

Legacy Business Registry Staff Report

HEARING DATE MARCH 25, 2019

JACKSON FILLMORE TRATTORIA

Application No.: LBR-2015-16-018
Business Name: Jackson Fillmore Trattoria
Business Address: 2506 Fillmore Street
District: District 2
Applicant: Jack Krietzman, President
Nomination Date: September 15, 2016
Nominated By: Supervisor Mark Farrell
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Jackson Fillmore Trattoria ("Jackson Fillmore") is an Italian restaurant opened on December 11, 1985, by Jack Krietzman on December 11, 1985. The business is located at 2506 Fillmore Street on the east side of Fillmore between Jackson and Pacific streets in the Pacific Heights neighborhood.

Prior to opening his own restaurant, Krietzman worked at Vanessi's on Broadway (1977-1979) and MacArthur Park (1975-1977). Two weeks after opening, the restaurant was doing capacity business. Jackson Fillmore Trattoria originally opened as Jack's on Fillmore to take playful advantage of the unlikely coincidence of an owner named Jack opening a restaurant on the corner of Jackson and Fillmore. However, at the time there was a famous Jack's Restaurant in the Financial District. A few weeks after opening, Krietzman was contacted by Jack's Restaurant's attorney and he agreed to change the name. It eventually became Jackson Fillmore.

Soon after opening, the restaurant got two mentions in Herb Caen's column, which considerably booted business. Millions of people have eaten at Jackson Fillmore since the restaurant opened. Casey and Kelly Sullivan, a brother and sister team, now manage Jackson Fillmore and carry on its traditions. Their father, Craig, was Jack Krietzman's first friend after he arrived in San Francisco, and the pair have known Krietzman their entire lives. Jackson Fillmore preserves the counter dining experience that San Francisco has become known for, in addition to providing consistently good food, service and neighborhood feel. Jackson Fillmore Trattoria is a small place with a small, dedicated staff open five nights a week.

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

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

2506 Fillmore Street from 1985 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, the applicant has contributed to the Pacific Heights neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Jackson Fillmore Trattoria is associated with Italian cuisine.
- Jackson Fillmore Trattoria has contributed to the history and identity of San Francisco and the Pacific Heights neighborhood.
- The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in c. 1890. The Department identified the property as a contributor to an Upper Fillmore cluster of historically significant storefronts. The business's clientele has also historically included many local celebrities, including Joe Montana, Harris Barton, Will Clark Nate Thurmond, Phil Smith, P.J. Carlesimo, Barbara Troop, Alice Waters, Jeremiah Tower, Willie Brown, and more.
- Jackson Fillmore Trattoria has been featured in the San Francisco Chronicle in Herb Caen's column as well as in Michael Bauer's column. Mr. Bauer is the Chronicle's restaurant critic and editor at large. Jackson Fillmore has also been featured in 7X7, the New Fillmore, the San Francisco Bay Guardian, the San Francisco Examiner and several other local publications.

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

Yes, Jackson Fillmore Trattoria is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Jackson Fillmore Trattoria 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:

- The antipasti bar.
- Neighborhood, unpretentious, and friendly atmosphere.
- Neon "Trattoria" window sign.
- Exposed brick surrounding entry.
- Terrazzo floor.
- Location at corner of Jackson and Fillmore resulting in restaurant name.

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 Italian cuisine.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Jackson Fillmore Trattoria currently located at 2506 Fillmore Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE MARCH 25, 2019

JACKSON FILLMORE TRATTORIA

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-018
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ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR JACKSON FILLMORE TRATTORIA, CURRENTLY LOCATED AT 2506 FILLMORE STREET.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on March 25, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Jackson Fillmore Trattoria 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 Jackson Fillmore Trattoria:

Physical Features or Traditions that Define the Business:

- The antipasti bar.
Neighborhood, unpretentious, and friendly atmosphere.
Neon "Trattoria" window sign.
Exposed brick surrounding entry.
Terrazzo floor.
Location at corner of Jackson and Fillmore resulting in restaurant name.

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

- Restaurant featuring Italian cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 25, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-018
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Business Address: 2506 Fillmore St.
District: District 2
Applicant: Jack Krietzman, President
Nomination Date: September 15, 2016
Nominated By: Supervisor Mark Farrell

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

2506 Fillmore Street from 1985 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: N/A

DELIVERY DATE TO HPC: February 6, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 2



City and County of San Francisco

MARK E. FARRELL

September 15, 2016
San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102-4681

Dear Director Dick Endrizzi:

I hereby nominate the Jackson Fillmore Trattoria to the Legacy Business Registry of San Francisco. The Jackson Fillmore Trattoria has been a little gem at 2506 Fillmore for the past 31 years.

The restaurant was opened by Jack Krietzman and his wife in 1985. Jack came from New Jersey in 1975 and worked at MacArthur Park, then Vanessi's and finally Little Italy, which he sold in 1985 in order to open Jackson Fillmore, and the rest is history. His secret to success is to make really good food, which is easy for them, because over all these years they have been cooking and improving on the same cuisine. They have come up with so many different dishes that they don't have room to put them all on the menu. However, when customers come in and ask for an old time favorite, they are so happy. In Jack's words: "that's what makes a restaurant great: memory provoking food, wine and overall experience."

The restaurant is now operated by Kelly and Casey Sullivan who are a sister-brother duo that have known the restaurant and Jake for almost their entire lives. They have been doing this for four years; first with the help of Jack and now on their own. And, they are so fortunate to have a loyal staff that have worked there from five to twenty-three years. They credit their success to the neighborhood. Our patrons have been coming here for years in fact generations.

Sincerely,

A handwritten signature in blue ink that reads "Mark E. Farrell".

Mark E. Farrell
San Francisco Supervisor, District 2

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
JACKSON FILLMORE TRATTORIA		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Jack Krietzman . Constance Johnson . Dave Kavrall		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2506 Fillmore S.F. , CA. 94115		(415) 346-5288
		EMAIL:
		jacksoncucina@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
jacksonfillmoreSF.com	www.FACEBOOK.com / Jackson-Fillmore-Trattoria - 53152994652	www.yelp.com / Biz / Jackson-Fillmore-Trattoria - SAN FRANCISCO
APPLICANT'S NAME		
JACK KRIETZMAN		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
PRESIDENT		
APPLICANT'S ADDRESS:		TELEPHONE:
JACK KRIETZMAN C/O DAVID KAURELL		[REDACTED]
		EMAIL:
		JACKSONCUCINA@gmail.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0302560		C1905204

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
MARK FARRELL	December 1, 2016

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2506 Fillmore, S.F., CA.	94115	12/18/1985
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	12/18/1985 - Present	

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

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Jack Kristeman

Name (Print):

11/7/18

Date:

Signature:



JACKSON FILLMORE TRATTORIA

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquarterd location) and the opening dates and locations of all other locations.

Jackson Fillmore Trattoria (“Jackson Fillmore”) opened on December 11, 1985, after the founder, Jack Krietzman, put in 6 years at Little Italy on 24th and Castro as a junior partner. Prior to that, he worked at the iconic Vanessi's on Broadway (1977-1979) under Giovanni Leone and Bart Shea. And before that, he worked at MacArthur Park (1975-1977). Larry Mandel was his boss, and his chef was Goertz Boje.

When Jack’s partner and financial backer David Kavrell agreed that the time had come for Jack to open his own place, they started looking for a location. Every time Jack thought he had found the right place, David would tell him it was too expensive or it was a bad location. Then one day, Jack found a little sushi bar on Fillmore Street near Jackson Street. The price was right, and Jack was 100% sure it would work. He simply repurposed the existing sushi bar. Two weeks after opening, the restaurant was doing capacity business.

The first rather entertaining thing that happened occurred before the restaurant opened. Jack’s partners thought that the restaurant’s location on the corner of Jackson and Fillmore with an owner named Jack was so random and coincidental that the restaurant should be named Jack's on Fillmore. Jack said, “Guys, I don't think that name is going to fly,” due to the famous Jack's Restaurant in the Financial District at the time. They insisted; Jack caved. A few week later, Jack received a call from Jack's' attorneys telling him that they didn't think it was a good name for the new restaurant. Jack asked them politely if it would be alright if he used up his printed materials (match boxes and business cards and such). They agreed, but asked that Jack remove the name “Jack's” from the front of the building. Jack said yes, but literally had no money having sunk every nickel into the restaurant. So Jack called the sign painter, who was a friend, and asked him to rub out the name “Jack's” so all it said on the building was "on Fillmore." Nine months later, when Jack saved enough money, he had the sign painter come out to fix it, at which time it was changed to “Jackson Fillmore.”

It could have been worse. Soon after, Herb Caen caught wind of the story, and Jackson Fillmore got two mentions in his column. Funny how things work out! In those days, Herb Caen was the hottest column in San Francisco. Jack had a pretty good following from the Vanessi's days and from the six years he put in at Little Italy, but the Herb Caen blurbs opened the floodgates of customers. And just like that, Jackson Fillmore was on the map.

Things kept getting better until the restaurant got a bad review from a local restaurant critic who owned a competing place not far from Jackson Fillmore. That slowed things down for a couple of days, but the fans just kept coming, and this proved to be a non-event.

Millions of people, literally, have eaten at Jackson Fillmore since the restaurant opened. Jack is constantly reminded – and a little in awe – that people recognize him all over the world all the time. It's been a crazy and wild ride, and it really hasn't changed all that much over time. Jack is proud of what he created and all the people who have helped him and who have always been there for him.

Jackson Fillmore will always be a San Francisco legacy and would be an excellent addition to the Legacy Business Registry.

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

Jackson Fillmore has never closed except for repairs and/or vacation. The restaurant has not closed for more than two weeks at a time since it was founded.

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

Jackson Fillmore is not technically a family owned business, which is often defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

Casey and Kelly Sullivan, a brother and sister team, now manage Jackson Fillmore. They are as close to Jack's niece and nephew as could be. Their father, Craig, was Jack's first friend after he arrived in San Francisco. Jack has known Casey and Kelly their entire lives, and he considers them his family. They are the next generation of Jackson Fillmore and are carrying on the tradition.

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

The ownership of Jackson Fillmore Trattoria only change once when it transitioned from a single owner to a partnership in 1998.

The ownership history of Jackson Fillmore Trattoria is as follows:

1985 to 1998:	Jack Krietzman and Constance Johnson (Jack Krietzman LLC)
1998 to Present:	Jack Krietzman, Constance Johnson and Dave Kavrell (Jackson Fillmore Inc.)

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

Not applicable.

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

The historic resource status of the building at 2506-2508 Fillmore Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

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

Since the restaurant was founded in 1985, Jackson Fillmore Trattoria has contributed to the history and identity of the community, the Pacific Heights neighborhood, and the city of San Francisco. Jackson Fillmore preserves the counter dining experience that San Francisco has become known for, in addition to being a place customers can count on for consistently good food, service and neighborhood feel. People move all over the city, the country and the world; but they often come back to their favorite San Francisco restaurants, and Jackson Fillmore is frequently one of the places on their list.

Lynn and Ed Segal were some of the first regular customers. Their son Ned would join the restaurant staff in basketball games out back when he was attending Newcomers High School. Lynn has been on many political committees and is now an integral member of the Fillmore Neighborhood Association. Lynn and Ed are still regulars and now Ned comes in with his 3 child and his wife Maya. Three generations, and that's just one example. There are many stories like this – from Joe Montana to The York family, from customers who fell in love at the counter and got married to the thousands of employees whose lives have been helped by Jackson Fillmore. One waiter, Waldo, has been with the restaurant for 25 years. Another employee, Filipe, has been there for 17 years. Former staffers at Jackson Fillmore who Jack stays in touch with have started restaurants of their own. Some have gotten married and had children.

Jack is extremely proud of what he's done and what Jackson Fillmore has accomplished through the years.

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

Jackson Fillmore Trattoria is a small place with a small staff open five nights a week. Most of the staff have worked there a long time; some have families. On days off, the staff recharges with fun activities usually on their own. The restaurant has done some events in the past, but it's more common for the restaurant to instead make donations to local and neighborhood events, which they do.

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

Jackson Fillmore Trattoria has been featured in the San Francisco Chronicle in Herb Caen's column as well as in Michael Bauer's column. Mr. Bauer is the Chronicle's restaurant critic and editor at large. Jackson Fillmore has also been featured in 7X7, the New Fillmore, the San Francisco Bay Guardian, the San Francisco Examiner and several other local publications.

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

Jackson Fillmore Trattoria is associated with a number of significant and historical people. Ball players from every pro Bay Area team, businessmen, politicians and the who's who of Pacific Heights come in all the time.

Founder Jack Krietzman knew the restaurant was in the "it" neighborhood of San Francisco – Pacific Heights – and as a young businessman he knew he had a chance to be a success and make some money if he played his cards right. He was newly married with hopes of having a family and making a career for himself. He had a pretty good reputation, and he could sell! He was a good salesman. His target clients were the people with money. Anyone who would buy a \$50 bottle of wine was his new best friend. Any stockbroker, doctor, lawyer or business person that walked in and was strutting their stuff got the full treatment. (Remember, these were the days before the "foodie movement" – before everyone was a wine geek – and basically before the internet.)

People who were customers at Vanessi's were showing up. Ronnie Lott and Joe Montana were eating at the counter, sometimes with their wives. It was blowing Jack's mind. They wanted to sit at the bar. Wow! Harris Barton and his wife became regulars. Will Clark, Nate Thurmond, Phil Smith, P.J. Carlesimo the list goes on into the present. To Jack, it was magical! This was back in the day before the Celebrity Chef. But the Bay Area had its own set of celebrity chefs, and they were all showing up at Jackson Fillmore: Barbara Troop, Alice Waters, Jeremiah Tower, Bradley Ogden, Jonathan Waxman, the not yet famous Mario Batali (Sous-chef at the Clift Hotel at the time) and more.

There was the time when Anne Getty came in. Jack had no idea who she was and there were no tables available, so he offered her the counter. She said no and left. There was a real estate agent named Chuck who was quickly becoming a regular sitting at the window table, and he said, "Wow! Anne Getty can't even get a table at this place." Jack was a little embarrassed, but he really didn't know who she was.

Restaurant patrons included Herb Caen and Willie Brown. Of course, Jack knew who they were. And he was sure to find a place for them. Jeremiah Tower said the best steak he'd ever eaten was the truffled steak at Jackson Fillmore. And he was sitting at the bar! Jack remembers it as if it were yesterday.

What was cool about Jackson Fillmore was that everyone was treated the same no matter what. Restaurant staff would keep fans away from the celebrities so they could be 'normal' people for a change. Of course, staff knew who they were, but when they were inside the restaurant they could let their hair down. The most common things Jack heard was, "Now we don't have to cross town to get your food anymore." Jack is proud of the fact that Jackson Fillmore is THE place to eat in Pacific Heights, and have been since they opened. The community that depends on the restaurant can go to any number of wonderful restaurants in San Francisco. They can afford all of them. But when it comes to going out in the neighborhood, Jackson Fillmore has been the place to eat.

Then Jack kind of had the tables turned on him. It was really weird, but everyone wanted to be his friend. That's when the real magic started to happen – when the ordinary customers started to become regulars. People began to share their lives with Jack and the staff. Parents and their kids started to know everybody at Jackson Fillmore on a first name basis, and the staff got to know them intimately.

The last review that San Francisco Chronicle food critic Michael Bauer wrote made reference to the 70 year old customers hugging the Jackson Fillmore staff ... the staff that are 40 years younger. Children of the people who were regulars back in the beginning are now coming in with their kids. The regular customers are the true significant and historical people associated with Jackson Fillmore Trattoria.

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

Jack has helped thousands of people who have worked for him shape their lives. The restaurant is a perennial donor to KQED as well as the Fillmore Street Association. Kelly Sullivan, manager, is involved in the neighborhood association, and Jackson Fillmore is a new member of that newly revived association.

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

Jackson Fillmore Trattoria serves patrons from Pacific Heights, the city of San Francisco and the Bay Area. Customers are residents of San Francisco, as well as tourists from all over the world. It's not uncommon to hear someone say that someone they sat next to on a plane said, "You have to eat at Jackson Fillmore."

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

No, this does not apply.

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

If Jackson Fillmore Trattoria were to close, San Francisco would lose a landmark. It would lose the style of cooking unique to Jack Krietzman that's been served up since his days at Vanessi's (circa 1977). It would lose that special caring vibe and great service emblematic of all the eateries he's created over the years in San Francisco. Jackson Fillmore lives on as the last and lasting bastion of his work. Basically, a piece of history would die if the restaurant were to close.

CRITERION 3

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

Jackson Fillmore was a sushi bar when Jack Krietzman discovered it was for sale. (He was working a Little Italy at the time.) Right away the vision struck – a small neighborhood place. He removed the sushi and replaced it with antipasti – a brilliant idea that is still going strong 34 years later. Jackson Fillmore is a long narrow restaurant with the old sushi bar on the left behind which salads, dessert, antipasti, espresso and wine are served up nightly, and on the other side are eight or so tables.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Jackson Fillmore is committed to maintaining a neighborhood feel. The tradition of eating at an unpretentious, friendly atmosphere is important.

Around the country and around the world, residential neighborhoods are dotted with little cafés, cleaners, convenience stores and restaurants. In addition to serving their neighborhoods, the merchants and their shops add to the feeling and social distinction of the 'village.' They define the neighborhood. As is the case in Jackson Fillmore, sometimes people use restaurants as landmarks when giving directions. Back in the day when Spinelli Coffee was in business, and even today with Blue Bottle, there is a village feel on the corner. There is a cleaners. There once was a bookseller. There are two great corner markets, each with its own feel. And when their lights go down and the Trattoria sign is lit, Jackson Fillmore puts out its own vibe on the corner. People from the neighborhood start to meander in; some with their families. They come from all parts of the city and from all the hotels and local B&Bs. Bam! The corner is alive with activity. The smell of garlic, the sounds restaurants, the feel of life and people living it and the people waiting table at Jackson Fillmore add to the vibe.

As in any neighborhood, there is every kind of people from all walks of life and every from kind of 'status' if you will. This is definitely the case when it comes to Upper Fillmore, and they all came to Jackson Fillmore. The royalty: Daniel Steele (writer) and John Traynor were there. The Fishers, Bob and Randi (The Gap), and their kids were regulars. The power brokers: Nancy Pelosi with the secret service – Paul Pelosi and John Hammeran planning the next merger or corporate takeover. The movie stars: Julia Roberts and Ben Bratt (who used to work for me as a bus boy) would be there when they were shooting a movie in town and staying at the Jackson Court Hotel. The movers and shaker from the neighborhood – these are our mainstay – their names go on forever. Sometimes a mover and shaker might be in three times in a single week: once alone, once with the family, and a third time with the wife before or after a show. Honestly, this used to happen a lot! And still does. What does it take to make an iconic restaurant? All these people and more. The grad students, the young professionals, the ball players, the artists, the musicians; they are all coming to our little village to eat at Jackson Fillmore.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

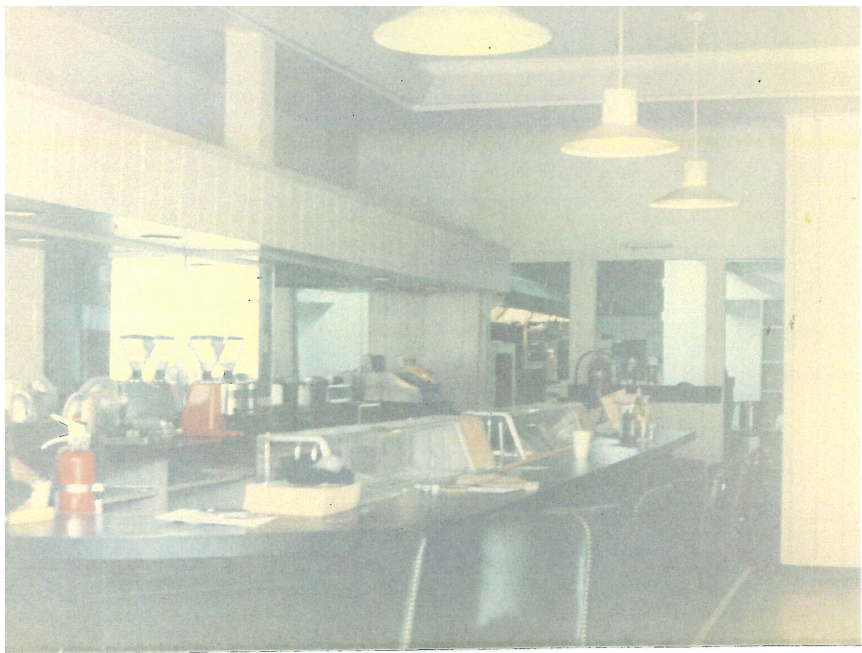
Jackson Fillmore is housed in a rather unassuming turn of the century building at the top of the hill in Pacific Heights. Above the restaurant is a single family duplex. The only historic architectural elements to speak of are exposed brick around the entry and a wonderful original terrazzo floor. The blue neon Trattoria sign has been shining like a beacon opposite the Cavalry Presbyterian Church across the street. It serves as a welcoming sign to all those attending music concerts and various functions put on at the Church. Physically, Jackson Fillmore is the last business on the Fillmore commercial corridor. This alone puts Jackson Fillmore in a landmark position, as they've come to be known as Pacific Heights' neighborhood Trattoria and still are.

