

# Legacy Business Registry Staff Report

HEARING DATE JANUARY 28, 2019

## SCHUBERT'S BAKERY

*Application No.:* LBR-2018-19-020  
*Business Name:* Schubert's Bakery  
*Business Address:* 521 Clement Street  
*District:* District 1  
*Applicant:* Ralph Wenzel, President  
*Nomination Date:* November 15, 2018  
*Nominated By:* Supervisor Sandra Lee Fewer  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Schubert's Bakery is a family-owned bakery founded in 1913 by a German immigrant named Oswald E. Schubert. The business originally operated at 1014 Fillmore Street under the name, "Golden West Bakery". It gained renown for its quality selection of traditional German cakes and pastries. When Schubert retired in the 1940s, he sold the bakery to a fellow pastry enthusiast named Fred Kreye. Kreye carried on Schubert's legacy of old-world artisanal baking techniques for more than 20 years while keeping the business current by adding new items to the already extensive menu, thus beginning to integrate Schubert's bakery with modern times. Schubert's selection of cakes and pastries was soon so popular that Mr. Kreye had to relocate the business to more spacious quarters in order to meet rising demand. In 1948 he moved Schubert's to its current location at 521 Clement Street. The large building enabled him to expand the menu and increase production at the bakery. The new location on Clement Street was conveniently accessible to local pedestrians and easy for visitors to locate.

On June 1, 1969, the bakery passed from Mr. Kreye to a young German couple named Hilmar and Annie Maier, who, despite shifts in the Richmond's demographic, stayed put and continued to establish Schubert's in public consciousness as one of the most prominent bakeries in the city. In 1995, after almost 30 years of dedicated baking, the Maiers sold Schubert's to two German brothers by the names of Ralph and Lutz Wenzel. As the fourth generation of bakers in their family, they honored the Wenzel legacy by combining old world techniques and modern technology to produce the Richmond's favorite sweets; among them are the Neapolitan and Opera cakes, which date back to 1911, as well as modern favorites such as the Swedish Princess or Mango Mousse.

The business is located between 6th and 7th avenues in the Inner Richmond neighborhood.

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

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





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

1014 Fillmore Street from 1913 to 1948 (35 years)
521 Clement Street from 1948 to Present (71 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 Inner Richmond neighborhood's history and identity.

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

- Schubert's Bakery is associated with the art and craft of pastry, specializing in traditional German baked goods.
• Schubert's Bakery has contributed to the history and identity of the Inner Richmond neighborhood and San Francisco.
• The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to its age as the building was constructed in 1910. In a windshield survey of storefronts in the surrounding neighborhood commercial district, this building was found to have no architecturally significant storefronts.
• Schubert's Bakery has been referenced in USA Today, Prism (Dec. 1995), the San Francisco Chronicle (Aug. 8, 2016), sfist (Apr. 13, 2017), 7x7 (Sep. 8, 2015 and Nov. 2, 2017) and Eater San Francisco (Jun. 28, 2018).

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

Yes, Schubert's Bakery 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 Schubert's Bakery 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:

- Selection of breakfast pastries, cakes, and cookies made from scratch.
• Old wooden sign posted inside the front door.
• Red and yellow striped awning.
• Collection of historical photographs and newspaper clippings displayed in store.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Bakery.





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**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Schubert's Bakery currently located at 521 Clement 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 JANUARY 28, 2019

SCHUBERT'S BAKERY

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

*Application No.:* LBR-2018-19-020  
*Business Name:* Schubert's Bakery  
*Business Address:* 521 Clement Street  
*District:* District 1  
*Applicant:* Ralph Wenzel, President  
*Nomination Date:* November 15, 2018  
*Nominated By:* Supervisor Sandra Lee Fewer  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SCHUBERT'S BAKERY, CURRENTLY LOCATED AT 521 CLEMENT 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 January 28, 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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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 Schubert's Bakery 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 Schubert's Bakery:

Physical Features or Traditions that Define the Business:

- Selection of breakfast pastries, cakes, and cookies made from scratch.
• Old wooden sign posted inside the front door.
• Red and yellow striped awning.
• Collection of historical photographs and newspaper clippings displayed in store.

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

- Bakery.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 28, 2019.

Regina Dick-Endrizzi
Director

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

- Ayes -
Nays -
Abstained -
Absent -





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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2018-19-020  
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**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

1014 Fillmore Street from 1913 to 1948 (35 years)  
521 Clement Street from 1948 to Present (71 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:** The year 2019 versus 2018 is being used to calculate the number of years in Criterion 1.

**DELIVERY DATE TO HPC:** December 19, 2018

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors,  
District 1



City and County of San Francisco

**SANDRA LEE FEWER**  
李麗嫦 市參事

November 15, 2018

Dear Director Regina Dick-Endrizzi:

I write with the distinct pleasure of nominating Schubert's Bakery to the City's Legacy Business Registry. The story of Schubert's history, and traditions, across generations of bakers is truly one worth preserving and celebrating. Founded by a German immigrant named Oswald R. Schubert, Schubert's Bakery has been a landmark on Clement Street since the 1940s, and celebrated its 100th anniversary in 2011. Spanning generations of Richmond District residents, Schubert's cakes conjure memories of beautiful birthdays, anniversaries, graduations, and countless celebratory milestones; the sweet treats have become synonymous with joyous occasions and have been woven into many family gatherings. Reflecting the history and diversity of the neighborhood, Schubert's still creates pastries that utilize traditional recipes and techniques, while also creating delectable modern-day favorites. Schubert's continues to make classics such as the the Opera Cake and Swedish Princess Cake!

Even as Clement Street has changed over the decades, Schubert's has been a constant, vibrant presence that anchors the corridor. Schubert's Bakery is a neighborhood-serving business that consistently gives back to the greater community, and is a small business that takes pride in its operation. I hope to see Schubert's thrive as a legacy business in San Francisco.

Sincerely,

A handwritten signature in cursive script that reads "Sandra Lee Fewer".

Sandra Lee Fewer

# 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.

|  |                       |  |
|--|-----------------------|--|
| <b>NAME OF BUSINESS:</b>   |                       |  |
| Schubert's Bakery  |                       |  |
| <b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b> |                       |  |
| Ralph & Valerie Wenzel   |                       |  |
| <b>CURRENT BUSINESS ADDRESS:</b>   |                       | <b>TELEPHONE:</b>  |
| 521 Clement St<br>San Francisco, CA 94118  |                       | (415) 752-1580   |
|  |                       | <b>EMAIL:</b>  |
|  |                       | Schubertsbakery@gmail.com                                |
| <b>WEBSITE:</b>  | <b>FACEBOOK PAGE:</b> | <b>YELP PAGE</b>   |
| www.schuberts-bakery.com   | Schubert's Bakery     | Schubert's Bakery  |
| <b>APPLICANT'S NAME</b>  |                       |  |
| Ralph Wenzel   |                       | <input type="checkbox"/> Same as Business                |
| <b>APPLICANT'S TITLE</b>   |                       |  |
| President  |                       |  |
| <b>APPLICANT'S ADDRESS:</b>  |                       | <b>TELEPHONE:</b>  |
| 521 Clement St<br>San Francisco, CA 94118  |                       | (415) 752-1580   |
|  |                       | <b>EMAIL:</b>  |
|  |                       | Schubertsbakery@gmail.com                                |
| <b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>  |                       | <b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b> |
| 955343   |                       |  |
| <b>OFFICIAL USE: Completed by OSB Staff</b>  |                       |  |
| <b>NAME OF NOMINATOR:</b>  |                       | <b>DATE OF NOMINATION:</b>                               |
|  |                       |  |

## 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 |
|---|------------------------------------|------------------------|
| 1014 Fillmore Street  | 94115                              | 1913                   |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?             | DATES OF OPERATION AT THIS LOCATON |                        |
| <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes | 1913 to 1948                       |                        |

| OTHER ADDRESSES (if applicable): | ZIP CODE: | DATES OF OPERATION |
|----------------------------------|-----------|--------------------|
| 521 Clement Street               | 94118     | Start: 1948        |
|                                  |           | End: Present       |

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

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

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

Valerie Wenzel      8-26-18      Valerie A. Wenzel  
Name (Print):                      Date:                      Signature:

## SCHUBERT'S BAKERY

### 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 headquartered location) and the opening dates and locations of all other locations.

