbecue is the best – better than any other Michelin starred barbecue restaurant throughout the world. Also, many visitors to San Francisco make it their first and also their last destination before going home.

#### **c. In about 2-5 words (15-30 characters), describe what the business is known for.**

Go Duck Yourself.

### **CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years**

#### **a. Provide a short history of the business, including locations and owners.**

Hing Lung Company was founded in 1977 at 1261 Stockton Street by Chuck Gong.

In 1983, Chuck hired Wing Cheung. Wing, who had a family business in Hong Kong, immigrated to San Francisco and got the job at Hing Lung Company after a couple of days in this country. With his experience of running a business, Wing quickly rose to become the manager of Hing Lung Company.

After working for 20 years at Hing Lung Company, Chuck sold the business to Wing in 2003. Chuck then ventured off to full service restaurants, focusing more on porridges and noodles instead of barbecue.

Once Wing took over Hing Lung Company, his two sons – Eric and Simon – and his daughter Angela quit their jobs to help the family business. Even Wing’s wife, Sim Cheung, can be often seen in the store helping out.

In the same year, the Cheung family established Cheung Kwai Kee Enterprises, which was the name of Wing’s family business in Hong Kong, where he helped manage his father’s market. Wing wanted his children to continue Cheung Kwai Kee’s legacy here in America.

In 2019, Wing Cheung retired, and ownership of Hing Lung Company was transferred to Wing’s two sons, Eric Cheung and Simon Cheung, right before the COVID-19 pandemic. Eric and Simon amazingly brought Hing Lung Company to a new height of popularity and recognition, despite the pandemic.

Not to be confused with any other business with the Hing Lung name, 1261 Stockton Street is its only location as of now.

**b. Provide the ownership history of the business in a consolidated year-to-year format.**

|                  |  |
|------------------|--|
| 1977 to 2003:    | Chuck Gong   |
| 2003 to 2019:    | Wing Cheung, Cheung Kwai Kee Enterprises DBA Hing Lung Company   |
| 2019 to Present: | Eric Cheung and Simon Cheung, Cheung Kwai Kee Enterprises DBA Hing Lung Company and DBA Go Duck Yourself |

**c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.**

Hing Lung Company was never closed for any significant length of time.

**CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community**

**a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.**

What Hing Lung Company brings to the community is flavorful, healthy, all natural, comfort food.

Hing Lung Company is the oldest and most prestigious Cantonese barbecue in Chinatown, maybe even San Francisco. The highly skilled art of Cantonese barbecue is dying worldwide in this specialized culinary sector. Younger chefs are unwilling to take on the task of executing such difficult techniques. Eric and Simon Cheung may be the only two people in their generation who have mastered this art and are currently on the top of their game, with many peer recognitions worldwide.

Hing Lung Company's Yelp and Google rating is 4.5/5, its DoorDash and Ubereats rating is 4.9/5 – the highest of its kind compared to any other Cantonese barbecue shop in the Bay Area, California, or the United States. Hing Lung Company is very proud of these statistics and glad that it can represent San Francisco for that matter.

**b. Is the business associated with significant people or events, either now or in the past?**

Influential patrons of Hing Lung Company include:

- Brandon Jew – Michelin-Starred Chef and 2022 James Beard Foundation award winner; Executive chef of Mr. Jiu's and Mamahuhu
- Pim Techamuanvivit – Michelin-Starred Chef; Executive chef of Kin Khao, Nari, and NAHM

**c. How does the business demonstrate its commitment to the community?**

Hing Lung Company has been an active partner supporting local organizations by donating hot prepared meals for the elders with Chinatown Community Development Center, providing food for Jean Parker Elementary School's PTA and school events, and sponsoring OnLok / PACE senior programs. The business was also a major sponsor of the Chinatown car weekend held by TPS Motorsport.

Hing Lung company also proudly exercises the standard of San Francisco living wages by following all of San Francisco's wage laws, and even going above and beyond to provide employees with health benefits, even though it's not required by law. San Francisco Minimum Wage posters are prominently displayed by the storefront window for everyone in Chinatown to see. The reason for that is to help educate the local Chinatown people for those whose current jobs aren't providing them fair pay or the overtime and sick days that they deserve, which are all required by law from their employers. Hing Lung Company can assure you no other business of its kind would do that for their community.

Hing Lung Company also educates their employees that money in the bank and having good credit is better than hiding cash in between their mattresses from "under the table" cash paying jobs prevalent throughout Chinatown and Chinese-owned business. To achieve such goals, the two current owners of Hing Lung Company take on the hardest jobs as the chefs. Because of this, their employees are very proud and loyal. The company proudly holds a 100%

employee retention for the past 3 years (yes, even during the pandemic!). Employees spread the word of how they get fair wages and how they get to keep 100% of their tips. Because of that, Hing Lung Company became the most loved Cantonese barbecue shop in San Francisco.

**d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?**

Under the current management of Eric and Simon Cheung, the business has been featured in The San Francisco Chronicle, in The New York Times, and most recently on CNN.

- November 17, 2017 – Hing Lung Company featured in The San Francisco Chronicle by award-winning writer Jonathan Kauffman in an article titled, “How two brothers reinvented their father’s meat shop in SF’s Chinatown”:

<https://www.sfchronicle.com/food/article/Brothers-reinvent-their-father-s-meat-shop-in-12375005.php>

- November 18, 2019 – Hing Lung Company was featured in The New York Times by published author and food blogger Cathy Erway in an article titled, “Chinese Roast Duck, but Make It Turkey”:

<https://www.nytimes.com/2019/11/18/dining/chinese-barbecue-turkey-thanksgiving.html>

- 2020 – Hing Lung Company was featured in Good Chi Magazine dedicated to Asian American Pacific Islander (AAPI) victims of violence.
- 2021 – Hing Lung Company was featured in the cookbook “Mister Jiu's in Chinatown: Recipes and Stories from the Birthplace of Chinese American Food” by Brandon Jew.
- 2022 – Hing Lung Company’s traditions and techniques were featured in an episode of CNN’s show *Nomad with Carlton McCoy*.

**e. Has the business ever received any awards, recognition, or political commendations?**

In 2023, Hing Lung Company was rated one of San Francisco’s Top Restaurants by San Francisco Chronicle food writer Soleil Ho:

<https://www.sfchronicle.com/projects/2023/best-san-francisco-restaurants/>

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

If Hing Lung Company were to close, San Francisco would lose Eric and Simon Cheung as two treasured culinary artists, the next generation to carry on the tradition of Cantonese barbecue.

The nine employees at Hing Lung Company, who range from 5 to 20+ years of service, would lose their beloved jobs. Customers all over the Bay Area would not be able to enjoy a piece of this culinary pride at such a generous Chinatown neighborhood price.

### **CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business**

#### **a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?**

Hing Lung Company is located at the corner of Broadway and Stockton Street, which is one of the most prominent intersections that brings traffic through Chinatown, North Beach, and the Financial District.

Hing Lung Company features a retro red and white steel butcher shop awning from the 1970s or early 1980s. It also has a huge, classic back-lit box sign from the same era featuring the business name and graphic artwork of a duck and a chicken. The facade hasn't changed since the business first opened. There is not another shop in the area or the city with that classic butcher shop look. It also doesn't have a metal roll down gate to cover the shop when it's closed, because that's unattractive and makes the neighborhood feel unwelcoming. The beautiful patina facade with just glass windows and a glass door can be seen day or night. Unlike many shops in Chinatown, Hing Lung Company cares greatly about the neighborhood staying pretty.

#### **b. In a few words, describe the main business activity you commit to maintaining.**

Hing Lung Company is committed to serving high quality, freshly made Cantonese barbecue in small batches.

#### **c. What challenges is the business facing today?**

Hing Lung Company has had numerous challenges with its current landlord, including their refusal to make any necessary or substantial repairs, their unwillingness to negotiate a reasonable new long-term lease, and their unwarranted threats of eviction and/or legal action. Hing Lung Company is currently in imminent danger of closing forever because of the many problems with their landlord and the landlord's property management agent. Hing Lung Company is hopeful that being listed on the Legacy Business Registry will encourage the property owner to make necessary repairs, to renegotiate a new long-term lease, and to support and stand by Hing Lung Company during these stressful times.

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**Legacy Business Program staff will add the following details:**

**a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.**

Restaurant featuring Asian cuisine.

**b. 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 Historic Resource Status of the building that houses Hing Lung Company is "A - Historic Resource Present." The building is eligible for local listing or designation.



富源超市  
Yuan Food Market

源超市

Tel: 415-917-0686

興隆號臘肉食公司  
HING LUNG CO.



Kum Luen

金綸

1265 Stockton St. San Francisco, CA 94133 (415) 989-4668



EXCEPT  
MUNI



超市  
Food Market

興隆燒臘肉食公司  
HING LUNG CO.

Go DUCK  
yourself

1261

興隆  
燒臘肉食公司  
Hing Lung Co.

大平菜  
99







# Go DUCK yourself®

## HOUSE SPECIALS

No MSG 興隆燒味 \$/lb <sup>incl</sup>

Crispy Roast Pork 燒肉 11

Crispy Pork Belly 燒腩仔 11

Honey BBQ Pork 叉燒 11

Honey BBQ Ribs 燒排骨 11

Honey BBQ Jowls 燒面肉 12

Honey BBQ Wings 燒鸡翅 8

全只燒鴨 No MSG 半只燒鴨

Whole Roast Duck 22/ea. Half 11/ea.

水蒸走地雞 No MSG

Poached Free-range Chicken

Whole 全只 7/lb. Half 半只 8/lb.

Choose From: 選擇 No MSG

• Sweet Soy Sauce Brine 豉油

• Salted Brine - Ginger Sauce 自切

• Herbal Brine - Ginger Sauce 貴妃

San Francisco Chronicle  
SUNDAY CHRONICLES  
Chinatown



\$16.00

2020



VISA

UnionPay 銀聯

MasterCard





















# San Francisco Chronicle

FOOD

## How two brothers reinvented their father's meat shop in SF's Chinatown

[Jonathan Kauffman](#)

Nov. 21, 2017 Updated: Feb. 1, 2019 10:01 a.m.



Eric Cheung hangs roasted duck at Hing Lung meat shop in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle

In the room behind the butcher cases and hanging ducks at Hing Lung Co. on Stockton Street, the temperature rises 15 degrees. One cook uses a scoop big enough to rescue a baby from a bathtub to lift curled pork cracklings out of a wok of duck fat. Another cook pulls birds out of tubs of chilled salt water to trim the feet and excess fat and sew up the cavity, sealing in the juices.

Simon Cheung, latex gloves on, rubs spices and salt into the crevices of a butterflied pig carcass. Meanwhile, his brother, Eric, opens the door to a 6-foot-high silver cylinder. Heat pours out. With it comes the smell of toasted pig fat, star anise and browning meat.

It takes an hour and a half to roast a pig for siu yok — Cantonese crispy-skin roast pork — in the vertical oven. Eric stands by the whole time. He applies melted lard to the skin with a paintbrush, pokes the skin to release fat trapped under the skin, controls the flames with a practiced flick of the foot to the right lever.

The two brothers, burly and rubber-booted, each look like their own man but they sound almost identical. Their sentences echo and overlap each other. A subwoofer growl rolls out of their big bass voices when they emphasize a point or throw in a “*dude!*”

Eric Cheung, the elder at 42, never planned to become a master duck and pig roaster. His younger brother Simon, 37, had no intention of joining the family business. They emigrated from Hong Kong to San Francisco as kids and grew up in the Sunset. Both watched their dad, Wing Cheung, put in long days at Hing Lung, then buy the business in the 1990s.

In his 20s, Eric sold cell phones. Simon attended culinary school after high school until Wing convinced him he could learn all he needed to know at Hing Lung. Wing told Eric that, as the boss, he wouldn’t have to work hard — he could tell his employees what to do.

“He tricked us, man!” Eric says.

“Yeah, tricked us!” Simon adds simultaneously. “This is hard work.”



The word “hard” rumbles from his chest. “We’d see my dad, he’s this old Chinese guy, doing this crazy (stuff), lifting up heavy boxes. He’s like, ‘I got it! Don’t worry!’ When we see that, we gotta help, you know?” Wing protested and protested, they say, until he switched up and told them, “All right, you guys take care of it.”

Suddenly, they were doing all the heavy lifting. They both cackle at the memory.

In the fall of 2014, Hing Lung’s roaster quit a week before the Moon Festival, one of Hing Lung’s busiest days. Eric, who had only watched him work, decided to step in.

Eric called on the expertise of a few men he calls “sifu” (“master” or “teacher”), including Wei Zhi Guo, head roaster at Hing Lung while he was growing up, and Tie Q. Zhu, who is still in charge of braised and other cooked meats at the shop.



1 of 5. Simon Cheung (center) prepares a pig while working at Hing Lung meat shop in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle

It was slow going at first — four hours to roast one pig, instead of finishing one every 90 minutes. The sifus taught him right, Eric says. But he would return home from the shop and study online articles and YouTube videos, trying to make the food even better: Cutting out shortcuts. Testing out new methods of seasoning the meat. Learning how to play the valves of the oven so the pressure inside would make the duck skin puff up and turn glassy in the heat. The quality of Eric's roasting improved, then the speed.

At the same time, however, many of the Chinatown roast-meat shops embarked on a price war. The younger Cheungs figured their best bet was to focus on quality instead of trying to keep up. They also convinced their father they needed to pay workers city wages and offer dinner breaks and sick time, instead of below-market rates doled out in cash.

"I understand," Simon says of that latter approach. "We were reared immigrants, too. My dad, as the boss, that's what he was doing in order to raise a family of five."



2 of 5. Rong Jian Guan (center) and Jie Chang Chen (right) hang a freshly roasted pig in Hing Lung meat shop to sell to customers in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle





3 of 5. Roasted duck hang at Hing Lung meat shop in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle



4 of 5. Eric Cheung scrapes a pig while it roasts at Hing Lung meat shop in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle

They're proud of Hing Lung's new labor policies — proud enough to write about them on their Yelp profile — and yet at times their stance sets them at odds with the neighborhood. It can be hard to find staff willing to accept paychecks with all the normal tax deductions. The shop charges \$20 for a roast duck, not the \$14 the neighbors do.

Simon sometimes spends 10 minutes convincing a customer to buy a half-pound of pork because it costs \$8 a pound instead of \$4.99. He sometimes works at the counter, the only English-speaker there, where he enjoys drawing in non-Chinese customers and teaching them how to order the best cuts of roast pork.

Things might be easier in another neighborhood, they speculate. They dream of expanding to the Sunset or Richmond, where customers won't harangue them for their higher prices, shops with shiny, well-lit kitchens that Eric's three kids might want to work in. But Stockton Street will always be their base.



5 of 5. Rong Jian Guan (left) and Jie Chang Chen (right) carry a freshly roasted pig to the front of Hing Lung meat shop to sell to customers in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle



“I love Chinatown, man. I love Chinatown,” Eric says.

“We love Chinatown,” Simon echoes. “We grew up here.”

“I’m going to hold on to this (place) forever,” Eric adds.

He opens the oven door and rubs a wire scrubber over the golden skin of the pig, polishing off any burned spots, checking the surface to make sure it is evenly covered in fine “sesame-seed” bubbles.

The siu yok comes out of the kitchen at 11 a.m., 1 p.m. and 3 p.m., sometimes more often. Regular customers cluster around the counter when a fresh pig arrives, vying for the richest, most flavorful cross section. To get to it, the butcher cuts off the shoulder quadrant, then slams his cleaver through the ribs and crunchy skin to cut the pork into sharp-edged rectangles. The bubbly skin cracks loudly when you eat, yet the aromatic meat underneath is almost as tender as if it had been braised.



Customers watch as Rui Juan Tan (right) chops pork at Hing Lung meat shop in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle





Rong Jian Guan carries ducks to a cylindrical oven to roast at Hing Lung meat shop in Chinatown in San Francisco, Calif., on Tuesday, Nov. 7, 2017. Gabrielle Lurie/The Chronicle

The sifus stop by the shop sometimes to visit. Simon says Sifu Guo tells Eric, “I taught you something and you built it a totally different way, and (your meat is) better than mine.”

Eric growls, “He can’t say (anything) because it works.”

They cackle again.

*Jonathan Kauffman is a San Francisco Chronicle staff writer.  
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Hing Lung Company, 1261 Stockton St. (at Broadway), San Francisco, (415) 397-5521.



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: February 15, 2023**

*Filing Date:* January 18, 2023  
*Case No.:* 2023-000667LBR  
*Business Name:* Hing Lung Company  
*Business Address:* 1261 Stockton Street  
*Zoning:* CCB (CHINATOWN-COMMUNITY BUSINESS) Zoning District  
65-85-N Height and Bulk District  
*Block/Lot:* 0160/001  
*Applicant:* Eric Cheung and Simon Cheung  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Wesley Wong – 628-652-7466  
[wesley.a.wong@sfgov.org](mailto:wesley.a.wong@sfgov.org)

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Hing Lung Company is one of the oldest and most prestigious Cantonese style barbeque restaurants in Chinatown. Hing Lung Company's core customers are the local Chinatown and North Beach communities, but barbecue lovers, foodies, bloggers, come from all over to try its new generation of Cantonese barbecue. The restaurants' two head chefs have mastered the highly skilled art of Cantonese barbecue, a dying worldwide practice, and are at the top of their game with many peer recognitions worldwide.

Hing Lung Company was first opened by Chuck Gong in 1977 and has remained at 1261 Stockton Street ever since. In 1983, Chuck hired Wing Cheung. And after 20 years at Hing Lung Company, Chuck sold the business to Wing in 2003. Once Wing took over the Hing Lung Company, the restaurant became a family affair when Wing's Two sons – Eric and Simon – and his daughter Angela quit their jobs to help the family business. After over 15 years of service and before the pandemic, Wing Cheung retired in 2019 and transferred ownership of the restaurant to Wing's two sons, Eric and Simon. In the last few years, head chefs and owners, Eric and Simon have brought the Hing Lung Company to new heights with refined barbecue recipes and the introduction of Go Duck Yourself, the Brick and

Mortar's slimmed down menu available for delivery – the first time in the restaurant's history that delivery of the restaurant's barbecue became available.

Hing Lung Company is an active community partner and has supported local organizations by donating hot prepared meals for the elders with Chinatown Community Development Center, providing food for Jean Parker Elementary School's Parent Teacher Association, and sponsoring OnLok / PACE senior programs. Additionally, the restaurant prides itself by following San Francisco's wage laws, and even going above and beyond to provide employee with health benefits, even though it's not required by law. Additionally, the restaurant posts San Francisco Minimum Wage posters on their storefront to educate their local Chinatown community members whose current jobs are not providing them fair pay, overtime, and/or sick days that they deserve. Hing Lung Company also educate their employees that money in the bank and having good credit is better than hiding cash in between their mattresses from "under the table" cash paying jobs prevalent throughout Chinatown and Chinese-owned businesses. Because of this, their employees are very proud and loyal. The company holds a 100% employee retention rate for the past three years, even through the pandemic.

The business's location at 1261 Stockton Street is a Category A (Historic Resource Present) structure on the west side of Stockton Street between Broadway and Pacific Avenue in the Chinatown neighborhood. It is within the CCB (Chinatown Community Business) Zoning District, and a 65-85-N Height and Bulk District. It is located within the Chinatown Planning Area. The property was included in several survey areas, including the Foundation for San Francisco Architectural Heritage (1978), National Register (1993), where it received a status Code of "5S2" (individual property eligible for local listing or designation and "C" (Contextual Importance).

## Staff Analysis

### Review Criteria

1. *When was business founded?*

The business was founded in 1977.

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

Yes. Hing Lung Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Hing Lung Company has operated continuously in San Francisco for at least 46 years.
- b. Hing Lung Company has contributed to the history and identity of the Chinatown neighborhood and San Francisco.
- c. Hing Lung Company is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with Chinese cuisine specifically Cantonese Barbecue.

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

Yes. The Hing Lung Company has been associated with Brandon Jew, a Michelin-Starred Chef and 2022 James Beard Foundation Winner. Brandon is also the Executive chef of Mr. Jiu's and Mamahuhu. The business is also associated with Pim Techamuanvivit, who is also a Michelin-Starred chef and the Executive chef of Kin Khao, Nari, and NAHM.

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

No.

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

No, not as of the date of this Executive Summary.

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

Yes. There have been several features and articles on The Hing Lung Company in the San Francisco Chronicle, New York Times, CNN, the Good Chi Magazine, and other publications. In 2023, Hing Lung Company was rated one of San Francisco's Top Restaurants by San Francisco Chronicle food writer Soleil Ho.

**Physical Features or Traditions that Define the Business**

Location(s) associated with the business:

Current Locations:

- 1261 Stockton Street (1977 – Present)

Recommended by Applicant

- Retro red and white steel butcher shop awning
- Classic back-lit box business sign featuring graphic artwork of a duck and a chicken
- Patina facade with glass windows and glass door
- Transparent storefront, including when closed, due to lack of a metal roll down gate

Additional Recommended by Staff

- Commitment to Cantonese-style Barbecue

**Basis for Recommendation**

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

**ATTACHMENTS**

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)

- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



# HISTORIC PRESERVATION COMMISSION RESOLUTION NO. R-1307

**HEARING DATE: February 15, 2023**

*Case No.:* 2023-000667LBR  
*Business Name:* Hing Lung Company  
*Business Address:* 1261 Stockton Street  
*Zoning:* CCB (CHINATOWN-COMMUNITY BUSINESS) Zoning District  
65-85-N Height and Bulk District  
*Block/Lot:* 0160/001  
*Applicant:* Eric Cheung and Simon Cheung  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Wesley Wong – 628-652-7466  
[wesley.a.wong@sfgov.org](mailto:wesley.a.wong@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR HING LUNG COMPANY CURRENTLY LOCATED AT 1261 STOCKTON ST, BLOCK/LOT 0160/001.

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 February 15, 2023, 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 Hing Lung Company 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 Hing Lung Company.

*Locations*

Current Locations:

- 1261 Stockton Street (1977 – Present)

*Physical Features or Traditions that Define the Business*

- Retro red and white steel butcher shop awning
- Classic back-lit box business sign featuring graphic artwork of a duck and a chicken
- Patina facade with glass windows
- Transparent storefront, including when closed, due to a lack of a metal roll down gate
- Commitment to Cantonese style Barbecue

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 2023-000667LBR to the Office of Small Business on February 15, 2023.



Jonas P. Ionin  
Commission Secretary

AYES: Black, Foley, So, Wright, Nageswaran, Matsuda

NOES: None

ABSENT: Johns

ADOPTED: February 15, 2023