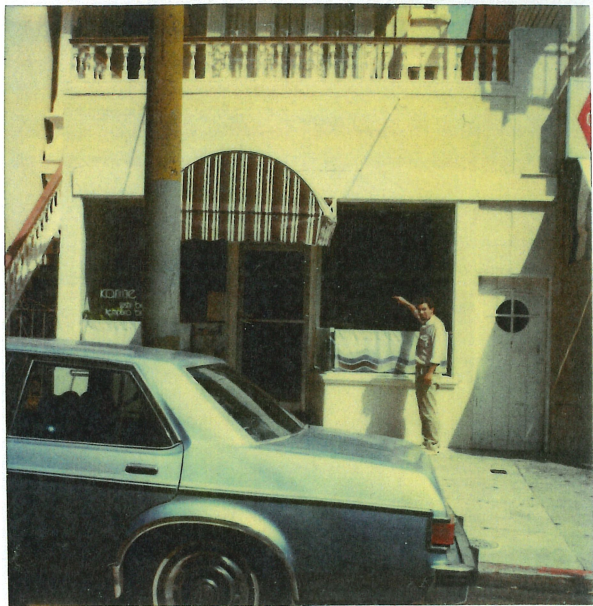
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art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

Not applicable.













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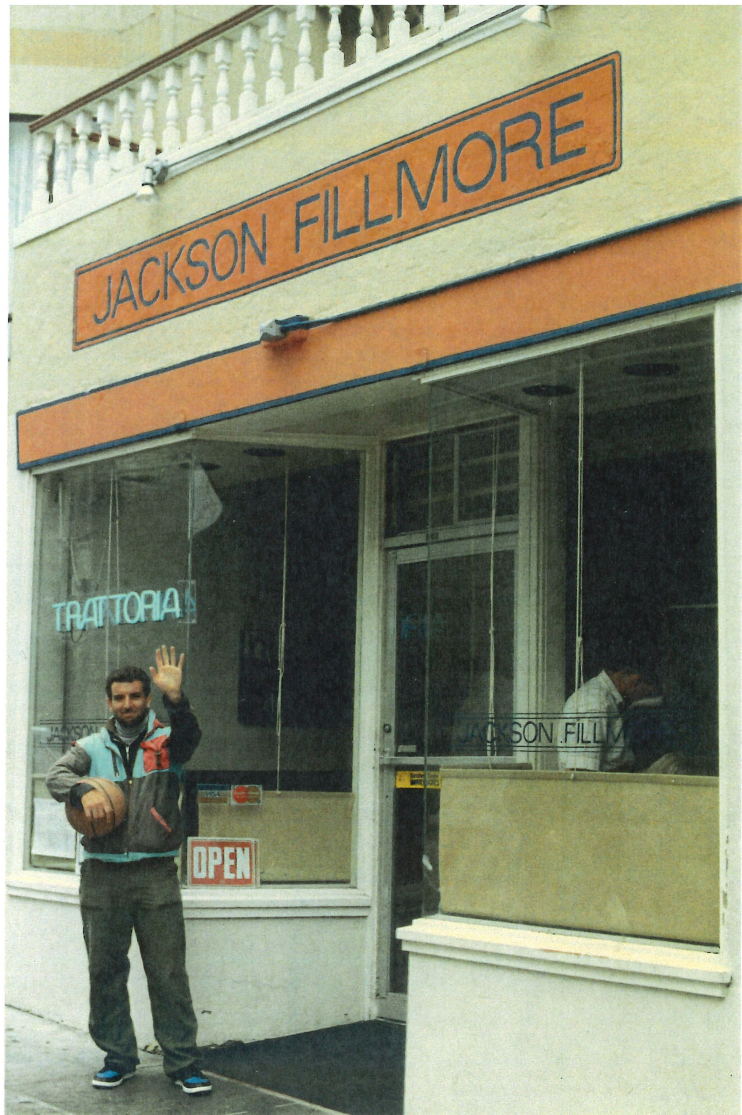


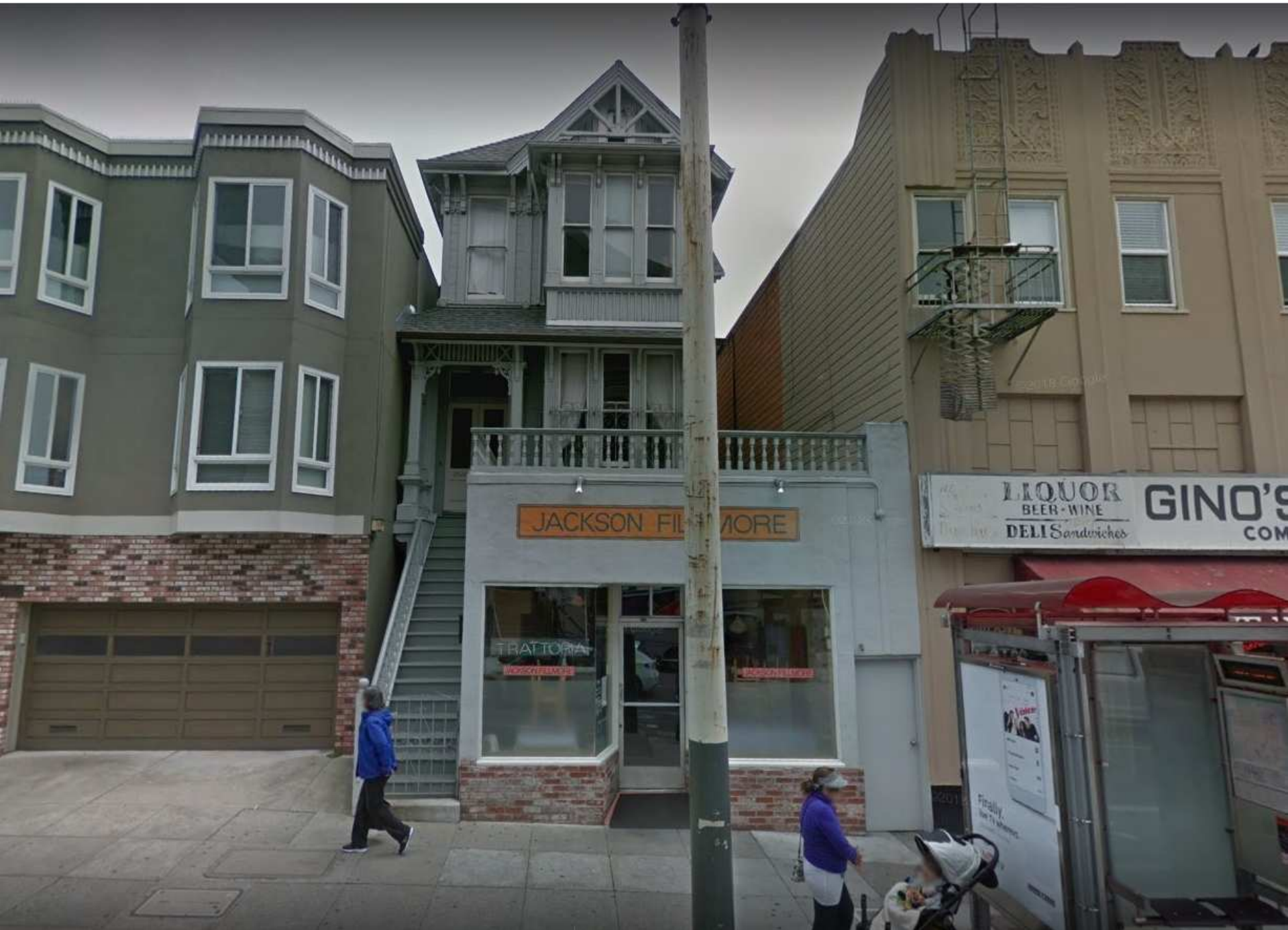
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HERB CAEN



Schmooze on Tues

★ ALWAYS NEW restaurants to cover. Jackson and Fillmore, at that very corner, is the hottest thing in Pacific Heights these nights, hotter even than Sperry Top-Siders worn without socks, which is what most of the customers affect. The food is hearty Italian, prepared by owner-chef Jack Krietzman, who isn't Italian, I mean. He seems reasonably hearty and prepared an excellent veal chop with *risotta primavera*. The regulars love the place and urged, "Don't write about it." "Write about it," said Jack. Next night I nipped over to South Park, the historic area between Second and Third, Brannan and Bryant. Used to be a mean, tough neighborhood, but, like the rest of SoMa, it's upgrading fast. The South Park Cafe is the new mecca there; a fine lady chef, B.J. Acker, turned out some perfect scallops in their lovely shells, and an authoritative *boudin noir*. Also blinis and caviar, by golly. The place was jammed with people you don't ordinarily see So. o' Market. Don't write about it.

As long as I was in the neighborhood, I spent a few minutes and bucks in Oasis. The usual mob scene — mostly white, straight and terribly clean. That's one NICE disco, nothing and nobody threatening. Even the tourists would like it if they ever got away from the Wharf. Looking for something funkier, I wandered over to Mark Rennie's Nine, a mad mishmash of disco, motel, gallery and whatnot, mainly the last. In one room, an artist was painting a huge mural as a guitarist played weird music. Reminiscent of the Beat era's poetry and jazz scam. "How many years do we have to live through this stuff?" asked Boz Scaggs, well-recognized at the bar.

★ ★ ★
STILL, YOU'RE NOT safe anywhere, even in the Marina. Sunday night, at Cobb's Comedy Pub on Chestnut, the Woody Allenish comic Jeremy Kramer was taking a break in the menzroom when the guy next to him suddenly pulled out — no-no-no — what looked like a .45, at least, and said, "This is a stickup." Jeremy handed over all the cash he could extract with one hand, about \$23, and the bad guy grabbed it and fled, only to be nabbed right outside by two cruising cops from Northern, the Messrs. Nannery and O'Leary. The .45 was only a pellet gun. And so ended the drizzly weekend.