Schubert's Bakery located at 521 Clement Street has been a landmark of San Francisco for over 100 years, unwavering in its devotion to the now-forgotten art of classical cake craftsmanship. Founded in 1913 by a German immigrant named Oswald E. Schubert, and operating at 1014 Fillmore Street, it soon gained renown for its quality selection of traditional German cakes and pastries.

From the following photograph featuring Mr. Schubert and his wife, it was originally assumed they purchased a bakery on Fillmore Street named Golden West Bakery in 1913 and re-named it Schubert's Bakery. In reviewing old telephone directories, however, a bakery does not appear at 1014 Fillmore Street until the 1914 directory, and the listing is under the name "Schubert Oswald E." Therefore, it is believed the bakery was opened by the Schuberts and named Golden West Bakery, then later renamed Schubert's Bakery.



In the prime of his baking career, Mr. Schubert was commissioned to design a huge, cat-shaped cake for the San Francisco Press Club's dinner honoring the famed symphony conductor Sir Thomas Beecham, which earned Mr. Schubert a feature in a local news source. Any records of similar events have been lost over time, but the bakery continued to be locally popular for the next 30 years. When Mr. Schubert decided to retire in the 1940s, he sold the bakery to a fellow pastry enthusiast named Fred Kreye.

Mr. Kreye's personal life is shrouded in mystery; all we know is that he carried on Mr. Schubert's legacy of old-world artisanal baking techniques for more than 20 years while

simultaneously keeping the business current by adding new items to the already extensive menu, thus beginning to integrate Schubert's bakery with modern times. Schubert's selection of cakes and pastries was soon so popular that Mr. Kreye had to relocate the business to more spacious quarters in order to meet rising demand, so in 1948 he moved Schubert's to its current location at 521 Clement Street. The large building was perfect for Mr. Kreye's needs, enabling him to expand the menu and increase production at the bakery. The then-new location on bustling Clement Street was conveniently accessible to local pedestrians and easy to locate for visitors.

On June 1, 1969, the bakery passed from Mr. Kreye to a young German couple named Hilmar and Annie Maier, who, despite shifts in the Richmond's demographic, stayed put and continued to establish Schubert's in public consciousness as one of the most prominent bakeries in the city.

In 1995, after almost 30 years of dedicated baking, the Maiers sold Schubert's to two German brothers by the names of Ralph and Lutz Wenzel. As the fourth generation of bakers in their family, they honored the Wenzel legacy by combining old world techniques and modern technology to produce the Richmond's favorite sweets; among them are the Neapolitan and Opera cakes, which date back to 1911, as well as modern favorites such as the Swedish Princess or Mango Mousse. A wide variety of cakes is necessary to match the diverse appetites of Schubert's' patrons.

Although San Francisco's rapidly developing economic modernism has shuttered the doors of many business who made their living serving the needs of a pre-technology era, Schubert's continues to flourish. The shipyards have been dismantled, the Sutro Baths are dry, and computers have replaced pen and paper; but cake will never go out of style.

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

The bakery has never ceased operations for more than a few days for maintenance reasons.

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

Shubert's Bakery is a family-owned business, defined here as a business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The ownership history of Schubert's Bakery is as follows:



1911 to 1948: Oswald R. Schubert  
1948 to 1969: Fred Kreye  
1969 to 1995: Hilmar and Annie Maier  
1995 to 2016: Ralph and Lutz Wenzel  
2016 to Present: Ralph and Valerie Wenzel

**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.**

Documents are provided in this Legacy Business Registry application that demonstrate the existence of Schubert's Bakery for 30+ years.

**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 521 Clement Street is categorized by the Planning Department as Category C, "No Historic Resource Present / Not Age Eligible."

## **CRITERION 2**

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

Schubert's Bakery has been serving the highest quality crafted cakes since 1911. German immigrant Oswald R. Schubert came to San Francisco and began baking in a small building located on Fillmore Street. The business was known for its quality selection of traditional German cakes and pastries. In the 1940s, he moved to our current location on Clement Street. Growing older, he retired and sold the shop to baker Fred Kreye, who continued the artisanal baking methods that Oswald had used since founding the shop and also added some new products to the already tremendous selection. In 1968, Hilmar and Annie Maier bought Schubert's and ushered the bakery into the modern era. Although the neighborhood began to change, Schubert's remained a constant landmark along Clement Street. Ralph and Lutz Wenzel, fourth generation bakers from Germany, purchased the business in 1995, bringing together old world techniques and modern-day technology with delicious results. Some of the favorites from 1911, such as the Neopolitan and the Opera Cake, are still being baked by popular demand to this day. The selection has also been updated with more diverse offerings such as Tiramisu, Mango Mousse and Swedish Princess Cake.

Schubert's is a long-standing favorite in the Richmond District. Customers always tell us how many years their families have been coming to Schubert's (their grandparents, great-grandparents). In addition, Schubert's is a regular stop on a San Francisco walking tour

conducted by a woman names Jane. She brings groups of tourists to Schubert's to sample our pastries.

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

Schubert's has been involved in many of the Clement Street events put on by the neighborhood associations. We have also provided pastries for the Octoberfest at Fort Mason for many years.

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

Shubert's Bakery has been referenced in USA Today, Prism (Dec. 1995), the San Francisco Chronicle (Aug. 8, 2016), sfist (Apr. 13, 2017), 7x7 (Sep. 8, 2015 and Nov. 2, 2017) and Eater San Francisco (Jun. 28, 2018).

We have hosted planned visits from Nancy Pelosi, Diane Feinstein and the late Mayor Ed Lee.

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

Sir Edmund Hillary, philanthropist and one of the first two climbers confirmed to have reached the summit of Mt. Everest, visited Schubert's in 1995 and subsequently wrote us a note about how much he enjoyed our Swiss Tea Cookies.

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

Shubert's Bakery has made regular donations to events at the SF Senior Center, the Bird and Beckett Cultural Legacy Project, the Purusha Seva Project and the Healing Well in the Tenderloin (a safe community for healing, renewal and growth). We have always donated to local school fundraising events. We participate in the initiatives of the One Richmond campaign directed by the Richmond District Neighborhood Center. We are also active members of the Clement Street Merchants' Association.

We have regularly hired students and residents from the neighborhood.

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

The Richmond district's demographic has changed considerably over time and currently is home to a myriad of ethnic groups, including a large Asian and Eastern European population. Although the majority of customers are local, others travel from as far as Marin County and the East Bay to experience this truly exceptional San Francisco bakery. Schubert's is integral to the Richmond community because it is where customers come to find an essential part of any joyful celebration: cake, which Schubert's provides for birthdays, weddings, anniversaries, retirements and many other special occasions.

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

An entire wall in the interior of the front of the shop is devoted to historical photos of Schubert's, Clement Street and the neighborhood all the way back to the bakery's inception. We hired two young men to research and locate these photos, and the customers love to peruse the photos. There are also photos of the original location on Fillmore Street at McAllister.

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

If Schubert's Bakery were to close, hundreds of customers would be very sad. They say as much when they visit the bakery. They do not consider any other bakery to have the historical significance and product consistency that we do. If we were to sell, we would need to find buyers like us who want to preserve the history as well as maintain the quality of the products in the future. After 28 years of passionate work, we would like to preserve our legacy as well. But more importantly, we do not take the sale lightly, as we have staff members who have been with us since 1995 and we have whole families working here. We would want to make sure they are able to continue working here, since we could not imagine functioning without them.

### **CRITERION 3**

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

Schubert's Bakery has been serving the highest quality crafted cakes since 1911. We sell breakfast pastries, cakes, cookies and pastries that mimic the cakes but are the size of an individual serving.

Any employee or customer of Schubert's can attest to the bakery's commitment to maintaining a high standard of both customer service and quality of product; every cake is made from scratch by an experienced team of bakers who start work before dawn to ensure cakes are ready for the bakery's daily opening at 7:00 am, or 9:00 am on Sundays. Custom messages hand-written on white chocolate for special occasions add a personal touch to any cake.

**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)**

Schubert's maintains the traditions that define it by preserving the history which surrounds the business. Unlike competitors, the bakery is not part of a large corporate entity; it has only had a few independent owners in its history, all of whom were personally involved in running the

business. Although different families and couples have alternated as owners, the bakery has multigenerational ties in the staff; several employees who have been there for decades work side-by-side with their siblings, children and cousins. The business's walls proudly display newspaper clippings and photos of the bakery from the early 20th century, paying homage to the bakers before them. Schubert's is proud to play a unique role in both the city's history and in its future.

**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.).**

Schubert's Bakery is committed to maintaining the old world feeling, even as it upgrades its interior and production areas, gently modifies its logo and creates new packaging for its products. The old wooden sign is still posted on the wall above the front door inside the building. Our red and yellow striped awning makes us stand out on a street of many shops and restaurants.

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

Shubert's Bakery has been a bakery since it was founded in 1911.

# BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE  
05-31-2019


EXPIRATION DATE  
06-30-2019

FY 2018-19

|  |  |
|--|--|
| BUSINESS ACCOUNT NUMBER<br>0955343           | LOCATION ID<br>0955343-01-001                    |
| TRADE NAME (DBA)<br><b>SCHUBERT'S BAKERY</b> | BUSINESS LOCATION<br><b>521 CLEMENT ST</b>       |
| BUSINESS<br>WENZEL BROS INC                  | THIRD PARTY TAX COLLECTOR                        |
| <input type="checkbox"/> PARKING TAX         | <input type="checkbox"/> TRANSIENT OCCUPANCY TAX |

WENZEL BROS INC  
521 CLEMENT ST  
SAN FRANCISCO CA 94118

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTOR

  
José Cisneros  
Treasurer

  
David Augustine  
Tax Collector

Read reverse side. To update addresses or to close a business, go to [www.sftreasurer.org/accountupdate](http://www.sftreasurer.org/accountupdate).

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

## City & County of San Francisco License Certificate

Office of the Treasurer & Tax Collector

1 Dr. Carlton B. Goodlett Place  
City Hall, Room 140  
San Francisco, CA 94102

2119015138

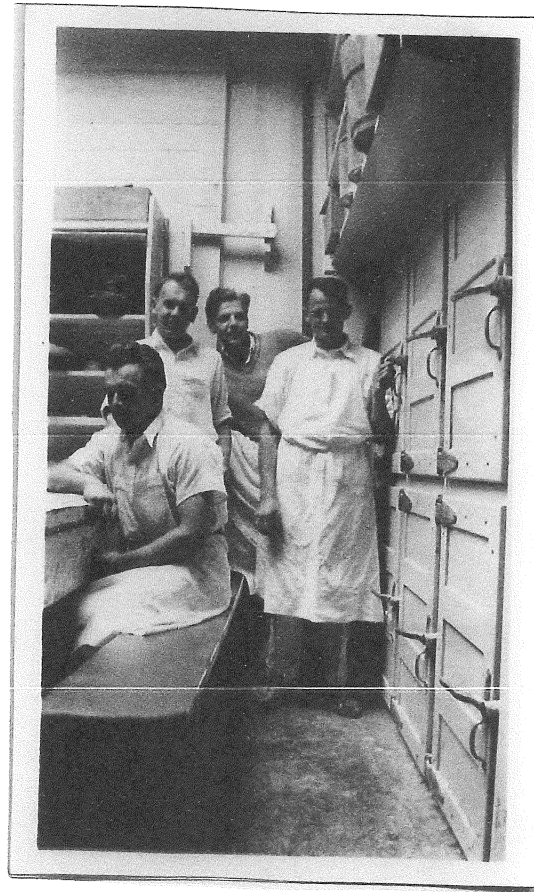
|                                      |  |                       |
|--------------------------------------|--|-----------------------|
| Business Account Number<br>0955343   | Period Covered<br>04/01/2018 - 03/31/2019    | Fee Paid<br>1365.00   |
| Class / Permit Number<br>H26 / 28636 | Description<br>RESTAURANT GREATER THAN 2,000 | Units<br>1            |
| Business Name<br>SCHUBERT'S BAKERY   | Business Location<br>521 CLEMENT ST          | LIN<br>0955343-01-001 |

WENZEL BROS INC  
521 CLEMENT ST  
SAN FRANCISCO CA 94118

  
José Cisneros  
Treasurer

  
David Augustine  
Tax Collector

See reverse side for additional information  
Please post conspicuously at the business location









Fred Kreye - 2nd owner





SCHUBERT'S BAKERY

PON









明 廣 場

休閒食品

天天供應 臺灣小吃

肉燥 雞排牛肉麵 排骨飯 (豬)  
花生及紅豆湯圓 剉冰  
SINCE YEAR 1996, THE ORIGINAL  
TAIWANESE, LOW PRICED TAPIOCA  
DRINKS AND TAIWANESE CUISINE

518

Schubert's  
BAKERY

FASHION  
EXCHANGE

BUY

SELL

528











**BLACK FOREST CAKE**  
CHARTREUSE  
NEOPOLITAN  
FRUIT BASKET

**COFFEE CHOCOLATE CAKE**  
WRAPPED BUNDT  
Tiramisu  
Bûche de Noël  
St. Hubert  
Pineapple Upside-Down

**ASSORTED CAKES**  
ASSORTED CAKES  
ASSORTED CAKES  
ASSORTED CAKES  
ASSORTED CAKES



## Whipped Cream Cakes

### SWEDISH PRINCESS

ONE OF OUR ALL-TIME CLASSICS: OUR DELICIOUS WHITE CAKE LAYERS w/RASPBERRY & KIRSCH CUSTARD FILLING, WHIPPED CREAM & MARZIPAN ICING

### STRAWBERRY SHORTCAKE

FRESH STRAWBERRIES & WHIPPED CREAM BETWEEN LAYERS OF DELICIOUS WHITE CAKE

### PINK CHAMPAGNE

WHITE CAKE, RASPBERRY & KIRSCH CUSTARD FILLING & WHIPPED CREAM GARNISHED w/ RASPBERRY FLAVORED PINK & WHITE CHOCOLATE SHAVINGS

### BLACK FOREST CAKE

CHOCOLATE SPONGE, SOUR CHERRIES & WHIPPED CREAM w/KIRSCH & CHOCOLATE SHAVINGS

### STRAWBERRY ROMANOFF

CHOCOLATE & WHITE CAKE w/KIRSCH CUSTARD, HOMEMADE STRAWBERRY FILLING & WHIPPED CREAM FROTTING

### NAPOLEON

CRUNCHY PUFF PASTRY LAYERS FILLED w/FRESH STRAWBERRIES, RUM CUSTARD & WHIPPED CREAM, SURROUNDED BY LADYFINGERS

### ST. HONORE

PUFF PASTRY LAYERS w/CHOCOLATE, RUM CUSTARD, WHITE CAKE & WHIPPED CREAM GARNISHED w/CREAM PUFFS & LADYFINGERS

### MOCHA TORTE

WHITE CAKE FLAVORED w/COFFEE & MOCHA WHIPPED CREAM

## Other Schabert's Favorites

### CHOCOLATE TRUFFLE TORTE

A WONDERFULLY RICH CHOCOLATE CAKE, CHOCOLATE SPONGE FILLED w/A SUPERB CHOCOLATE FILLING, MADE ONLY FROM CREAM & BITTERSWEET CHOCOLATE

### ITALIAN RUM

WHITE & CHOCOLATE CAKE LAYERED w/CHOCOLATE & RUM CUSTARD FILLING, COATED w/CHOCOLATE GANACHE & TOASTED ALMONDS

### OPERA CAKE

HAZELNUT SPONGE w/CHOCOLATE TRUFFLE & MOCHA-PRALINE FILLING, TOPPED w/CHOCOLATE GANACHE & TOASTED ALMONDS

### FUERST PUECKLER

ONE OF SCHUBERT'S ORIGINAL CAKES! MADE SINCE 1911, WHITE & CHOCOLATE CAKE, CHOCOLATE & RASPBERRY WHIPPED CREAM, TOPPED w/CHOCOLATE GANACHE

### FRESH FRUIT TART

SHORTBREAD COOKIE CRUST FILLED w/RUM CUSTARD & COVERED w/LOTS OF FRESH FRUIT

### CHEESECAKE

PLAIN, CHOCOLATE, STRAWBERRY, MANGO & BLACK CURRANT











BUTTER SWISS COOKIES  
W/ RASPBERRIES &  
APRICOT  
\$5.50





CHOCOLATE  
\$12.95

LEMON  
\$12.95

PEACH  
\$12.95

ALMOND BUTTER  
\$12.95

APPLE ALMOND  
\$12.95

APPLE ALMOND  
\$12.95

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Local Office, 1802 GEARY STREET  
At Fillmore, over Owl Drug Store

# Fillmore District

Fillmore District, San Francisco, California, July 28, 1932

## RAL STORE TO OPEN SATURDAY

### WELCOMES NOBLES

#### T PAGE NEWS!

#### at and Dress Shop Forced to Coats, Dresses and Millinery

NEWS is the announcement that the Dress Shop, 1419 Fillmore street, near TO CLOSE OUT all dresses, coats and noble markdowns.

is the first in the new stores, features wise and everything has been slashed to New York has long been known for its and is now defying all competition with water than ever before.

There has been a merchandising event of this kind by the local store. You are urged to wait! Prices will never be any lower! Each starts today is your opportunity to buy absolutely new merchandise.

is displayed in a manner that is distinctive lead the way to the remarkable values shown there today and see this display! You are truly surprised at the reasonableness of

on evenings for the convenience of late are unable to get down there today, go salesgirls are ready to serve you and fine merchandise at bedrock prices!

**SEE THREE NOW!** There you will find values being offered by the New York Co., 1419 Fillmore street.

#### Schubert's Bakery To Open Today

Today marks a red letter day in the history of the Fillmore district for today Schubert's Bakery, 1014 Fillmore street, between McAllister street and Golden Gate avenue, will be reopened to the buying public. The bakery has been completely remodeled both inside and out and presents a most attractive appearance.

When you see it, you will marvel at the effectiveness of the modernistic exterior which is carried out even in multi-colored sidewalks. The whole front of the building is a thing of beauty from the vitrolite base to the giant "S" at the uppermost part of the structure.

All new fixtures have been installed inside and you are assured of even greater service than in the past. O. E. Schubert has been in business in this community for the past nineteen years and is known to all lovers of quality bakery goods. He is showing his faith in the Fillmore district by constructing one of the most outstanding buildings along the thoroughfare.

You and your friends are cordially invited to visit this modern bakery with its ultra-modern accommodations. The bakery and the structure which houses it is truly a credit to the Fillmore district.

Mr. Schubert is to be congratulated on his energy and foresight. He is building today for tomorrow. We wish him even greater success than he has enjoyed in the past.

#### Francis Schick Purchases Show Card Business of Jay's Sign Studio

Francis Schick has taken over the show card business of the long established and reliable Jay's Sign Studio, formerly Gene's, located at 2024½ Sutter street, near Fillmore.

Schick has had many years of experience in smart downtown shops, clubs and art studios. His work is noted for its outstanding artistry and he is bringing many

#### Fillmore Picnic Date Changed to August 14th

Due to the fact that the picnic grounds would not be available on Sunday, August 21, the date of the Fillmore Merchants and Improvement Association picnic has been set forward a week to **SUNDAY, AUGUST 14.**

A big time is planned for that day at Nelson's New Varsity Park, formerly Gilmore's, situated three miles west of Menlo Park. Remember the **NEW DATE!** Paste it in your hat and, put it in your vanity, do anything but **KEEP IT IN MIND FOR A GOOD TIME!**

Dr. M. Peck, who is chairman of the committee, conferred with the hostess, Mrs. Frieberg, and other members of the active picnic group, and formulated any plans that are bound to meet with the approval of the fun-loving Fillmoreans.

There will be games of all sorts and a day of activity and enjoyment is promised all who attend.

#### Only Pure Ingredients Used in Manufacture of Hull's Ice Cream

Since its inception, Hull's Creamery, 1551 Fillmore street, near Geary, has won an ever-growing clientele both in the fountain and light luncheon service. This modern, up to the minute, sanitary creamery, features quality ice creams and sherbets made from the purest and most wholesome ingredients. No expense has been spared in offering you truly delicious and quality products.

Everyone who has tasted Hull's quality ice cream can attest to its goodness and the children are never happier than when they have a cone or bucket of this tempting food. Young, growing kiddies need ice cream; it's fine for them and you know how they enjoy it!

Whether you visit the fountain

#### Do You Appreciate Quality and Right Priced Merchandise?

Those who know quality merchandise and appreciate foodstuffs that are kept in a most sanitary condition make it a habit to trade at the Charles Freis Market, 1435 Fillmore street.

Freis has spent thousands of dollars to make his market the outstanding food emporium on the street. Special refrigerator cases that are kept at an even temperature assure you of foodstuffs that are free from flies, germs, dust, etc.

The delicatessen department has been noted through many years for the goodness of its products. The salads are particularly famous while everyone knows and depends on Freis' hams and bacon.

In the grocery department, which is arranged so that everything is of easy access, you will find only nationally advertised and known brands of merchandise.

Why not trade there today? You are certain of satisfaction and sensible prices.

#### Your Credit Good At Beau Brummel

Your credit is good, and it costs no more at The House of Beau Brummel, custom tailors, 1522 Fillmore street, near Geary. Finely tailored suits made to fit—using only the best materials available—are yours at this local shop.

A small payment down and the balance in small weekly installments purchases you a suit that you will be proud to wear. Remember, there are no interest or carrying charges.

Call today and see the wealth of fine materials in all the newest colorings. Be well dressed to achieve success is a maxim that carries much truth.

#### HARRY S. WHITTHORNE FOR CONGRESS

Harry S. Whitthorne, Democratic candidate for Congress from the Fourth district, today officially opened his campaign with an open letter to his opponent, Mrs. Julius Kahn, in which he charged her with straddling issues.

#### WRITE OR EXCHANGE AND

Offer Some Say It in O and Chance

Here's a every entrant

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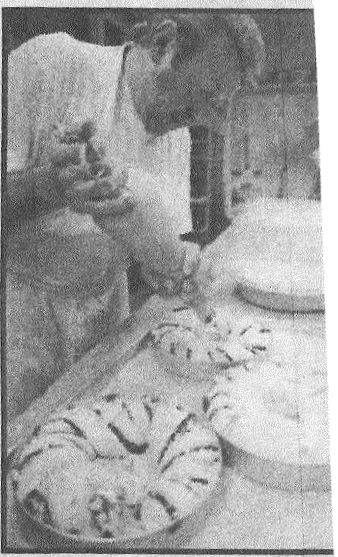
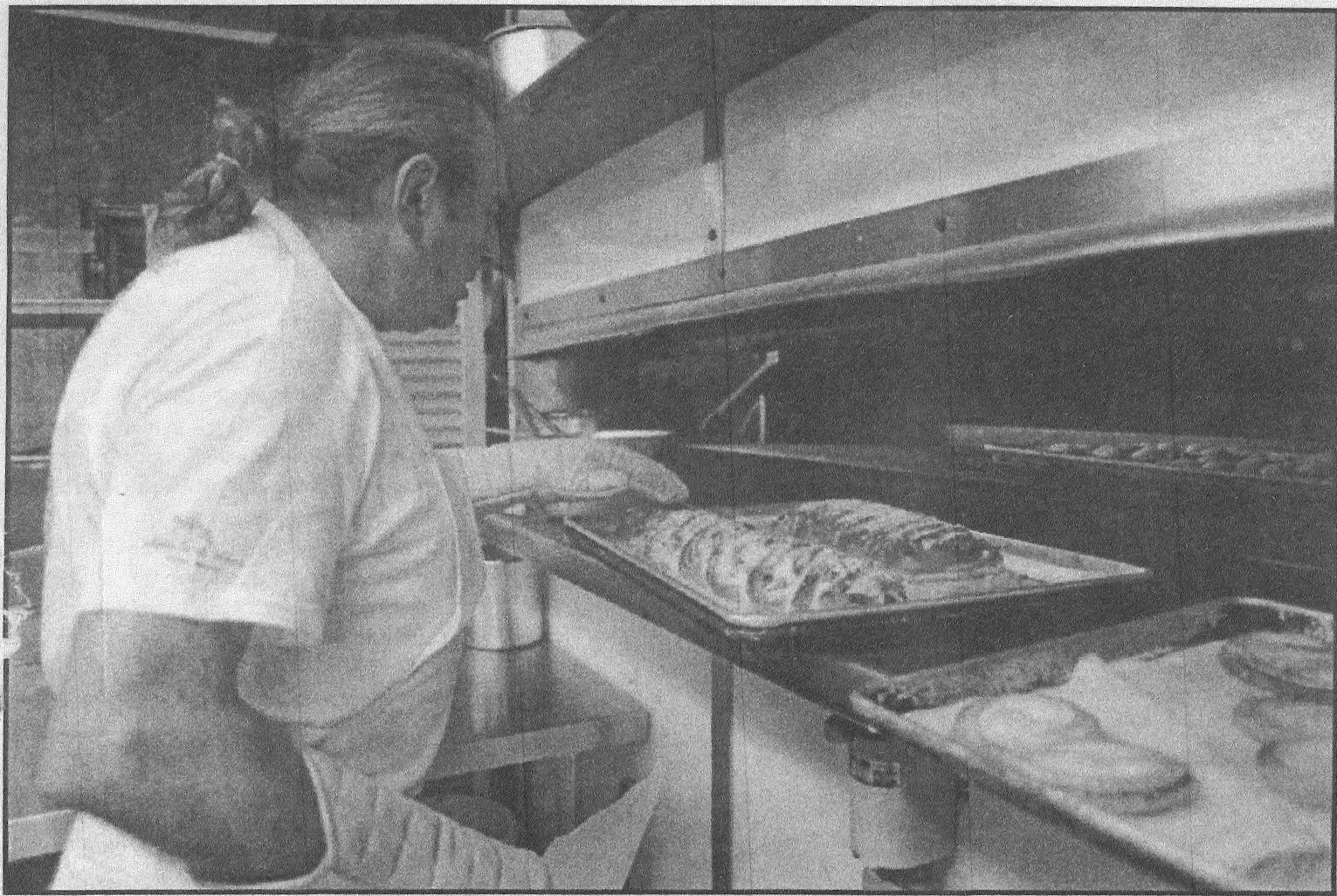
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Above: During the course of the morning Jacques Gaultier prepares hundreds of pastries. Left: Gaultier begins to pull freshly baked goods out of the hot oven at 6 a.m.

# Don't Steal the Stollen

*Just buy it*

**At 3:30 in the morning when master baker Jacques Gaultier steps out of the cold fog and into his realm of flour at Schubert's Bakery on Clement Street. The kitchen is cold and his first step is turning on the huge oven in the back that takes an hour to heat up. Gaultier opens the walk-in refrigerators and takes out pans of dough which were prepared the night before. As the kitchen heats up, so will the dough, and formed as Danish pastry, rolls, and breads, it will start rising.**

by Anne Schukat and S. Mitrovich

A short time later, Lutz Wenzel arrives. With his brother Ralph, the Wenzels just bought Schubert's after working there for a year. The two brothers, third generation bakers from East Germany, had also been teaching bakery skills in San Francisco. They liked Schubert's, the location across from Green Apple Books, and Gaultier, who agreed to stay on.

Gaultier came from Paris 15 years ago after his wife passed away. He doesn't say much, uses a Gaelic shrug to answer most questions, and the way he wraps, spins, and twists the dough around, it seems like the quiet early morning is more of a working meditation for him than a job.

With the holidays coming, the Wenzels are putting in 14-hour days but it's still early and Lutz makes the first pot of coffee. Slicing up a buttery rich stollen—his mother's recipe—he pours coffee. Gaultier prefers his own which he brings in a thermos.

Between bites, Lutz says he didn't plan on coming to San Fran-

cisco but growing up in East Germany makes you want to keep going west until you can go no further.

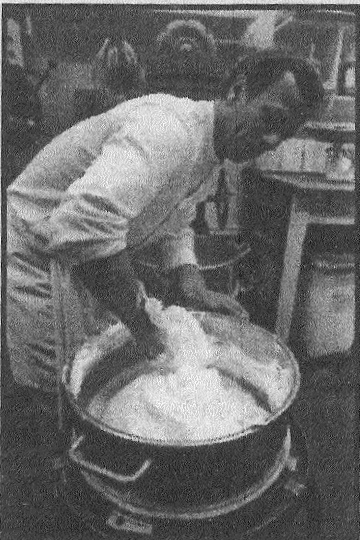
The kitchen begins to warm and aromas start to dance around the air. The rye bread dough which has been sitting overnight has an alcohol odor. The pastries which have doubled in size give off the sharp smell of yeast. In a metal bowl, big enough to bathe a 10-year-old in, Lutz has been whipping cream which adds a hint of dairy and vanilla to the fragrant aromas. On a stove bubbles a pot of apricot preserves for the pastry.

Ralph comes in. As the kitchen heats up so does their activity. Pots and pans begin to stack up. Each seems to know exactly what to do and when to do it. Little communication goes on. The Wenzel brothers don't speak French and Gaultier doesn't speak German, so an odd-sounding English is how they speak to each other. But Lutz says, unlike many bakeries and restaurants, they don't have any problems with national pride and baking.

"Jacques just won't let us touch the French breads," says Lutz.

Gaultier doesn't reply and doesn't look up, his hands keep forming brioche. There's a big smile on his face though, the first one of the morning.

At 6 a. m., the dark fog still hangs heavy over San Francisco and morning seems hours away. Gaultier starts to pull the first of the bread out of the oven. ◀



Lutz Wenzel prepares whipped cream by hand.

*"Jacques just won't let us touch the French breads," says Lutz Wenzel*





# Longtime fans still sweet on Schubert's

By Alissa Merksamer

Chocolate flowers with yellow and red stems curve around the side of a strawberry cheesecake. They rest atop a bed of white and pale pink chocolate curls accented by a few dark chocolate leaves that have been brushed in gold. A handful of local raspberries match the bright red ribbon tied in a bow around the base of the cake. Etched on a white chocolate disc, the words "Schubert's Bakery" add the final touch.

Not too shabby for a shop that is 105 years old.

"It's just a wonderful place," says customer Rick David, who's been bringing cornucopian fruit tarts and Swedish Princess cakes draped in yellow marzipan to family parties for the last 10 years.

Longtime San Franciscans, particularly those who live in the Inner Richmond neighborhood, have a sweet spot for Schubert's. "I try other patisseries," says Effie Sharabi, a driver for VIP Limousines, who stops by the bakery most mornings for a croissant or apple turnover. "But I always come back. This is my favorite."

Sharabi has been a Schubert's loyalist for 15 years. Like him, most customers have been ordering the same cakes, cookies and pastries for years, and they depend on Schubert's to deliver their favorites unchanged by time. That was the tacit promise owner Ralph Wenzel made to them when he and his brother Lutz, who is now semi-retired, bought the bakery in 1995.

German immigrant Oswald R. Schubert built the original bakery on Fillmore Street near McAllister in 1911. It moved to its current location at 521 Clement St. in the 1940s. The Wenzel brothers, who grew up in Germany, apprenticed in their parents' bakery before moving

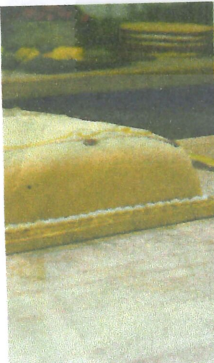




In this ongoing series, we explore the Bay Area's ever-expanding universe of food entrepreneurs and the delicious, creative foods they're making. Share your favorite makers with us: [food@sfchronicle.com](mailto:food@sfchronicle.com).



Photos by Paul Chinn / The Chronicle



**Jana Sikk, clockwise from top, behind the counter at Schubert's on Clement Street in S.F.; a Saint Honore cake; Schubert's co-owner Ralph Wenzel decorates a Swedish Princess cake.**

meant keeping the menu virtually the same — and doing anything to please their customers. For example, when someone requested the Fuerst Pueckler cake for Christmas, a

Schubert's original that was no longer on the menu, the Wenzels made it anyway. The Neapolitan stunner, striated with vanilla and chocolate sponge between layers of chocolate and raspberry whipped cream, has since become a menu mainstay.

The Fuerst Pueckler is one of several cakes you won't find at many — if any — other bakeries in the Bay Area. Other perennial favorites include the Swedish Princess cake, a white cake stacked with raspberry jam, kirsch custard and whipped cream; and the Opera cake, a hazelnut sponge filled with chocolate and mocha praline.

You won't find many dense

cakes at Schubert's; instead, most rely on sponge layered with mousse, custards, fruit fillings and whipped cream. For nearly every whole cake that can serve a crowd, the Wenzels also offer miniature replicas and/or slices. Besides the Fuerst Pueckler, the only nod to the brothers' German heritage is the Black Forest, a chocolate sponge with sour cherries and kirsch-flavored whipped cream.

While the cakes definitely win the beauty contest, an array of side-of-the-saucer cookies, like buttery almond shortbread and delicate Swiss tea cookies, have devoted followers, too. Everything is baked fresh daily, and any leftovers go on sale the next day, which early risers snap up within a few hours.

Ralph Wenzel employs a team of about a dozen people, many of whom have been there for years. "I don't like having a lot of turnover," he explains. Bakers sometimes start working at midnight to prepare special-order cakes for early-morning pickups.

"We take a lot of pride in our work," says Nick Snell, as he lathers a strawberry shortcake with whipped cream. Snell has a 45-year baking career and taught pastry at the California Culinary Academy for 20 years. The plump strawberries that go into this cake come from local Ortiz Farm. Another Bay Area company, Guittard, supplies the chocolate. On the opposite side of the kitchen, Sonny Lung rolls out bright yellow marzipan to swathe a row of Swedish Princess cakes. He'll make 140 to 150 of them in a week and as many as 50 on Saturday. His sister, two brothers and niece also work at Schubert's.

At age 57, Wenzel isn't yet ready to retire. He just signed another five-year lease and suspects he might have another 10 years in him. "Baking is my

10 years in him. "Baking is my whole life," he says.

When he does eventually leave, he hopes to sell Schubert's to someone who will preserve it the way he and his brother did. He blushes when asked how he feels about being part of a legacy: "I'm proud of the fact that we've maintained the business for 20 years," he says, "that we pay our bills on time and that quite a few families can make a decent living working at this place."

*Alissa Merksamer is a Bay Area freelance writer. Email: [food@sfchronicle.com](mailto:food@sfchronicle.com) Twitter: @glamsnack*

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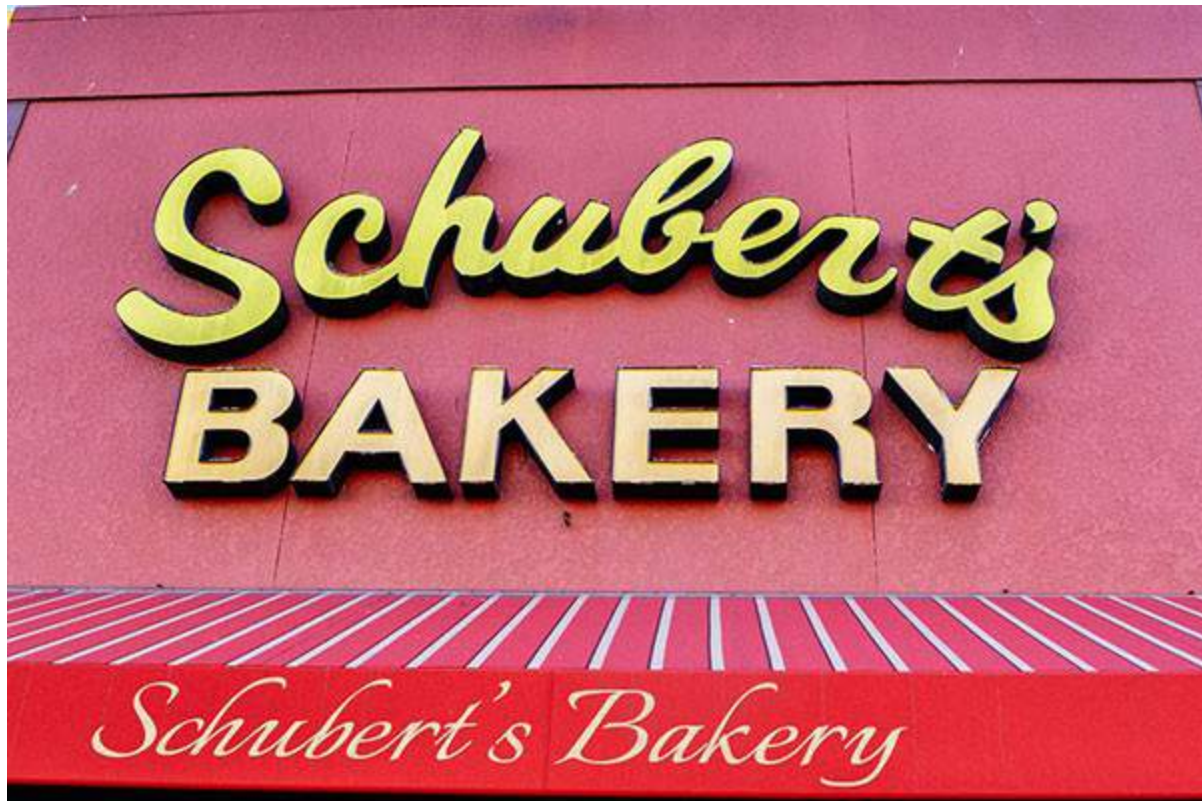


# Under the Radar, Delicious Bakeries in San Francisco

By [Ana Kamin](#)  
Sep 08, 2015

'Tis the time of the year when we all crave comforting baked goods. Here are a few not-so-well-know bakeries in San Francisco whose buttery, fluffy, carb-loaded goodness deserve your attention.

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### **Schubert's Bakery**

If you want exquisite, luscious, wildly-rich cakes for an affordable price, check out Schubert's in the Outer Richmond. (Must-try: Princess Cake) *521 Clement*

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**FOOD // RESTAURANTS**

## SF is still sweet on 105-year-old Schubert's Bakery

By Alissa Merksamer

Aug. 8, 2016 | Updated: Aug. 8, 2016 2:19 p.m.



A Saint Honore cake is displayed at Schubert's Bakery on Clement Street in San Francisco, Calif. on Saturday, Aug. 6, 2016.  
Photo: Paul Chinn, The Chronicle

Chocolate flowers with yellow and red stems curve around the side of a strawberry cheesecake. They rest atop a bed of white and pale pink chocolate curls accented by a few dark chocolate leaves that have been brushed in gold. A handful of local raspberries match the bright red ribbon tied in a bow around the base of the cake. Etched on a white chocolate disc, the words "Schubert's Bakery" add the final touch.

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Schubert's Bakery co-owner Ralph Wenzel decorates a special order Swedish Princess cake in San Francisco, Calif. on Saturday, Aug. 6, 2016.

Photo: Paul Chinn, The Chronicle

German immigrant Oswald R. Schubert built the original bakery on Fillmore Street near McAllister in 1911. It moved to its current location at 521 Clement St. in the 1940s. The Wenzel brothers, who grew up in Germany, apprenticed in their parents' bakery before moving to Holland in 1979. There, both became accomplished pastry chefs and completed stints at five-star hotels in Dubai. They were working at Schubert's when owners Hilmar and Annie Maier, who had run the bakery since the late 1960s, decided to retire. The brothers wanted to buy it, but as recent immigrants without sufficient credit, they couldn't secure a loan from the bank. The Maiers offered to finance them. "We are very grateful to them," says Ralph Wenzel.

The brothers' goal was to preserve the status quo of this beloved bakery. For them, that meant keeping the menu virtually the same – and doing anything to please their customers. For example, when someone requested the Fuerst Pueckler cake for Christmas, a Schubert's original that was no longer on the menu, the Wenzels made it

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A Mango Mousse cake at Schubert's Bakery on Clement Street in S.F.

Photo: Paul Chinn, The Chronicle

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At age 57, Wenzel isn't yet ready to retire. He just signed another five-year lease and suspects he might have another 10 years in him. "Baking is my whole life," he says.

When he does eventually leave, he hopes to sell Schubert's to someone who will preserve it the way he and his brother did. He blushes when asked how he feels about being part of a legacy: "I'm proud of the fact that we've maintained the business for 20 years," he says, "that we pay our bills on time and that quite a few families can make a decent living working at this place."

*Do you have a favorite Schubert's memory? Share below in the comments section or via Twitter to @SFC\_FoodHome*

*Alissa Merksamer is a Bay Area freelance writer. Email: [food@sfchronicle.com](mailto:food@sfchronicle.com) Twitter: [@glamsnack](https://twitter.com/glamsnack)*



## The 18 Best Bakeries In San Francisco

BY [JAY BARMANN](#) IN [FOOD](#) ON APR 13, 2017 2:50 PM

*Even for as food-obsessed a city as San Francisco is, we have a surprisingly excellent variety of bakeries and patisseries — some like Craftsman & Wolves creating modern, idiosyncratic treats and riffs on classics, and others like Tartine, Arsicault, and 20th Century Cafe keeping centuries-old traditions alive every day with their world-class confections, breads, and [Viennoiserie](#). We are lucky to be a city where you can not only get a Parisian-quality croissant, but also some of the best focaccia this side of Liguria, and crusty sourdough loaves the likes of which no other city in the country gets to eat. If you're gluten-averse or militantly Paleo, I pity you for how many of these earthly pleasures you are missing out on in this fair city. But hey, more for the rest of us. — Jay Barmann*

### [Schubert's](#)

Another venerable, old-school SF bakery operation, Schubert's has been in continual operation for over 105 years, having begun business on Fillmore Street and then moved to its present spot in the Inner Richmond in the 1940's under original owner, German baker Oswald R. Schubert. The place is now under its fourth generation of owners, and Ralph and Lutz Wenzel are responsible for the signature, traditional cheese cakes, mousse cakes, and Swedish Princess Cakes. This is where you go for an excellent sheet cake, or a traditional, whipped cream iced Black Forest cake. And while the ingredients may not all be organic or whatever, you won't be disappointed with the flavors. — Jay Barmann  
*521 Clement Street between 6th and 7th Avenues*





# San Francisco's Oldest Bakeries Are Still the Best

By [Brea Salim](#)  
Nov 02, 2017



**When you just want some good, old-fashioned pastries.**

With countless bakeries vying to produce the next trendy croissant-hybrid in San Francisco, sometimes it seems impossible to find your traditional pastry shop. But they do exist—you just need to know where to look. Here are three delicious bakeries that have seen the city through its countless changes.

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### **Schubert's: 106 Years and Counting**

Tina Hsu, a Bay Area native, first stumbled upon Schubert's upon exploring Clement St. in college. Seeing the bakery's selection of her favorite—fruit mousse cakes—she couldn't resist but walk in. What Hsu would discover, was that not only were the "cakes yummy, worth the price, and eye-catching," but the "the quality and taste of their cakes have remained consistent over the years." Hsu is just one of Schubert's many fans; the bakery has remained a local favorite since it first opened its doors in 1911. "A lot of people come back and ask for the same cake for their birthdays every year—they get upset if we don't deliver," said Ralph Wenzel, owner of Schubert's.



Alongside his brother Luz, the Wenzels are the fourth owners of the bakery. Hailing from Eastern Germany, the duo are fourth-generation bakers who had migrated to the States; fitting since Schubert's original founder, Oswald R. Schubert, was also a German immigrant. Since then, the Wenzels have produced the same pastries that first made the local shop popular. The Swedish princess cake, filled with raspberry and kirsch custard and topped with their signature marzipan icing, is certainly a favorite. Another is the opera cake, a rich hazelnut sponge cake filled with chocolate truffle and mocha-praline filling, topped with toasted almonds.

The fact that Schubert's has continued to flourish in Richmond is certainly a testament to the bakery's high quality. Hsu, who lived near Clement St. ten years ago, notes the presence of trendier restaurants replacing mom-and-pop shops whenever she visits Schubert's. "I'm glad that my favorite shops are still holding down, but I really hope [the area] doesn't lose its original charm," she said. Whatever happens, Clement Street certainly won't be losing Schubert's anytime soon. As Wenzel is preparing for retirement, he is looking to pass down the bakery just as the previous owners once did. He said, "I hope [Schubert's] is going to be around for another 100 years." // 7am-6:30pm, 521 Clement St. (Inner Richmond), [schuberts-bakery.com](http://schuberts-bakery.com)

<https://sf.eater.com/maps/best-restaurants-bars-inner-outer-richmond-san-francisco>



# Where to Eat and Drink in the Richmond

A vetted guide to dining and drinking in the neighborhood

by [Anna Roth](#) and [Caleb Pershan](#) Updated Jun 28, 2018, 3:59pm PDT



Photo by [Lotzmana](#)/Flickr

**SHARE** Where to Eat and Drink in the Richmond The Richmond District, both Inner and Outer, takes up most of the northwest corner of the city and is one of San Francisco's largest neighborhoods — a mostly residential, quiet area, with its businesses centered along Clement Street and Geary Boulevard. The 'hood is

sometimes referred to as San Francisco's "second Chinatown" because of its proliferation of dim sum spots, ramen houses, Burmese restaurants, and other Asian favorites, though it also has a sizable Russian population. You can see it all at the Sunday farmers market, a lively two-block amalgam of food stalls and vendors, accompanied by live music. For the rest, **here are our 25 favorite places to eat and drink in The Richmond.**

Make sure to check out Eater SF's other [neighborhood guides](#) in the [Marina](#), [Cole Valley](#), the [Sunset](#), [Chinatown](#), [Lower Haight](#) and more, for intel on the best places to eat, drink, and hang.

*Did we miss your favorite place? Let us know in the comments.*



## 9. Schubert's Bakery

512 Clement St  
San Francisco, CA 94118

[Visit Website](#)

Remember in the first Great British Baking Show when the contestants had to make a Swedish princess cake with a pale green marzipan shell? Well, they sell that very cake at Schubert's, in slices and whole, because that's just the kind of old-fashioned European pastry that this 100-plus-year-old bakery specializes in. You may claim that you're not a frilly dessert person, but one bite of the shop's opera cake, chocolate truffle torte, or St. Honore cake may change your mind. This is also a classy spot to pick up a birthday cake; they don't make custom cakes, but will do frosting inscriptions.



*Benedict C./Yelp*



Schubert's Bakery is an absolute must for discerning confection connoisseurs. Since 1911, locals have been flocking to this bakery for cakes that are reputedly out-of-this-world, specifically the Opera Cake and the beloved Swedish Princess Cake. Other favorites include the classic chocolate mousse and strawberry shortcake. Try a slice of one of these specialties, or spring for other sweets like croissants, cherry and apple tarts, coffee cake, strudel and fruit pie. Schubert's location on tantalizing Clement Street is just one more reason to visit this iconic but often overlooked neighborhood. Want to experience a local San Franciscan day? Grab a coffee and treat at Schubert's.

USA Today

*Filing Date:* December 19, 2018  
*Case No.:* 2019-000269LBR  
*Business Name:* Schubert's Bakery  
*Business Address:* 521 Clement Street  
*Zoning:* Inner Clement Street NCD (Neighborhood Commercial) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1438/038  
*Applicant:* Ralph Wenzel, President  
521 Clement Street  
San Francisco, CA 94118  
*Nominated By:* Supervisor Sandra Lee Fewer, District 1  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Schubert's Bakery is a family-owned bakery founded in 1913 by a German immigrant named Oswald E. Schubert. The business originally operated at 1014 Fillmore Street under the name, "Golden West Bakery". It gained renown for its quality selection of traditional German cakes and pastries. When Schubert retired in the 1940s, he sold the bakery to a fellow pastry enthusiast named Fred Kreye. Kreye carried on Schubert's legacy of old-world artisanal baking techniques for more than 20 years while keeping the business current by adding new items to the already extensive menu, thus beginning to integrate Schubert's bakery with modern times. Schubert's selection of cakes and pastries was soon so popular that Mr. Kreye had to relocate the business to more spacious quarters in order to meet rising demand. In 1948 he moved Schubert's to its current location at 521 Clement Street. The large building enabled him to expand the menu and increase production at the bakery. The new location on Clement Street was conveniently accessible to local pedestrians and easy to locate for visitors.

On June 1, 1969, the bakery passed from Mr. Kreye to a young German couple named Hilmar and Annie Maier, who, despite shifts in the Richmond's demographic, stayed put and continued to establish Schubert's in public consciousness as one of the most prominent bakeries in the city. In 1995, after almost 30 years of dedicated baking, the Maiers sold Schubert's to two German brothers by the names of Ralph and Lutz Wenzel. As the fourth generation of bakers in their family, they honored the Wenzel legacy by combining old world techniques and modern technology to produce the Richmond's favorite sweets; among them are the Neapolitan and Opera cakes, which date back to 1911, as well as modern favorites such as the Swedish Princess or Mango Mousse.

The business is located between 6th and 7th avenues in the Inner Richmond neighborhood. It is within the Inner Clement NCD (Inner Clement 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 1913.

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

Yes. Schubert's Bakery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Schubert's Bakery has operated continuously in San Francisco for 106 years.
- ii. Schubert's Bakery has contributed to the history and identity of the Inner Richmond neighborhood and San Francisco.
- iii. Schubert's Bakery 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 the art and craft of pastry, specializing in traditional German baked goods.

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

No.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to its age as the building was constructed in 1910. In a windshield survey of storefronts in the surrounding neighborhood commercial district, this building was found to have no architecturally significant storefronts.

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. Schubert's Bakery has been referenced in USA Today, Prism (Dec. 1995), the San Francisco Chronicle (Aug. 8, 2016), sfist (Apr. 13, 2017), 7x7 (Sep. 8, 2015 and Nov. 2, 2017) and Eater San Francisco (Jun. 28, 2018).

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

#### **Location(s) associated with the business:**

- 521 Clement Street

#### **Recommended by Applicant**

- Selection of breakfast pastries, cakes, and cookies made from scratch

- Old wooden sign posted inside the front door
- Red and yellow striped awning
- Collection of historical photographs and newspaper clippings displayed in store

**Additional Recommended by Staff**

- None





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JANUARY 16, 2019

*Case No.:* 2019-000269LBR  
*Business Name:* Schubert's Bakery  
*Business Address:* 521 Clement Street  
*Zoning:* Inner Clement Street NCD (Neighborhood Commercial) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1438/038  
*Applicant:* Ralph Wenzel, President  
521 Clement Street  
San Francisco, CA 94118  
*Nominated By:* Supervisor Sandra Lee Fewer, District 1  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SCHUBERT'S BAKERY CURRENTLY LOCATED AT 521 CLEMENT STREET, (BLOCK/LOT 1438/038).**

**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 January 16, 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 Schubert's Bakery 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 Schubert's Bakery.

**Location(s):**

- *521 Clement Street*

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

- *Selection of breakfast pastries, cakes, and cookies made from scratch*
- *Old wooden sign posted inside the front door*
- *Red and yellow striped awning*
- *Collection of historical photographs and newspaper clippings displayed in store*

**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 2019-000269LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 16, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: