



Legacy Business Registry Staff Report

Hearing Date: December 11, 2023

ORALE ORALE

Application No.: LBR-2023-24-013
Business Name: Orale Orale
Business Address: 113 Sacramento St.
District: District 3
Applicant: Alexander Aguilar, Co-Owner
Nomination Date: October 26, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Orale Orale is an authentic Mexican restaurant and taqueria at 113 Sacramento Street in the heart of the Financial District. Since 1989, office workers, residents, and tourists have visited Orale Orale for their delicious salsa and famous margaritas. In fact, their salsa won first place in the 1996 California State Fair Regional salsa competition. The restaurant weathered the COVID-19 pandemic and continues to provide a sense of community to the Financial District with its traditional menu of Mexican cuisine.

Orale Orale was founded by two brothers, Carlos Aguilar Sr. and Manuel Aguilar, in 1989. In 2001, Carlos' son Danny Aguilar joined the family business, as well as head chef Victor Granados. In 2006, Carlos's other son, Alexander Aguilar, joined the business as well. The operation is a true family-owned and family-run business.

“Órale” is a common interjection in Mexican Spanish slang. It is also commonly used in the United States as an exclamation expressing approval or encouragement, like “alright!”. So the restaurant's name “Orale Orale” means “Alright! Alright!” as indicated on the restaurant's logo.

Beyond their culinary offerings, Orale Orale is a community fixture. They are active in the Embarcadero community, participating in events such as the holiday lights ceremony, the holiday ice skating rink, St. Patrick's Day festivities, and other community events at Justin Herman Plaza. Orale Orale also supports other small Bay Area businesses. For example, they purchase their chips from family-owned and Latino-owned business, La Nortena Tortilla Factory.

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

113 Sacramento St. from 1989 to Present (34 years)

CRITERION 2

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

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





Yes, Orale Orale has contributed to the history and identity of the Financial District 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 authentic, traditional Mexican cuisine.
- With regard to the historicity of the building, it was surveyed as part of the Department of City Planning 1976 Survey through which it received a 3 out of 5, partially due to its unique tile detailing.
- Orale Orale has been featured in the media in both the United States and Mexico, including a November 2013 article in The Press. Orale Orale also won first place in the 1996 California State Fair Regional Salsa Competition.
- With regard to racial and social equity, Orale Orale is an immigrant-, minority-, and family-owned business that prides itself in offering authentic Mexican food. Orale Orale also supports other local small businesses, such as the family- and Latino-owned La Nortena Tortilla Factory in San Mateo.

CRITERION 3

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

Yes, Orale Orale is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Orale Orale 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:

- Traditional Hispanic taqueria aesthetics, such as décor, colors, and style.
- Mexican cuisine.
- Orale Orale logo.
- Orale Orale neon signage.
- Orale Orale A-frame sign.

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 Mexican cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Orale Orale currently located at 113 Sacramento St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

December 11, 2023

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Adopting findings approving the Legacy Business Registry application for Orale Orale, currently located at 113 Sacramento 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 December 11, 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 Orale Orale 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 Orale Orale.

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Physical Features or Traditions that Define the Business:

- Traditional Hispanic taqueria aesthetics, such as décor, colors, and style.
- Mexican cuisine.
- Orale Orale logo.
- Orale Orale neon signage.
- Orale Orale A-frame sign.

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

- Restaurant featuring Mexican cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 11, 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-2023-24-013
Business Name: Orale Orale
Business Address: 113 Sacramento St.
District: District 3
Applicant: Alexander Aguilar, Co-Owner
Nomination Date: October 26, 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?

Yes No

113 Sacramento St. from 1989 to Present (34 years)

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

Yes No

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

Yes No

NOTES: NA

DELIVERY DATE TO HPC: November 8, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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City and County of
San Francisco



Board of Supervisors,
President

AARON PESKIN
佩斯金市參事

October 26, 2023

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
SF City Hall, 1 Dr. Carlton B. Goodlett Place, Room 110

Dear Director Tang,

I write to nominate Orale Orale, located at 113 Sacramento Street in San Francisco's Downtown, for inclusion on the Legacy Business Registry.

Orale Orale is a family-owned restaurant founded in August 1989 by brothers Carlos Aguilar Sr. and Manuel Aguilar. The restaurant is known for serving authentic Mexican cuisine and famous margaritas at affordable prices, as well as providing catering services to the greater Downtown area. It's also known for its award-winning salsa, created by founder Manuel Aguilar, which won first place in the 1996 California State Fair Regional salsa competition – and has been making mouths water and brows sweat ever since.

Orale Orale is one of the oldest businesses in the Downtown Financial District, and has been an anchor of the Embarcadero Center community, attracting a diverse range of customers from Gateway residents to office workers and tourists staying at the Hyatt Regency – even during the pandemic when it struggled to survive strict COVID-19 restrictions and health guidelines. The restaurant participates in many of the high-profile events in the area, even when other businesses are closed, like the St. Patrick's Day Parade and the Holiday Ice-Skating Rink at the Embarcadero Center.

Carlos Aguilar Sr.'s son, Danny Aguilar, took over the family business with his brother, Alexander, in 2006. It is more and more rare to see a beloved family business being passed down to the next generation, who are entrusted with keeping its legacy alive, and this is one of the many reasons that I am nominating Orale Orale for inclusion on the Legacy Business Registry.

Orale Orale would benefit greatly from being added to the Legacy Business Registry, particularly now as the City works to revitalize the Downtown Financial District, and it is my honor to nominate it for inclusion.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name:

Business owner name(s):

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

Current business address:

Telephone: **Email:**

Mailing address (if different than above):

Website:

Facebook: **Twitter:**

7-digit San Francisco Business Account Number (BAN):

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.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business | <input type="checkbox"/> Veteran-Owned Business |
| <input checked="" type="checkbox"/> Minority-Owned Business* | <input type="checkbox"/> Woman-Owned Business |

**Minority is defined as one 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:

Contact person title:

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: **Zip Code:**

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

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:**

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: Alexander Aguilar

Signature:



Date:

2-2-2023

ORALE ORALE

Written Historical Narrative

INTRODUCTION

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

Orale Orale is an authentic, family owned Hispanic restaurant serving traditional Mexican cuisine with award-winning salsa and famous margaritas. They prepare meals with the cultural flavors of Mexico to provide customers with an exceptional dining experience. Orale Orale provides good deals on family meals and also does catering.

The salsa, created by Manuel Aguilar, won first place in the 1996 California State Fair Regional salsa competition. Some customers come by just to buy the salsa to bring home. The salsa has no additives or preservatives. It is made fresh daily.

b. Describe whom the business serves.

Orale Orale is located at 113 Sacramento Street across the street from the Embarcadero Center in the heart of the Financial District. The restaurant attracts a diverse clientele, including office workers, residents, and tourists.

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

Authentic Mexican food.

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.

Orale Orale was founded in August 1989 by brothers Carlos Aguilar Sr. and Manuel Aguilar at its present location – 113 Sacramento Street in the Financial District.

“Órale” is a common interjection in Mexican Spanish slang. It is also commonly used in the United States as an exclamation expressing approval or encouragement, like “alright!”¹ So the restaurant’s name “Orale Orale” means “Alright! Alright!” as indicated on the restaurant’s logo.

In 1968, Vincente and Jesus Aguilar, Carlos Sr. and Manuel's older brothers, opened a Mexican restaurant, La Fuente, in Fremont, California. They needed the family's help opening, so Carlos

¹ <https://en.wikipedia.org/wiki/Órale>

Sr. immigrated to America from Mexico. Manuel was already working at Maya Cali in Oakland, learning to cook.

La Fuente outgrew its first location so Vicente and Jesus moved it to a bigger location, still in Fremont. While there, they were contacted by the San Francisco Embarcadero Center who offered them a location in Embarcadero 2. In 1978, they opened their second location there, where Manuel became the head chef and Carlos Sr. became the head bartender. In 1989, Vicente and Jesus decided to go back to Mexico. They sold La Fuente to what became Chevy's in Embarcadero 2. Carlos Sr. then found the location at 113 Sacramento Street. Carlos Sr. and Manuel opened Orale Orale in August 1989, where it became a staple in the Financial District.

Unfortunately, after a long battle with colon cancer, Manuel Aguilar passed away in 2001. Carlos Sr. stayed running the business, with the help of his son, Danny Aguilar. Danny had been working there already learning the business. At the same time, Victor Granados stepped in and became the head chef.

Victor Granados started working at La Fuente in 1983 as a food prep in the kitchen, working his way up. In 1991, he was hired at Orale Orale by Carlos Sr. upon recommendation from Manuel. From 1991 until Manuel's passing in 2001, Victor was Manuel's right-hand man. Victor viewed Manuel as his mentor. Victor became the head chef in 2001, keeping all of Manuel's recipes. Over time, Victor added some new dishes of his own. Chef Victor Granados is part of the Orale/Aguilar family.

In 2006, Carlos Sr. retired from working at the business when Danny's brother Alexander Aguilar came to work full time after graduating from college. Carlos Sr. set up a corporation, Orale Orale Inc., consisting of the following owners:

- Carlos Aguilar Sr. at 96%
- Patrocinia Aguilar (Carlos Sr.'s spouse) at 1%
- Danny Aguilar at 1% (Carlos Sr. and Patrocinia's son)
- Alexander Aguilar at 1% (Carlos Sr. and Patrocinia's son)
- Carlos Aguilar Jr. at 1% (Carlos Sr. and Patrocinia's son)

In 2010, Danny opened a second Orale Orale location at 5601 Lone Tree Way in Brentwood. Alex continued to run the San Francisco location. Danny decided to sell the second location in 2014 and return to San Francisco.

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

| | |
|------------------|---|
| 1989 to 2001 | Carlos Aguilar Sr.; Manuel Aguilar |
| 2001 to 2006: | Carlos Aguilar Sr. |
| 2006 to Present: | Orale Orale Inc. (Carlos Aguilar Sr.; Patrocinia Aguilar; Danny Aguilar; Alexander Aguilar; Carlos Aguilar Jr.) |

Currently, Danny Aguilar is the CEO and Alexander Aguilar is CFO.

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

Orale Ore has not ceased operations for any significant length of time since it was founded in 1989. Even during the COVID pandemic in 2020, the restaurant remained open as allowable per health guidelines as an essential business. The owners and employees of Ore Ore remain committed to providing people with well-prepared dishes and a great dining experience.

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.

Orale Ore is one of the oldest businesses near the Embarcadero Center. The restaurant provides a sense of community to the Financial District with its traditional menu of Mexican cuisine since 1989. The original owner Carlos Aguilar has participated in many events in San Francisco.

The restaurant has fought hard to survive through and after the COVID pandemic. Ore Ore was one of few restaurants to remain standing in the Financial District after two-and-a-half years of pandemic restrictions. The business persists despite the empty, abandoned office and commercial spaces that mar the Financial District and surrounding areas.

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

Orale Ore participates in holiday events and many events in the Embarcadero Center, including the following:

- Holidays light ceremony
- The ice-skating rink
- St. Patrick's Day
- Events at Justin Herman Plaza
- World Series parades

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

Orale Ore supports other local small businesses in the Bay Area. Ore Ore used to make their own chips, but as business grew and it became too time consuming, they had to outsource the chips. In 2014, the business was approached by La Nortena Tortilla Factory in San Mateo to purchase chips from them. La Nortena is a family-owned, Latino-owned small business.

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

Orale Orele has been featured in the media in both the United States and Mexico, including a [November 2013 article in The Press](#). A collection of paper articles that were stored at the restaurant were damaged in a recent flood in the basement and are no longer available.

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

Orale Orele won first place in the 1996 California State Fair Regional salsa competition. The salsa was created by Manuel Aguilar.

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

If Orele Orele were to close, there would be many devastated people.

The business has numerous fans and regulars. Some old-timers used to come here when they were children when their parents brought them here many years ago. Even former customers who have moved out of state come back to Orele Orele when they visit San Francisco.

In addition, the Orele Orele co-owners and team would grieve if the restaurant were to close. Several long-time employees have worked at the business for years and even decades.

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?

The aesthetics of Orele Orele are reflective of traditional Hispanic taquerias, including the décor, the colors, and the style. The business features a significant logo and neon signs for the outside detail, and an A-frame sign is placed outside when business is open to also attract customers from far distances.

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

Traditional Mexican taqueria.

c. What challenges is the business facing today?

In the Financial District, it has become a little harder for Orele Orele to get back to where it was before COVID. A majority of the people working in the district are on hybrid schedules and work from home on many days. Seeing as everything went remote, Orele Orele has had to reduce its hours of operation. In addition, rent increases almost monthly, putting a toll on the restaurant

and making its future unknown. Merchandise and product costs are constantly increasing, too. Navigating these tenuous times has been challenging for Orale Orale.

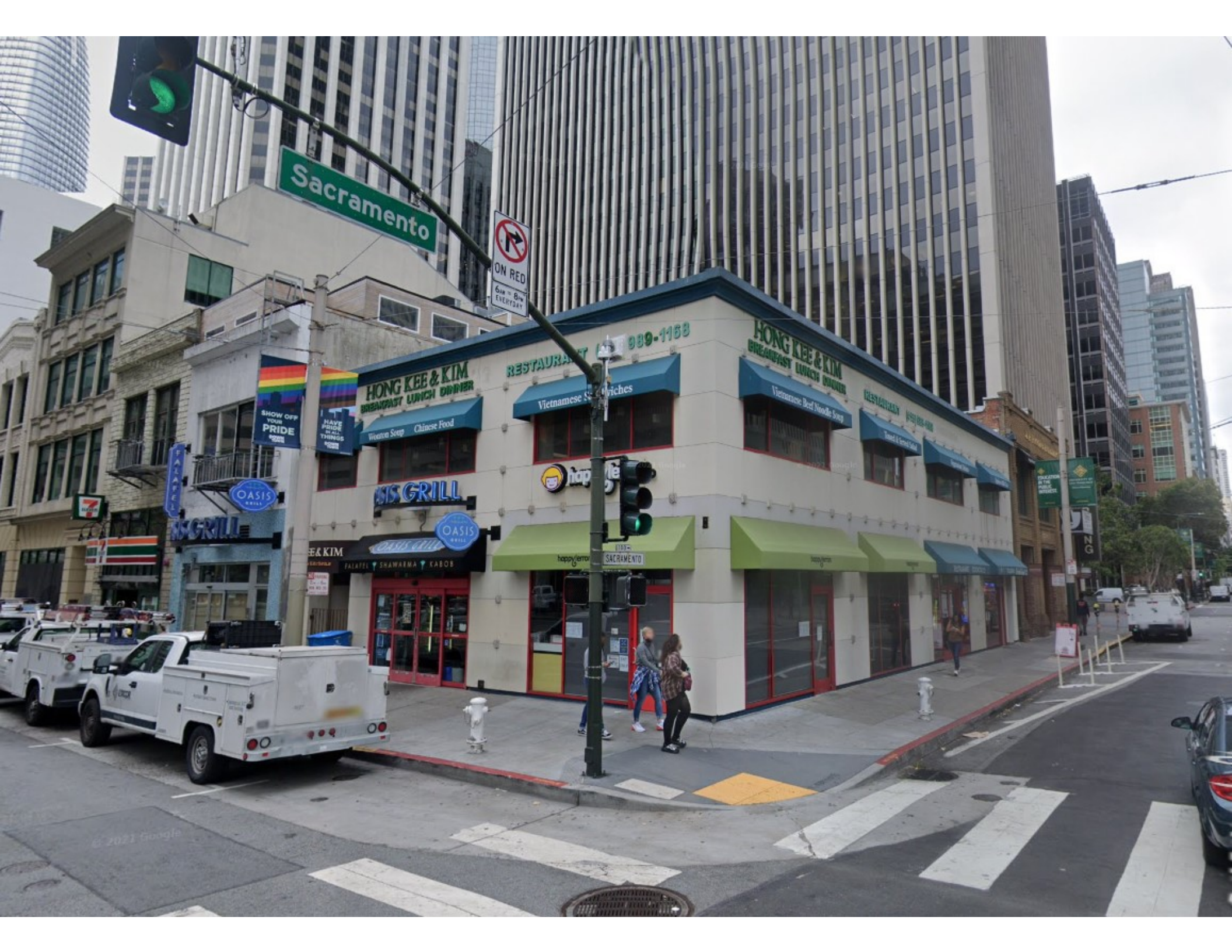
Legacy Business Program staff will add the following details:

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

Restaurant featuring Mexican 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 Orale Orale is “B - Unknown / Age Eligible.”



Sacramento

NO RIGHT TURN ON RED
6am - 8pm EVERYDAY

SHOW OFF YOUR PRIDE
I HAVE PRIDE IN ALL THINGS
HONG KEE & KIM

HONG KEE & KIM
RESTAURANT 989-1168
BREAKFAST LUNCH DINNER

Wonton Soup Chinese Food

Vietnamese Sandwiches

HONG KEE & KIM
RESTAURANT 989-1168
BREAKFAST LUNCH DINNER

Vietnamese Beef Noodle Soup

RESTAURANT HONG KEE & KIM

OASIS GRILL

OASIS GRILL

OASIS GRILL

hop

100% SACRAMENTO

HONG KEE & KIM
RESTAURANT 989-1168
BREAKFAST LUNCH DINNER
FALAFEL SHAWARMA KABOB

100% SACRAMENTO
SACRAMENTO



G KEE & KIM
RESTAURANT (415) 989-1468
LUNCH DINNER

Hot & Cold Noodle Soup
Tossed & Served Salad

Vegetarian Dishes

Tapioca Milk Tea

SUBWAY

RESTAURANT COCKTAILS

TAQUERIA **Orale Orale**
MEXICAN FOOD

J. P.
Image Orthodontics





TAQUERIA Orale Orale MEXICAN FOOD

Orale Orale
Alright! Alright!
Mexican Restaurant

And Cocktails

113

OPEN

FOCACCIA
MARKET & BAKERY

Orale Orale
Alright!
Alright!
Mexican
Restaurant

And Cocktails



UP MY VEN
MONEY - FOLLY
60-7



SF is OPEN
08/20/2021 13:39

BOP

BOP





Table Service

Food to Take Out
Order Here

Local Events
Saturday, December 5
Railways Rec. "All That Work and
Still in Toys"
Award-winning author reads from her
new book
2:30-4:30p
322 Chestnut Branch
115 Powell St.
414.464.4747

Appetizers
Breads
Salads
Soups
Desserts
Beverages
Wine & Beer





Orale
Orale
Alright!
Alright!
Mexican
Restaurant

Carlos y Manuel Aguilar
Since 1989



APPETIZERS

| | |
|---|--------------|
| CHICKEN WINGS | 13.50 |
| Eight Wings topped with Grilled Onions and Jalepeños | |
| BEAN DIP | 6.25 |
| Refried Beans, Enchilada Sauce, and Sour Cream topped with Monterey Jack Cheese | |
| CARNE ASADA FRIES | 13.50 |
| French Fries, Carne Asada, cheese, guacamole and sour cream. | |
| TAQUITOS | 9.99 |
| Choice of Chicken or Shredded Beef. Four miniature crispy flour type flautas, topped with mild salsa, Cotija cheese and sides of lettuce, sour cream and guacamole. | |
| QUESADILLAS | 11.25 |
| Choice of Chicken, Ground Beef, Pork or Cheese. Flour Tortilla with Melted Monterey Jack Cheese with Sides of Lettuce, Sour Cream and Guacamole | |
| TWO CORN QUESADILLAS | 9.50 |
| Corn Tortillas filled with Monterey Jack cheese, with sides of Lettuce, Sour Cream and Guacamole. | |
| NACHOS | 11.25 |
| Choice of Chicken, Ground Beef or Pork. Mexican Corn Chips, topped with Beans, Cheese, Mild Salsa, Cotija Cheese and Jalapeños. | |
| VEGETARIAN NACHOS | 11.25 |
| Mexican Corn Chips, topped with Whole Beans, Cheese, Lettuce, Fresh Tomatoes, guacamole, sour cream, mild salsa, Cotija cheese and jalapenos. | |

BURRITO SUPREMO

All served in a Large Flour Tortilla with Rice, Beans, Lettuce, Tomato, Green Onions, Sour Cream and Guacamole.

| | |
|--|---------------|
| YOUR CHOICE OF... | 13.50 |
| Carne Asada, Grilled Chicken, Carnitas, Al Pastor or Shredded Beef | |
| YOUR CHOICE OF... | 12.50 |
| Pork, Chicken, Ground Beef or (Vegetarian with cheese) | |
| COMBINATION | 15.99 |
| Chicken, Ground Beef and Pork | |
| SHRIMP | 15.99 |
| SURF & TURF (Carne Asada & Shrimp) | 16.99 |
| SEAFOOD (Fish, Shrimp & Scallops) | 14.99 |
| Topped with aurora sauce | |
| CHILE RELLENO SUPREMO | 13.99 |
| Fresh Green Pepper filled with monterey jack cheese, dipped in batter with a tomato and onion sauce. | |
| SUPREMO PLATE | VARIES |
| Just like a supremo but served on a plate with no tortilla. You choose your style of supremo you like! | |
| CALI SUPREMO | 12.75 |
| French Fries, Carne Asada and Guacamole. | |

Add .50 cents extra for Black beans.

Parties of six or more, gratuity will be added

To substitute any order with Carne Asada, Carnitas or Al Pastor add \$2.00

To substitute any order with Shredded Beef or Grilled Chicken add \$1.50

BURRITO

Flour tortilla, filled with your choice of meat served with rice and beans.

| | |
|---|--------------|
| CHILE VERDE BURRITO | 12.50 |
| Tender chunks of Pork, prepared in tomatillo sauce | |
| CHILE COLORADO BURRITO | 13.50 |
| Tender chunks of Beef prepared in Chile Passila sauce | |
| BURRITO | 11.99 |
| Your choice of Chicken or Ground Beef | |
| BEAN & CHEESE BURRITO | 8.99 |
| Flour tortilla, filled with refried beans, Monterey Jack cheese and served with rice. | |

TOSTADAS

| | |
|---|--------------|
| TOSTADA | 12.99 |
| Your choice of Chicken, Ground Beef or Vegetarian. Open face corn tortilla with your choice of meat, topped with beans, cheese, lettuce, tomato, sour cream, guacamole, mild salsa and Parmesan cheese. Served with beans and rice. | |
| CEVICHE TOSTADAS | 14.25 |
| Marinated Fish fish chilled, with tomatoes, cilantro, onions, sour cream and spices. Served on a tortilla shell covered | |
| TOSTADA SALAD | 14.50 |
| Deep fried flour tortilla shaped as a bowl and filled with your choice of Chicken, Ground Beef or Vegetarian. Topped with beans, cheese, lettuce, tomato, sour cream, guacamole, mild salsa and parmesan cheese. Includes side of rice. | |

TACOS

| | |
|--|--------------|
| ONE CARNE ASADA OR GRILLD CHICKEN TACO | 12.25 |
| Soft corn tortilla topped with lettuce, cilantro, green onions, tomatoes, guacamole, mild salsa, and parmesan cheese. Served with rice and beans. | |
| TWO CARNE ASADA OR GRILLD CHICKEN TACOS | 14.50 |
| Soft corn tortilla with lettuce, cilantro, green onions, tomatoes, guacamole, mild salsa, and parmesan cheese. Served with rice and beans. | |
| ONE REGULAR TACO (CRISPY OR SOFT) | 10.25 |
| Filled with Chicken or Ground Beef... topped with cheese, lettuce, mild salsa and parmesan cheese. Served with rice and beans. | |
| TWO TACOS (CRISPY OR SOFT) | 12.25 |
| Filled with Chicken or Ground Beef... topped with cheese, lettuce, mild salsa and parmesan cheese. Served with rice and beans. | |
| SHRIMP TACOS | 15.99 |
| 2 Soft Corn Tortillas with shrimp and guacamole topped with tomatoes, onions, and cilantro. Served with rice and beans. | |
| AL PASTOR TACOS | 14.50 |
| 2 Soft Corn Tortillas with Al Pastor... topped with tomatoes, tamatillo salsa, onions, and cilantro. Served with rice and beans. | |
| CARNITAS TACOS | 14.50 |
| 2 Soft Corn Tortillas with Carnita... topped with tomatoes, tamatillo salsa, onions, and cilantro. Served with rice and beans. | |
| FISH TACOS | 13.99 |
| 2 Soft Flour Tortillas with Tilapia Fish dipped in egg batter then fried. Served with lettuce, tomatoes, onions, and topped with special white-sauce served with rice and beans. | |
| SURF & TURF TACOS | 17.25 |
| 2 Soft Corn Tortillas with shrimp, carne asada and guacamole... topped with tomatoes, onions, and cilantro. Served with rice and beans. | |

COMBINATIONS

| | |
|---|--------------|
| #1 TACO & ENCHILADA | 14.25 |
| Served with rice and beans. | |
| #2 TOSTADA & FLAUTA | 16.25 |
| Served with rice and beans. | |
| #3 CHILE RELLENO & ENCHILADA | 16.25 |
| Served with rice and beans. | |
| #4 BURRITO & CHILE RELLENO | 16.25 |
| Served with rice and beans. | |
| #5 FLAUTA & CHILE RELLENO | 16.25 |
| Served with rice and beans. | |
| THREE AMIGO S COMBO | 18.75 |
| Create a Trio Combo of any kind served with rice and beans. | |
| * Excluding Chille Relleno | |

Create your own Combination

Enchilada - Choice of Chicken Ground Beef or cheese

Burrito - Choice of Chicken, Ground Beef or Pork

Taco - Choice of Chicken or Ground Beef

Tostada - Choice of Chicken Ground Beef or Vegetarian

Flauta - Choice of Chicken or Shredded Beef,

| | |
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| FILET TILAPIA | 15.25 |
| Grilled Tilapia Fish, served with lettuce, tomatoes, onions, rice and beans. | |

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| FLAUTAS (2) (CRISPY OR SOFT) | 15.00 |
| Two soft corn tortillas, choice of Chicken or Shredded Beef, topped with sour cream, guacamole, (Monterey Jack cheese only on soft) and Parmesan cheese. Served with rice and beans. | |

ENCHILADAS

Topped with cheese, served with either a red, green or seafood aurora sauce, and parmesan cheese. Also served with rice and beans

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|---|--------------|
| CRAB ENCHILADAS (2) FRIDAYS ONLY! | 16.25 |
| Flour tortillas filled with fresh Snow Crab. | |
| SEAFOOD ENCHILADAS (2) | 14.99 |
| Flour tortillas filled with Fish, Scallops and Shrimp. | |
| SHRIMP ENCHILADAS (2) | 16.25 |
| Flour tortillas filled with fresh Shrimp. | |
| SURF & TURF ENCHILADAS (2) | 17.99 |
| Flour tortillas filled with fresh Shrimp & Carne Asada. | |
| ENCHILADAS (2) | 14.50 |
| Your choice of Chicken, Ground Beef or cheese. They are topped with Parmesan cheese and a special red sauce. Try them, they are delicious! Served with rice and beans. | |
| ENCHILADAS VERDES (2) | 14.50 |
| Your choice of Chicken, Pork or cheese. Made with tomatillo green sauce and a special blend of green peppers. Topped with sour cream, cheese and Parmesan cheese. Served with rice and beans. | |
| ONE ENCHILADA | 11.50 |
| Your choice of Chicken, Pork, Ground Beef or cheese. Topped with Parmesan cheese and a special sauce or verde sauce | |

MEXICAN PLATES

All served with rice and beans, and your choice of corn or flour tortillas.

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| CHILE COLORADO | 18.25 |
| Tender chunks of Beef prepared in a pasilla red sauce. | |
| STEAK/POLLO RANCHERO | 18.25 |
| Sliced Rib Eye Steak or Chicken Breast sauteed and served with fresh tomatoes, peppers and onions. | |
| CARNE ASADA | 19.99 |
| Rib Eye Steak cooked to your choice and served with jalapenos and guacamole. | |
| CHILE VERDE | 18.25 |
| Tender chunks of Pork prepared with Manuel's special tomatillo green sauce. | |
| SHRIMP/BEEF/CHICKEN FAJITAS | 17.99 |
| Your choice of Large Prawns, Beef, or Chicken Fried with peppers, onions, tomatoes and cilantro. <i>Two Combo - add \$2.00 Trio-Combo - add \$4.00</i> | |
| CAMARONES A LA DIABLA | 18.50 |
| Large Prawns sauteed and served with spicy salsa, serrano peppers, mushrooms and onions. | |
| ORALE S SURF & TURF | 24.99 |
| Rib Eye Steak topped with four of the Camarones Aurora . | |
| CAMARONES RANCHEROS | 18.50 |
| Large Prawns sauteed and served with fresh tomatoes, peppers and onions. | |
| CAMARONES A LA AURORA | 18.50 |
| Large Prawns cooked in a creamy Aurora sauce and mushrooms | |
| CHILE RELLENO | 14.99 |
| Fresh green pepper filled with Monterey Jack cheese, dipped in batter and topped with a tomato and onion sauce | |
| AL PASTOR | 18.25 |
| Marinated pork in herbs and spices. | |
| CARNITAS | 18.25 |
| Little cuts of pork so tender and juicy! | |
| CHIMICHAGAS | |
| Deep fried flour tortilla filled with your choice of meat, topped with sour cream, guacamole, Orale's special sauce and parmesan cheese. Served with rice and beans. | |
| ORIGINAL (Steak and Pork) | 15.50 |
| CHICKEN | 15.50 |
| SHRIMP (Large Prawns, peppers and onions) | 17.50 |

BREAKFAST PLATES

Served with rice and beans or hash browns.
Your choice of corn or flour tortillas.

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| HUEVOS CON TOCINO Scrambled eggs with bacon with tomatoes and onions. | 12.99 |
| HUEVOS CON JAMON Scrambled eggs with ham with tomatoes and onions. | 12.99 |
| HUEVOS RANCHEROS Two eggs over easy with ranchero sauce. | 12.99 |
| HUEVOS CON CHORIZO Scrambled eggs with Mexican sausage. | 12.99 |
| HUEVOS CON PAPAS Scrambled eggs with potatoes, tomatoes and onions. | 12.99 |
| HUEVOS MACHACA Scrambled eggs with shredded beef, bell peppers, tomatoes and onions. | 13.99 |
| HUEVOS A LA MEXICANA Scrambled eggs with spicy serrano peppers, tomatoes and onions. | 12.25 |
| CHILAQUILES ROJOS OR VERDES Corn chips with egg, serrano peppers, tomato. onions and cheese. Add chicken, pork or beef. . . | 13.99 14.99 |
| HUEVOS MONTADOS Carne asada with two eggs over easy topped with Salsa Ranchero | 15.99 |

OMELETTES

Served with cheese, tomatoes, onions,
rice and beans or hash browns.
Your choice of corn or flour tortillas.

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| CRAB FRIDAYS ONLY! Served in aurora sauce | 16.99 |
| SEAFOOD Served in aurora sauce | 15.50 |
| BACON OR HAM & CHEESE | 14.25 |
| CHORIZO Served with chorizo and monterey jack cheese | 14.25 |
| CHICKEN Served in tomatillo sauce | 14.50 |
| SPANISH OMELETTE Served with cheese and topped with ranchero sauce | 13.99 |

BREAKFAST BURRITOS

Rice, beans, scrambled eggs with tomato, onions, lettuce.

| | |
|--------------------------|--------------|
| BREAKFAST BURRITO | 10.50 |
| WITH CHORIZO | 11.50 |
| WITH HAM | 11.50 |
| WITH BACON | 11.50 |

SIDE ORDERS

| | | | |
|---------------------|------|-----------------|-------|
| Corn/Flour Tortilla | 1.00 | Sour Cream | 2.00 |
| Rice | 4.50 | Jalapenos | 1.00 |
| Beans | 4.50 | Enchilada Gravy | 1.00 |
| Black Beans | 4.00 | Guacamole | 4.00 |
| | | Large Guacamole | 12.00 |

HAPPY HOUR

Monday - Friday 4pm-7pm

*We offer a full service bar to complement our menu items.
Sample one of our famous specialty drinks, choose your brew or have a glass of wine.*



COCKTAILS (TRADITIONAL & SPECIALTY)

We offer a complete selection of cocktails

- Margarita's
- Sunrise's
- Daiquiris'
- Coronarita
- Ask us about our featured drinks!

BEER

We offer fine domestic and imported brands.

WINE

Enjoy our house wine by the glass or carafe.

GATERING SERVICES ARE AVAILABLE


Sales tax will be added to the price of all food and beverage items served.
We reserve the right to refuse to anyone. Not responsible for lost or stolen articles.


Orale Orale

#123 of 718 Mexican restaurants in San Francisco ▼

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 Order via Door...


 +1 415-291-9772









 Mexican, Vegetarian options


Open now • 8AM - 3PM

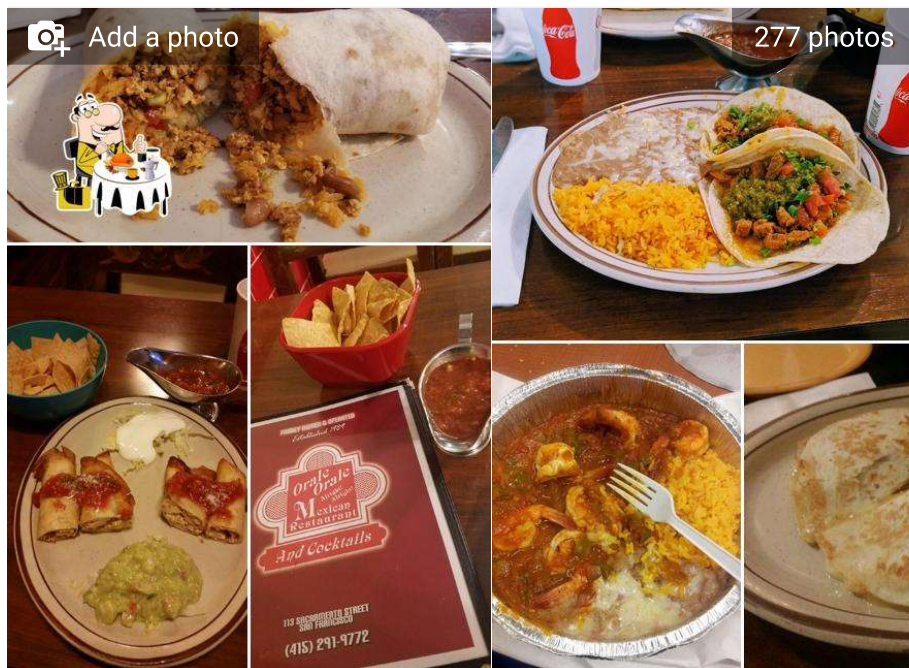
\$\$\$\$ Price range per person
\$11 - \$30



 **Address**
📍 Embarcadero
113 Sacramento St, San Francisco, California, USA

-  **Features**
-  Outdoor seating
-  Takeaway
-  Credit cards accepted
-  Delivery
-  Wheelchair accessible
-  Parking  TV

 **Opening hours**
Sun Closed



In case the rain took you by surprise during the promenade around *Vaillancourt Fountain*, stop by this bar. Savor Mexican food that will combine many elements of culinary traditions. Try nicely cooked fish tacos, stewed steaks and roasted meat at *Orale Orale*. Take your chance to taste delicious margaritas, beer or wine. You will be offered great horchata or good juice.

At this place, you can order a takeout. The creative staff shows a high level of hospitality at this spot. Professional service is something that guests note in their comments. Here you will pay low prices. The peaceful atmosphere has been noted by the clients. Google users awarded this bar 4.3.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: DECEMBER 6, 2023

Filing Date: November 8, 2023
Case No.: 2023-010582LBR
Business Name: ORALE ORALE
Business Address: 113 Sacramento Street
Zoning: C-3-O (DOWNTOWN- OFFICE) Zoning District
 300-S Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0235/001
Applicant: Alexander Aguilar
 113 Sacramento Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Elena Moore – (628) 652-7322
 Elena.Moore@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Orale Orale is an authentic Mexican restaurant and taqueria at 113 Sacramento Street in the heart of the Financial District. Since 1989, office workers, residents, and tourists have visited Orale Orale for their delicious salsa and famous margaritas. In fact, their salsa won first place in the 1996 California State Fair Regional salsa competition. The restaurant weathered the Covid-19 pandemic and continues to provide a sense of community to the Financial District with its traditional menu of Mexican cuisine.

Orale Orale was founded by two brothers, Carlos Aguilar Senior and Manuel Aguilar, in 1989. In 2001, Carlos’s son, Danny Aguilar, joined the family business, as well as head chef, Victor Granados. In 2006, Carlos’s other son, Alexander Aguilar, joined the business as well. The operation is a true family-owned and family-run business.

“Órale” is a common interjection in Mexican Spanish slang. It is also commonly used in the United States as an exclamation expressing approval or encouragement, like “alright!”. So the restaurant’s name “Orale Orale” means “Alright! Alright!” as indicated on the restaurant’s logo.

Beyond their culinary offerings, Orale Orale is a community fixture. They are active in the Embarcadero community, participating in events such as the holiday lights ceremony, the holiday ice skating rink, St. Patrick’s Day festivities, and other community events at Justin Herman Plaza. Orale Orale also supports other small Bay Area businesses. For example, they purchase their chips from family-owned and Latino-owned business, La Nortena Tortilla Factory.

The business’s primary location at 113 Sacramento Street is a Category B (Unknown/ Age Eligible) structure on the south side of Sacramento Street between Davis and Drumm streets in the Financial District neighborhood. It is within the C-3-O (Downtown-Office) Zoning District and a 300-S Height and Bulk District. It is within the Downtown Community Benefit District.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1989.

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

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

- a. Orale Orale has operated continuously in San Francisco for 34 years.
- b. Orale Orale has contributed to the history and identity of the Financial District neighborhood and San Francisco.
- c. Orale Orale 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 authentic, traditional Mexican cuisine.

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

No.

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

No. However, the building was surveyed as part of the Department of City Planning 1976 Survey, where it received a 3 out of 5, partially due to its unique tile detailing.

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. Orale Orale has been featured in the media in both the United States and Mexico, including a November 2013 article in *The Press*. Orale Orale also won first place in the 1996 California State Fair Regional salsa competition.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department’s Racial and Social Equity Initiative. This is also consistent with the Mayor’s Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco’s cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Orale Orale is an immigrant-, minority-, and family-owned business that prides itself in offering authentic Mexican food. Orale Orale also supports other local small businesses, such as the family- and Latino-owned La Nortena Tortilla Factory in San Mateo.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 113 Sacramento Street (1989-present)

Recommended by Applicant

- Traditional Hispanic taqueria aesthetics, such as décor, colors, and style
- Mexican cuisine
- Orale Orale logo
- Orale Orale neon signage
- Orale Orale A-frame sign

Additional Recommended by Staff

- None

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 DRAFT RESOLUTION NO.

HEARING DATE: DECEMBER 6, 2023

Case No.: 2023-010582LBR
Business Name: ORALE ORALE
Business Address: 113 SACRAMENTO ST
Zoning: C-3-O (DOWNTOWN- OFFICE) Zoning District
300-S Height and Bulk District
Block/Lot: 0235/001
Applicant: Alexander Aguilar
113 Sacramento Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Elena Moore – 628-652-7322
Elena.Moore@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ORALE ORALE CURRENTLY LOCATED AT 113 SACRAMENTO ST, BLOCK/LOT 0235/001.

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 December 6, 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 Orale Orale 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 Orale Orale.

Location(s):

Current Locations:

- 113 Sacramento Street (1989-present)

Physical Features or Traditions that Define the Business:

- Traditional Hispanic taqueria aesthetics, such as décor, colors, and style
- Mexican cuisine
- Orale Orale logo
- Orale Orale neon signage
- Orale Orale A-frame sign

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 to the Office of Small Business on December 6, 2023.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: December 6, 2023