HERB CAEN



Monday Memo Machine

6/86

THE ROUND FILE: Gardening is relaxing? Don't believe it. In fact, the gardeners at G'Gate park incur so many stress-related back injuries that rec-park director Mary Burns decided to hold a one-day stress management session. The instructor, a doctor, dashed in late, blurted, "I got stuck in traffic, I had a terrible fight with my wife, I am totally stressed out and I quit," and out he went. The gardeners limped back to work ... Would it make your day to know that Jack Kreitzman, owner-chef of the hot Jackson Hillmore restaurant, is great entertainer Michael Feinstein's cousin? Tough audience ... Among the graduates at George Washington High: Clint Eastwood Karamath, whose parents are devoted fans of Charles Bronson (shurely shome mish-take here — Ed.) ... I was saddened to learn Fri. of the death of Hobbs Merle, a jolly fellow who knew and loved this town and was loved right back; his life was one long smile, for everybody.

★ ★ ★

Out to dinner

Bea Pixa

Casual Italian

JACKSON FILLMORE, 2506 Fillmore (near Webster). Dinner served 5:30 to 10:30 Tuesday through Thursday; 5:30 to 11 Friday and Saturday; 5 to 10 p.m. on Sunday. Beer and wine. Limited wheelchair access. Tel.: 346-5288.

Though just a few months old, and already immensely popular, this well-packed trattoria is experiencing an identity crisis. The Financial District restaurant called Jack's, which has been around for several generations, protested that an outside sign, a play on words, made it appear that the place was called Jackson Fillmore. To promote harmony the owners partially erased their newly painted name, and till the new graphics are in place, all that guides the diner is innate knowledge, plus the words "on Fillmore" and a neon "trattoria."

Pacific Heights obviously was

craving a casual, down-to-earth eatery, with minimal trendy pretensions. The chef-owner, Jack Krietzman, who previously cooked at Vanessa's and was a partner at the highly popular Little Italy in Noe Valley, has brought an earthy, robust, no-nonsense, style of cooking to the neighborhood, eliminating the travails of parking in North Beach when Pacific Heights residents need a garlic fix.

A utilitarian viewpoint has guided the interior design, which features a long, black Formica counter with appetizing displays of fresh food. Just a few tables with blue-and-white-checked cloths, illuminated with hanging, industrial-style light fixtures, flank the opposite wall. The floor is terrazzo tile, the notably barren walls are off-white. High above a service area, are cardboard boxes that would probably be better closeted.

Despite the downscale trappings, however, the a la carte menu, augmented by a full page of evening specials, is priced for the upscale market — in other words, don't expect informality AND bargain prices.

The strength of this kitchen

rests in the freshness of its ingredients, a selection of dishes that departs from the usual neighborhood Italian menus, and a knowingly exaggerated use of garlic, oil and fresh herbs. The dining tone is auspiciously set with glasses of crusty breadsticks and a thick slice of Bruschetta (the first slice is compli-

Desserts include goodies that ought not be ignored

mentary; others are 70 cents each), a toasted piece of Italian bread, drizzled with a fine olive oil, chopped tomato, fragrantly fresh basil, and chopped raw garlic, all of which suggest the essence of Italy.

A marvelous baked appetizer of Prawns Oreganato (\$5.75) brought three, large, butterfly-cut shellfish nestled into a bed of fine crumbs that had been mixed with oregano, garlic and a trace of Parmesan cheese.

Cold Antipasto (\$5.25) brought a

well-composed platter of marinated white beans mixed with pine nuts, roasted and marinated red bell peppers, marvelous baked eggplant that was charred black on the outside but creamy within, marinated fresh baby artichokes, marinated celery, mushrooms and a sprinkling of plump, purple Kalamata olives. Seductive aromas and flavors of olive oil, garlic and fresh herbs permeated everything.

A la carte vegetables are costly, but the enormous portions will comfortably serve three, or even four. The Mixed Vegetables (\$4.75) recently presented a garlic-infused saute of asparagus, summer squash, zucchini, mushrooms, carrots and celery.

If any of the other pasta dishes are as good as the Tortellini al Forno (\$5.50), the success of this trattoria is forever guaranteed. This is a baked casserole of awesomely rich, forcemeat-stuffed pasta crescents, covered with a sauce of cream, bacon and mushrooms. Cholesterol? Sure. But maybe this dish is worth the arterial damage.

If two, or even three people in a party can possibly agree on one dish, it would be hard to do better

than the Mixed Contadina (\$22), which is made for two (but in fact will serve a small army). Chunks of chicken, steak, lively fennel-seasoned hot sausage, chunks of potatoes, fresh rosemary and other herbs, and enough cloves of garlic to terrify vampires are sauteed together in perfect, peasantry rapture.

Somewhat less successful was Chicken G.O.V. (\$7), half a bird, broiled past the point of succulence with a mixture of garlic, oil and a raspy red-wine vinegar.

The Veal Sardegna (\$9.25), thin, floured scallops sprinkled with lusty, kalamata olives, capers and chopped tomatoes was gloriously flavorful, although the veal used wasn't the youngest, whitest or most succulent of meats. But the seasonings were superb, and the dish succeeds because a fine cook has turned less-than-prime materials into something wonderful.

Desserts include some terrific goodies that ought not be ignored. A Fantasia di Cioccolata (\$3.75) brings a slice of chocolate-pecan cake from Cocolat on a pool of cold zabaglione, drizzled with fresh strawberry puree. The same cold

zabaglione stars as a Zabaglione Freddo (\$3), served with strawberry puree and crushed Amaretto cookie crumbs. The wonderous Tiramisu (\$3) is pure pleasure, created with Marsala-soaked ladyfingers, a creamy topping of Marscapone cheese, and a dusting of chocolate. Also worth the indulgence is the Tartuffo (\$3.25), a ball of chocolate ice cream in a shell of chocolate.

The moderately priced wine list is weighted toward Italian selections with a few boutique California wineries as well. Several wines are available by the glass. House wine, served in sturdy, heavy glasses is \$1.50 a glass; \$3.75 a half liter; \$7.50 a liter.

Jackson Fillmore combines style and substance. If it maintains its standards, it could very well be around as long as Jack's.

Food ★★★ Atmosphere ★★
Service ★★★ Hygiene ★★★

Bea Pixa's restaurant reviews appear Wednesday, Friday and Sunday in Style. The Examiner's star system ranges from one star for inadequate, to four for excellent.

SCOOP

—From S1

and the just plain disgusted. The question is, in this day of good, gray formula radio, where controversy is anathema and opinion outre, how does he get away with so radically speaking his mind on the news? Don't his bosses, even on a comparatively loose FM rock 'n' roll station, bridle?

"Yes, they do," says Scoop. "They understand that part of my appeal is ... but I still get ... down ..."

there's not even a homogenous community out there now, even if there was a KSAN like it once was to play, to it. It's all fragmented."

KSAN was so wide open that Nisker could turn his daily news show into something more akin to guerrilla theater. His trademark style was to blend reality with fantasy in a wild collage of music, poetry, cartoon voices, interviews (real and imagined), and whatever else worked to give the listener a proper sense of surreality about the events of the day.

In addition to being part of the "5:45 KSAN News" team, still remembered by many to be among

riot by telling people where to go to demonstrate after the Chicago Conspiracy trial."

"Scoop was and is brilliant, a genius," says Dave McQueen, a longtime colleague at KSAN, and now news director at KRCY-FM in the City. "He's probably my single-favorite news-type person I've ever known or heard, and what I would really love is to hear him doing what he's always done best, that collage thing of putting together news stories with music and snatches of poetry and all. They ought to turn him loose to do that."

When he got fired, Scoop took a

explain."

"You have to put the question in such a way that you don't get a yes-or-no answer," Scoop said. "I love questions like, 'What would you do if you only had 24 hours?' " Or, 'What gets you off?' But political stuff is the best. I guess over the years I still look back to ... and Watergate as tops for excitement, but I ... Reagan makes ... good. Dick was liar as Ronnie ..."

So wh

Scoop on the political spectrum? "I'm a Zen socialist and anarchist," he says with a smile, "Zen being the philosophy of giving it all up, and Zen Socialism being a decentralizing philosophy, getting people back to some sense of community. We do live in a global village, but it all looks like L.A. We also live a life-style ... this country at the expense ... of the world, and

ship obviously doesn't understand 'this.'"


But Scoop does, and he's still on the case. "I read the paper in the morning and I still say, 'What? They're doing it again and again and again!' We just don't learn a lesson of being on the ... there's this naive ... government ... when we ..."

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Up and Down The Fillmore


by David Ish

Have to take exception to the Zagat review, mentioned in Ed Schwartz's column on the opposite page, of Jackson Fillmore. I've eaten there and think the food is absolutely terrific. Why do you think it's so crowded? Complaining about the crowd itself hardly seems fair, although I must confess I'm not all that big on crowds myself. I tend to sneak into Jackson Fillmore at odd hours (the hours can be even odder now that they've added brunch and lunch, see advertisement this page) like 5 pm, Sunday to avoid the crowds...well I had to say something, and since it's my paper I guess there's really no one around to stop me...I wish however that there were more people out there in the neighborhood that felt the way I do about saying something...about anything. Except for one note too embarrassingly complimentary to print from the Director of the Duquette Pavilion about last month's article on same, I haven't seen a letter to the editor for months. People talk to me a lot on the street about the paper, but nobody writes. Maybe letter writing is something that people just don't do anymore, but I would certainly appreciate knowing if there are any things out there in The New Fillmore that anyone cares to air about...or are we all that fat and happy? One thing I am happy about is that the drive to return to district elections is gathering momentum. It's a travesty of the democratic process to not have accountable grass roots representation on the neighborhood level on the Board of Supervisors. Right now, if you or I want to see if we could get some benches on Fillmore Street so people could sit down, who on the Board of Supervisors do we call? Do we go to the top of

the alphabet, or go to the Supervisor who won the most votes in the last election, or just what? There is no one on the Board of Supervisors charged with the responsibility of specifically representing the interests of Pacific Heights and/or the Fillmore District. District elections were originally voted in in 1976 as the result of a legitimate grass roots campaign on which a lot of people put in long hard hours. They were voted out in 1978 as the result of a carefully conceived flim flam in which the issue was raised by downtown business interests in an off-election and stated in such a way as to make you think you were voting for them when in fact you were voting against them. So now we are back in a situation where all the supervisors are elected at large, which means they all represent us, which means nobody represents us. Lacking any truly accountable voter base, they tend logically enough to represent instead the special interests of those who helped them underwrite the horrendous costs of getting elected in a city wide election. Carol Ruth Silver is an excellent example of this. First elected in a district election, she was a voice that represented a definitely left of liberal constituency. However when district elections ended and she was forced to seek big bucks for reelection, she had to turn to development money. Downtown interests, those brilliant people that so much have the interests of downtown at heart that they have succeeded in giving us a vacant Manhattan, are opposed to district elections because they know it will deliver a Board of Supervisors un beholden to their war chests. A District election makes it conceivable that you could get elected just walking up and down streets shaking people's hands and passing out flyers and posters—in short, get elected for conceivably even only tens of thousands of dollars instead of hundreds of thousands. Let's do it! Power to the people! Taxation without representation is tyranny!

There. That's my letter to the editor this month. How about yours?

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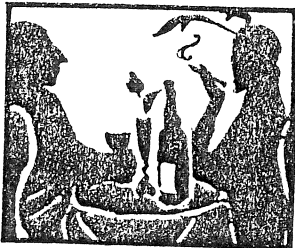


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June Issue "The New Fillmore"



Fillmore Food and Wine
by Ed Schwartz

Customers rate Fillmore Restaurants

The Zagat Restaurant Guide is a publishing wonder; the New York guide sells more copies than all other restaurant guides put together. And, just this month, the Bay Area has a Zagat of its own.

I had the pleasure of editing the local Zagat Guide with Anthony Dias Blue, the noted wine and food journalist. It was even more interesting than fun, because it is a book "done" by readers, and our editing task was to convey a sense of the restaurant's virtues and flaws as noted by the public rather than the prejudices of one, or in this case, two dedicated restaurant goers. What was fun about it was that eating out seems to be the second favorite indoor sport in San Francisco. People called on the phone to give advice, suggestions or just ask questions like, "why aren't there any good Mexican restaurants in Mexico City, either! The question of why there aren't great Italian restaurants in San Francisco is harder to answer. There surely are great ones in Italy.

How the Zagat Guide worked -- Andy and I developed a long list of restaurants and that was added to by restaurateurs, wine writers, and food editors in the Bay Area. Advance publicity brought in many more suggestions. Survey sheets were prepared and critic/eaters were mailed the sheets, rating the restaurants on a point scale for food, service and decor; they also had a place to give a subjective rating as well space to write-in other restaurants. In the meantime the restaurant filled out detail sheets--times of opening, special features, etc.

Andy and I received computer printouts on each restaurant, with all readers' comments and that's what we based our thumbnail sketches on for the final draft. The Pacific Heights restaurants rated in the survey were, Cafe Majestic, Eichelbaum & Co., Elite Cafe, Jackson Fillmore, Osome, Pacific Heights Bar & Grill, Trio Cafe and Vivande Porta Via. Quotes within the review are readers' direct comments.

Cafe Majestic Stanley Eichelbaum used to be San Francisco's senior theater critic before he gave it all up to learn cooking and become a restaurateur; this, his second restaurant, serves quite good California/American food in an elegantly restored, Victorian atmosphere.

Eichelbaum & Co. Tiny "neighborhood coffee shop" that caters to an up-scale Pacific Heights clientele with a great breakfast and lunch menu that goes into the evening; "crowded, casual and good," this croissant cafe is not much in the looks department and sometimes exhibits surly service.

Elite Cafe. One of the Bay Area's first Cajun hot spots, the Pacific Heights deco-style cafe is trendy, noisy and young; some reviewers doubt its authenticity and value, but the gumbo, blackened redfish and jam-packed oyster bar are a big draw.

Jackson Fillmore New "in-place" for large family-style portions of Southern Italian food; it has become a cult hangout overnight and is now stressed with long waits.

Osome Popular for sushi with skilled chefs and patient waiters; "Chef Toshi is a wild man; order from him at the bar," an old-timer, but still one of the best sushi-yas in San Francisco.

Pacific Heights Bar & Grill "Yuppieville," yes, but really good; one of the best selections of fresh

Continued on page 17

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MORE ZAGAT

From page 17

That's what our readers thought. My own feelings are pretty even with the reviews and I consider mine useful if, for no other reason than I've eaten in every one of these restaurants at least three times. I think the Jackson Fillmore the most controversial of the reviews. I happen to like the food more than the reviewers, except I found it frustratingly hard to get into when it first opened and so it dropped off my list. But, not surprisingly, restaurants change a great deal; for example, I didn't like Harry's Bar and American Grill when it first opened, but I had lunch there the other day and it was very good.

Just for the record, the top 10 Bay Area restaurants for food were: Masa's, Miramonte, Donatello, French Laundry, Fresh Cream, Campton Place, Chez Panisse, Rose et Lafavour, Mandalay(!) and Le Castel.

O.K. That's a take on the Zagat Guide. It's a handy little gem, fits in the pocket and is perfect to send to a foodnik.

Just \$8.95 at bookstores. Incidentally, if you want to be a reviewer in the 1988 Zagat Guide, we'd love to send you a survey form. Write to Zagat Guide, 45 West 45th Street, Room 609, New York, NY 10036.

BARBADOS

From page 12

the opening of his house and grounds to outsiders, the truth of those accusations became all too apparent. The man was a pirate, a "wrecker" as it was known in those days, and a very good one at that! By planting coconut trees in geometrically correct lines and patterns on his beach front, then hanging lanterns in those trees every moonless or stormy night, he

lured many a ship straining to find Bridgeport, and safe harbor, onto the reef that lay just off his beach. Walking along that beach, among the fortification doubtlessly built to ward off any desperate counter-attacks by the survivors of those doomed ships, I felt the chill and excitement of the era of the buccaneer. A different emotion was created by the interior of the castle. I was awed by the splendor of the furnishings collected over a lifetime of selecting only the finest loot. I remember most vividly the paintings; so many portraits of 17th and 18th century ancestors, and none of them Sam Lord's! It was as if, with a hall full of portraits, he could make himself respectable.

After leaving that wonderful hotel, I drove to the rugged eastern shore, the Atlantic side of the island. Great towering cliffs and pounding surf were reminiscent of the Cornwall coast in England. Continuing around the island I discovered the Red-Leq Parishes. Here, the original Scots settlers have kept up their plantation homes and ways, a literal architectural walk into the 19th century. Many here have benefited from the tourist trade by erecting modern luxury hotels along this section of the beautiful warm Caribbean coastline.

Before long, however, I was drawn back to the excitement of Bridgeport. You see, the sun had long since set and the jazz clubs were starting to fill up; I wanted to get a good table if I was going to be up all night dancing to the rhythmic beat of the Bajans' unique Caribbean music.

Susan Campos is Vice-President of Pacific Heights Travel.

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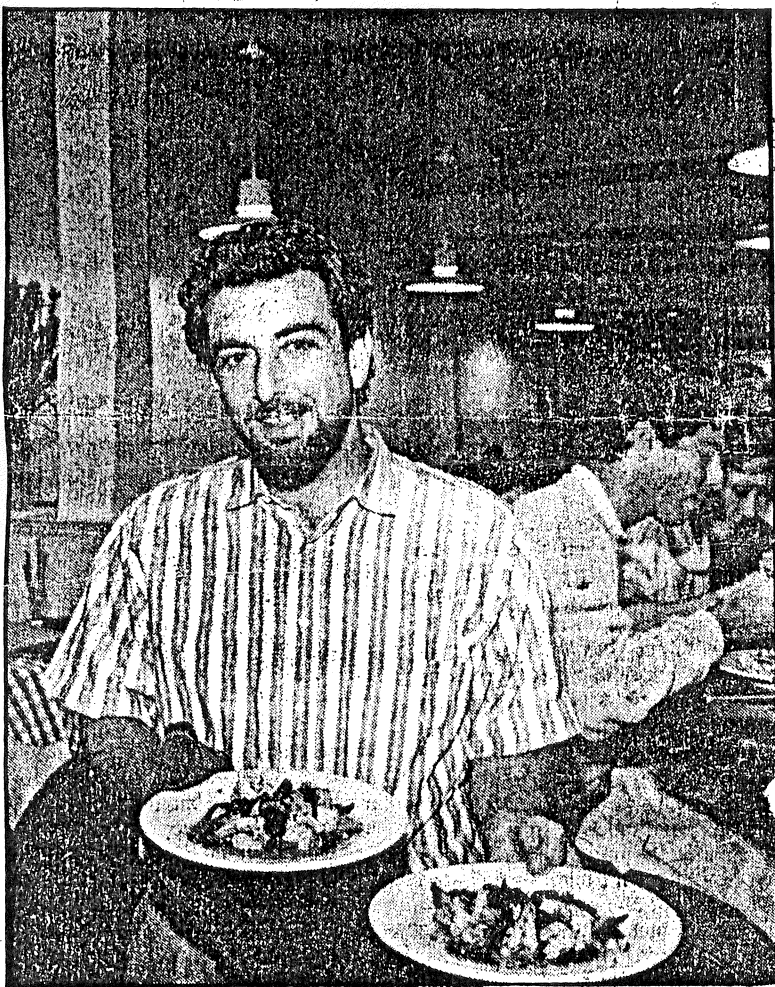
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GUARDIAN PHOTO BY GERALD GROPP

At Jackson Fillmore Trattoria, owner Jack Krietzman creates fun Italian cuisine.

A Sicilian sensation

By Alan Goldfarb

I FIRST met Jack Krietzman eight years ago at Little Italy on 24th Street, where he owned a small piece of the restaurant and was its head chef. Some critics considered his food to be over-garlicked and over-oiled, served in a room overcrowded and over-noisy. But that was Little Italy's style — Sicilian, New York and brash. And so too was Krietzman.

He left the Noe Valley restaurant after six years, but I caught up with him again about eight months ago at his new storefront, Jackson Fillmore Trattoria. I had eaten at Little Italy dozens of times and enjoyed it for the most part. After all, I was weaned on southern Italian cooking. But the metamorphosis in style at Krietzman's new operation is astonishing.

Jackson Fillmore exudes warmth and friendliness in its small, narrow room with whitewashed walls, seven tables and a counter. In addition to cooking on Tuesdays and Sundays, Krietzman strolls around the tables, kibbutzing with his patrons. He'll come behind the counter and offer you a number of wines from an eclectic list that features mostly fairly priced bottlings from small Italian producers. Show more than a little interest and he'll quickly whip out his secondary list containing hard-to-find and, of course, more expensive offerings.

Before you have time to remove your coat, you'll find a tempting round of *Bruschetta* in front of you. The bread, crisp of crust, is toasted and brushed with good olive oil, herbs and is redolent of garlic.

Jackson Fillmore's menu is presented in two parts: The first lists the restaurant's everyday selections, including quite a few items Krietzman created at Little Italy, and a second lists

more than a dozen daily specials.

While many of the dishes have a Sicilian ancestry, the menu is not limited to dishes from that particular region. One foggy evening I started with *Pappa al Pomodoro* (\$3.25), a soup with roots in Tuscany. Thick with fresh Italian tomatoes and slices of bread, the crispy crusts of which were perfectly moistened by the liquid, the luscious soup took on the consistency of a tomato sauce.

On another occasion, the soup, *Patate e Fagioli* (\$2.75), had its origins in rustic Venezia. The combination of new potatoes and white beans with herbs in a good chicken stock sounds as though it would be heavy, but the treatment here was light and velvety.

The staff makes the salad to order behind the counter. Plump red radicchio, bunches of arugula, fat green artichokes and an assortment of mushrooms sit waiting in sushi bar-like coolers. *Insalata Jack* (\$5.75) is a mouth-watering creation of medium prawns and potatoes with carrots and lots of garlic. It's dressed with a housemade preparation of anchovy and garlic, with virgin olive oil slowly drizzled into the mix — a procedure that takes 20 minutes.

Jackson's pastas, are, of course, also cooked to order. I've had a half-dozen permutations here, and while some dishes missed the mark, the noodles were always fresh and nutty. One night, from the specials list, my eating companion had an opportunity to try several of Jackson's pastas, all in one dish. *Trio di Paste al Pesto* (\$7) consisted of three pastas — gnocchi, ravioli and tortellini — floating in a Northern Italian sauce of walnuts and basil. The dish was wonderful, full of sweet cream and flavorful nuts, but the basil was virtually nonexistent.

Spaghetti al John Carbone (\$6.75), a

fun with his food. It was ill-conceived, however, in that the *al dente* egg noodles here were not enhanced by an extremely dry sauce of pancetta, garlic, oregano, chili and breadcrumbs. The explanation of the dish forewarns that the mixture is fried "crisp" in olive oil, and that's what you get and then some. All the flavors come through all right, but the breadcrumbs soak up the olive oil, resulting in food that is difficult to swallow.

The Seafood Composition (\$9.50) is one of my favorite dishes on the everyday menu. A huge portion of seafood — prawns, clams, mussels and fresh fish of the day — is immersed in a traditional tomatoey-garlicky marinara sauce or a *fra diavolo* sauce (the same sauce with the addition of crushed red pepper). The seafood is cooked for a short while, allowing the sweetness of the fish to emerge despite the spiciness of the sauce. This dish is a winner every time.

An extensive dessert menu lists a couple of Zabaglione (\$3-\$3.75), a choice of Italian cookies with chocolate or fresh fruit and a couple of dishes that are simply knockouts.

Tiramisu (\$3) is my favorite. Old-fashioned Lady Finger cakes are given a royal treatment by soaking them in rum and topping them with incredibly rich mascarpone cheese and powdered chocolate. Mascarpone is one of the universe's great cheeses and to use it in a dessert is totally decadent.

Tartuffo (\$3.25) is a ball of chocolate ice cream rolled in bits of chocolate. It's a chocoholic's delight, but you must be patient with this dish — it will taste even better if left to melt for awhile.

Although Krietzman takes his food seriously, he's created a fun and friendly restaurant. Any place that has a huge poster of basketball player Akeem Olatunji displayed prominently in its open kitchen has got to be a gas.

Krietzman's continually refining his craft and his restaurant, and says he'd someday like to offer American eaters an establishment with no written menu — the custom in Italy. In fact, if you have something special in mind and it's not on the menu, ask Jack. He'll probably prepare it for you. ■

JACKSON FILLMORE TRATTORIA, 2506 Fillmore, SF, 346-5288. Tues.-Thurs., 5:30-10:30 pm; Fri. and Sat., 5:20-11 pm; Sun., 5-10 pm. MC and Visa. Reservations recommended.

People in the neighborhood: Jack Kreitzman

Neighborhood restaurateur opens restaurant number four

JACKSON FILLMORE trattoria

The aromas, textures, and flavors of Rome are available right on our doorstep, in the restaurants of New Fillmore neighbor Jack Kreitzman, restaurateur extraordinaire. Jack's mission in life is to raise the quality of the food his neighbors eat, and he has done this by becoming part owner and managing chef at no fewer than four restaurants: neighborhood restaurants Jackson Fillmore and La Fiammetta, Jackson Beach at the Cannery, and, as of the middle of December, Vinoteca on Nob Hill.

In his food, Jack strives for the utmost simplicity, using only wholesome, natural ingredients. He cooks Roman food, which he describes as "more Mediterranean" than the food from other parts of Italy, and "very pure."

"All my restaurants are New York City-style, Grandma-style, Italian cooking"

"In Rome, if you order a tomato salad, they give you sliced tomatoes, oil, salt, and a little oregano, nothing else," he said. "If you ask for cheese on top of it, they just won't give it to you. Americans ruin everything by dumping cheese on it."

"San Franciscans are more sophisticated than people from most cities here, but Americans still don't know how to eat," Jack said. "It's my job to teach them."

Of course, Jack realizes that he's not in Rome anymore. "I don't strictly keep to Roman cooking," he said. "If someone

LA FIAMMETTA RISTORANTE

does most of the cooking, a hobby that he says pleases his wife immensely. "She loves my cooking," he said. "She's willing to wash any amount of dishes if I cook."

The best thing about living in the New Fillmore, Jack said, is the people, who are not only friendly, but also a sophisticated restaurant-going group. "I love Fillmore people," he said. "They got me where I am now."

Jack also likes the convenience of living and working in the same neighbor-

JACKSON BEACH

Spaghetteria

Jack treats his employees like a disciplined yet understanding coach treats his team. "Now I want you to repeat this three times: 'The first thing I do every morning is look in all the containers,'" Jack said to a cook. He wouldn't rest until she had really repeated the phrase three times. Then he gave her a hug and the rest of the day off.

And, only a couple of weeks on the job, his employees at the new restaurant seem to like Jack already. "I've been in the restaurant business for nine years, and



From top to bottom: The many logos of Jack's restaurants, Jack where he loves to be—in the kitchen, smiling and hands on a spatula.

VINOTECA



area, and, on Dec. 19, Vinoteca, Jack's biggest restaurant to date.

"All my restaurants are New York City-style, Grandma-style Italian cooking, but each has its own personality," Jack said. For instance, La Fiammetta has an elegant, subdued atmosphere, in contrast with the bustling, homey Jackson Fillmore.

After Jack opens each restaurant and trains its employees, he hires a chef who is free to add his or her own touches to Jack's recipes, Jack said. "Vinoteca's a little similar to Jackson Fillmore right now, but it will develop its own personality too," he said. "It caters to a different clientele—mostly downtown people and tourists."

Vinoteca, which seats 120 plus another 40 at the wine bar, features big, comfortable rooms with high ceilings and lots of wood in the decor, including several huge wooden barrels decorating the main dining room. All tables are covered with white tablecloths with white

<https://www.7x7.com/the-big-veg-2015-50-vegetarian-vegan-things-to-eat-before-you-die-1787111925.html>



The Big Veg 2015: 50 Vegetarian/Vegan Things to Eat Before You Die

By **7x7 Editors**

Apr 23, 2015

San Francisco is for lovers—and by lovers, we mean vegetarians. Our city is second to none when it comes to vegetarian and vegan cuisine, which ranges from decadent, splurge-worthy meals down to hole-in-the-wall gems that understand that a good vegetarian dish is so much more than just throwing some peas on a plate.

From Outer Richmond to SoMa, from the Presidio to the Tenderloin, read on for the 50 San Francisco vegetarian and vegan dishes to eat before you die. You won't find meat, animal broth, lard, or gelatin in these dishes, but you will find gastronomic bliss.

1. Carpaccio di Zucchini // **Jackson Fillmore Trattoria** 2506 Fillmore Street (at Jackson), Pacific Heights.
2. Vegetarian Stuffed Artichoke // **Woodhouse Fish Co.** 2073 Market Street (at Church), Upper Market; 1914 Fillmore Street (at Wilmot), Pacific Heights.

3. Green Lettuce Wrap* // **House of Nanking** 919 Kearny Street (at Jackson), Financial District.
4. Mysore Masala Dosa* // **Udupi Palace** 1007 Valencia Street (at 21st), Mission; 3242 Scott Street (at Chestnut), Marina.
5. Crispy Miso Cured Tofu Bao* // **Chairman Bao (Food Truck)** Multiple locations.
6. Pozole Vegetariano* // **Tropisueno** 75 Yerba Buena Lane (between 3rd & 4th), SoMa.
7. Vegetable Noodle Soup with Sriracha* // **Sunflower Restaurant** 288 Connecticut Street (at 18th), Potrero Hill.
8. Ravioli Filled With Meyer Lemon Ricotta, Spring Peas, Young Onion, & Chrysanthemum // **Perbaccosf** 230 California Street (at Front), FiDi.
9. Tejano Veggie Burger // **Roam** 1785 Union Street (at Gough), Marina; 1923 Fillmore Street (at Bush), Pacific Heights.
10. Yellow Curry Tofu // **Sweet Lime Thai** 2100 Sutter Street (at Steiner), Lower Pac Heights.
11. Vegetarian Imperial Rolls // **Mai's** 316 Clement Street (at 4th), Inner Richmond. 415.221.3046.
12. Spinach and Mushroom Deep Dish Pizza // **Little Star Pizza** 400 Valencia Street (at 15th), Mission; 846 Divisadero Street (at McAllister), Alamo Square.
13. Malai Kofta // **Mehfil Indian Cuisine** 2301 Fillmore Street (at Clay), Pacific Heights; 28 2nd St (at Stevenson), FiDi.
14. Macaroni & Cheese // **Palmer's** 2298 Fillmore Street (at Clay), Pacific Heights.
15. Tofu Mole Burrito* // **Papalote Mexican Grill** 3409 24th Street (at Valencia), Mission; 1777 Fulton Street (at Masonic), NoPa.

16. Trenette with Wood Sorrel Pesto & Black Walnut // **Flour + Water** 2401 Harrison Street (at 20th), Mission.
17. Buffalo Fries // **Upcider** 1160 Polk Street, 2nd Floor (at Sutter), TenderNob.
18. Pumpkin Piergoi (seasonal) // **Alta CA** 1420 Market Street (at Fell), Civic Center.
19. Truffle French Fries // **Presidio Social Club** 563 Ruger Street, Presidio.
20. Bikini // **Coqueta** Pier 5, Embarcadero.
21. Garlic and Chile Dosa // **Dosa** 995 Valencia Street (at 21st), Mission; 1700 Fillmore Street (at Post), Japantown.
22. Crispy Tofu Sandwich* // **Bun Mee** 2015 Fillmore Street (at California), Pac Heights; 650 Market Street (at 2nd), FiDi.
23. Appetizer Combination Platter* // **La Mediterranee** 2210 Fillmore Street (at Sacramento), Pacific Heights; 288 Noe Street (at Market), Duboce Triangle.
24. Veggie Enchilada & Sweet Potato Tamale Combo* // **Green Chile Kitchen** 1801 McAllister Street (at Baker), NoPa.
25. Quesadilla de Acelga // **El Techo de Lolinda** 2518 Mission Street (at 21st), Mission.
26. Samusa Soup* // **Burma Superstar** 309 Clement Street (at 4th), Inner Richmond.
27. Wild Morning Pizza // **Sweet Maple** 2101 Sutter Street (at Steiner), Lower Pacific Heights.
28. #12: Vegetarian Sandwich* // **Lee's Sandwiches** 625 Larkin Street (at Willow), Tenderloin.
29. Vegetarian Burro* // **Taco Bar** 2401 California Street (at Fillmore), Pacific Heights.
30. Mushroom & Soy Ramen* // **Ramen Bar** 101 California Street (at Davis), FiDi.

31. Mac 'n Cheese Grilled Cheese // **American Grilled Cheese Kitchen** 1 South Park (at 2nd), SoMa; 2400 Harrison Street (at 20th), Mission.
32. Broccoli Raab Pizza // **Pizzeria Delfina** 3621 18th Street (at Guerrero), Mission; 2406 California (at Fillmore), Pacific Heights.
33. Grilled and Raw Kale Salad* // **Fog City** 1300 Battery Street (at Greenwich), Embarcadero.
34. Vegetarian Sandwich // **Reveille Coffee Co.** 200 Columbus (at Kearny), North Beach; 4076 18th Street (at Hartford), Castro.
35. Egg White Sandwich // **Jane** 2123 Fillmore Street (at California), Pacific Heights.
36. Gorgonzola Gnocchi // **Sodini's Green Valley Restaurant** 510 Green Street (at Bannam), North Beach. 415.291.0499
37. Wild Mushroom Benedict // **Mission Beach Cafe** 198 Guerrero Street (at 14th), Mission.
38. I'm Nothing But a Sloppy Vegetarian Whore // **Red Door Cafe** 1608 Bush Street (at Franklin), TenderNob. 415.441.1564.
39. Truffle Risotto // **SPQR** 1911 Fillmore Street (at Bush), Lower Pac Heights.
40. Fire Roasted Poblano Chile* // **Greens** Building A Fort Mason, Marina.
41. Enchiladas con Mole* // **Gracias Madre** 2211 Mission Street (at 18th), Mission.
42. Plato Vegetariano* // **Cha Cha Cha** 2327 Mission Street (at 19th), Mission; 1801 Haight Street (at Shrader), Haight.
43. Cha-Ya Roll* // **Cha-Ya** 762 Valencia Street (at 19th), Mission. 415.252.7825.
44. Detox Salad* // **Blue Barn** 2105 Chestnut Street (at Steiner), Marina; 2237 Polk Street (at Green), Russian Hill.
45. Vegetarian Bastela du Chef // **El Mansour** 3119 Clement Street (at 32nd), Outer Richmond.

46. Garlic Green Beans and Tofu* // **Citrus Club** 1790 Haight (at Shrader), Haight.
47. Lentil Soup* // **Baladie Cafe** 337 Kearny Street (at Pine), FiDi.
48. Mattar Paneer // **Saffron Grill** 1279 Fulton Street (at Divisadero), Alamo Square.
49. Gazpacho* // **Zarzuela** 2000 Hyde Street (at Union), Russian Hill // 415.346.0800.
50. Chickpea Panisse Cakes // **Gaspar Brasserie** 185 Sutter (at Kearny), FiDi.

* = *vegan, or vegan option available.*

Please also note that fried dishes may be prepared in the same oil as meat dishes. Ask your server for details if you're concerned about cross-contamination.

THE NEW FILLMORE

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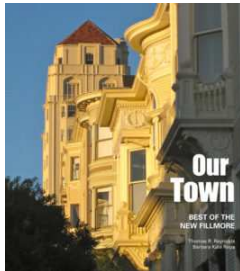
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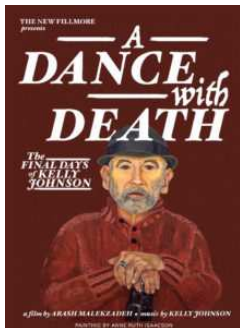
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'We're old school'

Posted on **March 4, 2016** by editors



Photographs of Jackson Fillmore at 2506 Fillmore Street by Marc Gamboa

Q & A | FAITH WHEELER

Rare is the restaurant in San Francisco still going strong after 30 years. But Jackson Fillmore — the beloved, quintessential neighborhood Italian spot at 2506 Fillmore, now under new ownership — remains noticeably unchanged. That's thanks to the brother-sister duo Kelly and Casey Sullivan, lifelong family friends of original owner Jack Krietzman. Kelly Sullivan remembers coming to the restaurant the year it opened when she was a 4-year-old and eating cold zabaglione.

How did Jack come up with this concept?

Jack is from New Jersey, but he traveled a lot and gravitated toward cooking Italian and Spanish cuisine. He can still make a mean paella. When he moved here from the East Coast in the '70s, he initially worked at MacArthur Park and then at the famous Vanessi's. I don't know how he found this location, but the opening was pretty turn-key. We still have a sushi counter from a previous owner. That is part of the charm of this place. We're old school. We take what's available and re-purpose it.

After leaving Vanessi's, Jack was ready to bring some of the great Italian dishes from there over here. He then brought his pasta chef from La Fiammetta [at Bush and Octavia] in 1989, who makes our gnocchi, mezzaluna and tartelli. He hoped to name the spot Jack's on Fillmore, but got some pushback from the then-renowned Jack's on Sacramento. So a neighbor who's one of our regulars said, "Why don't you take out the apostrophe and name it Jackson Fillmore?" And the rest is history.

How did you and your brother end up running the restaurant?

Our dad had a retail tennis store, the Tennis Shack, originally on Taraval and then on Sacramento between Pacific and Walnut. Jack would come in, and soon enough Dad and Jack became tennis buddies — they still play together. We would come into the restaurant with our parents as kids. Jack would tuck us up by the window, give us

Current Issue



STREET TALK

POPPING UP AND STICKING AROUND

Lots of new pop-ups are showing up on Fillmore, and some of them stick around.

Zuri, the three-month one-dress shop at 2029 Fillmore, has now moved into a long-term home at 1902 Fillmore, where **Narumi** Japanese antiques shuttered last fall after 37 years.

And **Sweet & Spark**, which first popped up inside **Mudpie**, has taken over the former hair salon at 2412 Fillmore.

"The state of retail has changed dramatically," said Vasilios Kiriiris, executive director of Fillmore's merchants and a citywide merchant leader, who sees "many advantages" to pop-ups. "Business owners can dip their feet into a commercial community and see if their product or service is a good fit."



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pencils to draw, and ensure we were well behaved. We still keep pencils so the kids can play and we save the collection of drawings. No iPads here.



Casey and Kelly Sullivan have been eating at Jackson Fillmore since they were kids.

I had been working in the restaurant business in Sonoma, at Cyrus, and then at Harry's Bar. My brother was at Cucina in San Anselmo. About four years ago I walked into the restaurant and Jack was at the door. I said to Jack: "Someday when you're ready, if you ever think of selling this place, don't. Don't ever sell it. Don't close it even for a day. My brother and I want it."

And so, six months later, I got a call that Jack was ready to give Casey and me a chance.

I knew I had found my home. We formulated a three year plan: First year, the three of us would do everything together. Second year, mostly Casey and I would run the floor, with Jack overseeing here and there. And then the third year, we were on our own. Now we are in year four.

What is the magic recipe that keeps a restaurant around for 30 years?

Restaurants are successful for different reasons. Each one has its own recipe. For us, we are who our neighborhood is.

The people who sit at the bar have been coming for generations and they become the stewards of the next generation. I've been coming here my whole life. I've seen entire families grow up, get older and get married, and now they bring their kids.

Who we are and who our neighbors are is what makes us strong. People are coming to our house. We welcome you like friends and family. Our guests are our family, the people who understand our vibe. They want to come and hang out with us.

How about your staff members — have they been here a long time?

Absolutely. Our newest guy has been here five years; the entire kitchen staff has been here for at least 10 years and one waiter for 23. I guess she's not staff exactly, but our mom does a lot of our pastries — cheesecakes, biscotti and ice cream sandwiches made with lemon sugar cookies. Our busser, who started at 17, is now married, and about half of our guests bring gifts to his son.

It's all about consistency. Our staff ensures that you will have the same experience time and time again.

A BUFFETT'S BACK IN THE NEIGHBORHOOD

Investor Warren Buffett's late wife Susie lived in Pacific Heights for a time, and his son Peter owned a home on Scott Street.

Now his **Berkshire Hathaway** branded residential real estate company has opened an office in the neighborhood, taking the two spaces on California Street previously occupied by the Vino wine shop and Kuraya antiques. Paula Gold-Nocella and Peter Shovanes are leading the office.

LET US COUNT OUR MICHELIN STARS

How fortunate are we to live in this neighborhood? The new Michelin guide offers a clue.

- Three Fillmore restaurants got a star: **SPQR**, the **Progress** and **State Bird Provisions**, plus **Octavia** at Octavia and Bush and **Spruce** on Sacramento.
- At 3127 Fillmore, **Atelier Crenn** got three stars. Next door, the new **Bar Crenn** also got a star.

- And we can still claim **Quince**, now all beautifully grown up in Jackson Square, which also got a full set of three stars, and first planted its roots where Octavia is now.

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What about the food?

We really don't change the core of the menu that much, but we might change some items every couple of months just to introduce people to new things.

Our signatures will always be there. I grew up eating the *zucchini carpaccio*, a favorite of thinly sliced grilled zucchini, pecorino cheese and toasted almonds with a little bit of olive oil. Some people ask me what's the best thing on the menu and it's impossible for me to pick. People tend to have their favorites and it's all over the map.

Some people must have the *spaghetti carbonara* or the *pesce fra diavolo*. Others crave the *bombolotti sugo de carne*, a rigatoni in a rich spicy meat sauce with ground beef, sausage, mushrooms and mascarpone. We are willing to make people what they want, even if it's not on the menu. That has always been our philosophy: If you don't see it, just ask. Our pasta guy will make it for you. We are here to take care of people with comfort food, good wine and a smile.

How about the bruschetta — do you still have that?

Absolutely. The bruschetta is complimentary. Heaven forbid I forget somebody's bruschetta. I hear about it!

What about the wine list? It's primarily Italian?

Yep. Only eight bottles of domestic red and maybe six South American. But our servers are very good with customization. My brother is a bit of a wine geek, so there's lots of staff education. Sometimes a guest says, "We love wine, but we're not familiar with any of these." That's when we're there to help with some options. I often say, "Let me pick you out something. If you don't like it, I'll drink it." We try to listen to what our guests like in different varietals and match them to what we offer. Wine is an adventure.

Our guests are very helpful as well. Our regulars have no problem jumping in, guiding new guests through the menu. It's a team effort.



How regular are your regulars?

We have one guy who comes in three nights a week at 5:30 p.m. sharp and a couple of families once a week like clockwork at 5:30. We have every-week regulars, once-a-month regulars, some every six months. I joke that I recognize 70 percent of the people who walk in.

We have a little girl who is 13 who has come in so often, always ordering the breaded chicken with lemon wedges, that we’ve named it Chicken Virginia after her.

And you still use the old fashioned ticket system — no computer?

Yes we do. My brother and I don’t really like change. We run tickets the old fashioned way, by hand. And it saves a lot of time. We don’t need to hover over a computer waiting to input the order. There’s no particular formula; every waiter writes every ticket differently.

You still don’t take reservations for parties of two?

No, we run a wait list unless you are a party of three or more. But you are welcome to call a little bit ahead and we’ll put your name on the list. We are always busy. People are always standing and waiting, and that’s part of the fun. We train our guests to enjoy the experience, start them off with some wine to get them going, and no one seems to mind.

Would you ever consider opening for lunch?

No. We’re open Wednesday to Sunday, dinner only, and the reason we do that is to guarantee our staff has 40-hour shifts. This way they are all full-time workers and all have full benefits.

What do you wish for the future?

Just to continue to keep the Jackson Fillmore tradition alive, keeping our eyes on all the little details and knowing our guests. This restaurant is our family. It’s our home. We want to be what people expect us to be and trust us to be.

I want it to be the same restaurant I went to when I was 4.

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San Francisco Chronicle

Food // Restaurants

Fillmore trattoria has a zabaglione to remember

Michael Bauer
April 4, 2018



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Local red snapper in spicy tomato sauce at Jackson Fillmore.

Photo: Michael Bauer / The Chronicle

This is Chronicle restaurant critic Michael Bauer's Between Meals column, an update of the restaurants he visits as he searches for the next Top 100 Restaurants. His main dining reviews, which include a ratings box, are written only after three or more visits.

It's been more than six years since I made my last visit to Jackson Fillmore Trattoria, the tiny southern Italian restaurant opened by Jack Krietzman in 1985.

I was happy to discover it is still a crowded neighborhood spot — a good sign. When Krietzman opened the restaurant on a shoestring more than 30 years ago, he simply repurposed the existing sushi bar; now the bar is lined with people eating plates of spaghetti.

I was also happy that two dishes I remembered were still on the menu: the raw zucchini salad to start and the warm zabaglione to end.



The warm zabaglione made with Sherry and egg yolks is a signature dish at Jackson Fillmore.
Photo: Michael Bauer / The Chronicle

The zabaglione is a simple, classic dessert that most kitchens won't tackle because it has to be made to order and takes a cook's undivided attention and much practice.

I know that firsthand. When I was writing "The Secrets of Success Cookbook" 18 years ago, Krietzman gave me the recipe and I tested it several times. Even though it requires only four ingredients — egg yolks, sugar, Sherry and white wine — it can be tricky to master the technique.

You have to continually whip and warm the yolks over the flame or the yolks won't rise and turn light and glossy. Whip too long and they begin to deflate. Krietzman says he learned to make the dessert at the now-closed Vanessi's on Broadway, one of the first upscale restaurants to have an open kitchen. When he was getting ready for tryouts at that restaurant in the late 1970s, he practiced this dessert, taking 10 tries to get it right. In Krietzman's recipe, a bit of crushed berries are spooned onto the bottom of the serving glass; the hot zabaglione is poured in until it overflows and pools on the plate below. If I were doing it at home, I would add sliced berries to help break up the richness. [You can find the recipe here.](#)

Carpaccio di zucchini (\$10.25) was the other memorable dish that's been on the menu since about 2001. That's when Krietzman went to Italy and fell in love with the combination. It blends raw julienned zucchini, olive oil, toasted almonds and loads of shaved pecorino cheese.

On my return visit it was comforting to see that much remains the same, and that the food and service are better than I remember from last time. On this visit I also enjoyed several other classics. The carbonara (\$17.75) was good, although it tasted as if the cooks had left salt out of the pasta water. The local red snapper (\$23.75) sautéed in a spicy tomato sauce.

More than the food, what impressed me most were the number of regulars. They often hugged the waiters and no doubt ordered what they did the last time they were in. The restaurant has been around long enough that diners who started eating there as children are now bringing in their own kids.

It's the type of place that gives esprit de corps to a neighborhood. This is a restaurant that has earned its place in diners' hearts.

2506 Fillmore St. (at Jackson), San Francisco; (415) 346-5288. www.jacksonfillmoresf.com. Dinner Wednesday-Sunday. Reservations and credit cards accepted.

Michael Bauer is The San Francisco Chronicle restaurant critic and editor at large. Email: mbauer@sfnchronicle.com Twitter: @michaelbauer1 Instagram: @michaelbauer1



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Another signature dish at Jackson Fillmore is the raw zucchini with toasted almonds and pecorino cheese.

Photo: Michael Bauer / The Chronicle



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Portobello mushrooms at Jackson Fillmore.
Photo: Michael Bauer / The Chronicle



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Contadino Misto is a melange of spicy Calabrese sausage, chicken, potatoes, mushrooms and bell peppers at Jackson Fillmore. Photo: Michael Bauer / The Chronicle



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Diners receive bruschetta with chopped tomatoes and garlic when they are seated at Jackson Fillmore.

Photo: Michael Bauer / The Chronicle

JACKSON FILLMORE



Bombolotti Sugo de Carne

Filing Date: February 6, 2019
Case No.: 2019-001835LBR
Business Name: Jackson Fillmore Trattoria
Business Address: 2506 Fillmore Street
Zoning: NCD (Upper Fillmore Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0588/012
Applicant: Jack Krietzman, President
2506 Fillmore Street
San Francisco, CA 94115
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Jackson Fillmore Trattoria (“Jackson Fillmore”) is an Italian restaurant opened on December 11, 1985 by Jack Krietzman on December 11, 1985. Prior to opening his own restaurant, Krietzman worked at Vanessi's on Broadway (1977-1979) and MacArthur Park (1975-1977). Two weeks after opening, the restaurant was doing capacity business. Jackson Fillmore Trattoria originally opened as Jack's on Fillmore to take playful advantage of the unlikely coincidence of an owner named Jack opening a restaurant on the corner of Jackson and Fillmore. However, at the time there was a famous Jack's Restaurant in the Financial District. A few weeks after opening, Krietzman was contacted by Jack's Restaurant's attorney and he agreed to change the name.

Soon after opening, the restaurant got two mentions in Herb Caen's column, which considerably booted business. Millions of people have eaten at Jackson Fillmore since the restaurant opened. Casey and Kelly Sullivan, a brother and sister team, now manage Jackson Fillmore and carry on its traditions. Their father, Craig, was Jack Krietzman's first friend after he arrived in San Francisco, and the pair have known Krietzman their entire lives. Jackson Fillmore preserves the counter dining experience that San Francisco has become known for, in addition to providing consistently good food, service and neighborhood feel. Jackson Fillmore Trattoria is a small place with a small, dedicated staff open five nights a week.

The business is located on the east side of Fillmore between Jackson and Pacific streets in the Pacific Heights neighborhood. It is within an NCD (Upper Fillmore Neighborhood Commercial) Zoning District and within a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1985.

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

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

- i. Jackson Fillmore Trattoria has operated continuously in San Francisco for 34 years.
- ii. Jackson Fillmore Trattoria has contributed to the history and identity of San Francisco and the Pacific Heights neighborhood.
- iii. Jackson Fillmore Trattoria is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with Italian cuisine.

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

Yes. The Department identified the property as a contributor to an Upper Fillmore cluster of historically significant storefronts. The business's clientele has also historically included many local celebrities, including Joe Montana, Harris Barton, Will Clark Nate Thurmond, Phil Smith, P.J. Carlesimo, Barbara Troop, Alice Waters, Jeremiah Tower, Willie Brown, and more.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in c. 1890.

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

No.

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

Yes. Jackson Fillmore Trattoria has been featured in the San Francisco Chronicle in Herb Caen's column as well as in Michael Bauer's column. Mr. Bauer is the Chronicle's restaurant critic and editor at large. Jackson Fillmore has also been featured in 7X7, the New Fillmore, the San Francisco Bay Guardian, the San Francisco Examiner and several other local publications.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2506 Fillmore Street

Recommended by Applicant

- The antipasti bar
- Neighborhood, unpretentious, and friendly atmosphere
- Neon "Trattoria" window sign
- Exposed brick surrounding entry
- Terrazzo floor

Additional Recommended by Staff

- Location at corner of Jackson and Fillmore resulting in restaurant name



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MARCH 6, 2019

Case No.: 2019-001835LBR
Business Name: Jackson Fillmore Trattoria
Business Address: 2506 Fillmore Street
Zoning: NCD (Upper Fillmore Neighborhood Commercial) Zoning District
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tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JACKSON FILLMORE TRATTORIA CURRENTLY LOCATED AT 2506 FILLMORE STREET, (BLOCK/LOT 0588/012).

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 March 6, 2019, 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 Jackson Fillmore Trattoria 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 Jackson Fillmore Trattoria.

Location(s):

- *2506 Fillmore Street*

Physical Features or Traditions that Define the Business:

- *The antipasti bar*
- *Neighborhood, unpretentious, and friendly atmosphere*
- *Neon "Trattoria" window sign*
- *Exposed brick surrounding entry*
- *Terrazzo floor*
- *Location at corner of Jackson and Fillmore resulting in restaurant name*

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 2019-001835LBR to the Office of Small Business March 6, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: