

Legacy Business Registry Staff Report

HEARING DATE MARCH 27, 2017

BOUDIN BAKERY

Application No.: LBR-2016-17-066
Business Name: Boudin Bakery
Business Address: 50 Francisco Street, Suite 200
District: District 3
Applicant: Louis J. Giraudo, Owner
Nomination Date: January 26, 2017
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Boudin Bakery is a locally and nationally renowned bakery headquartered and founded in San Francisco in 1849. For 168 years, the bakery has been producing the “Original San Francisco Sourdough” bread and baked goods based on the “mother dough” created by founder Isidore Boudin. After immigrating to San Francisco from France, Isidore Boudin and his wife Louise and their family opened a French Bakery on DuPont Street (now Grant Avenue) that quickly came to be known for baking the best loaf of bread in the city. The Boudin French Bakery thrived during the early years of San Francisco and continued to flourish under Louise when Isidore passed away in 1887. The bakery moved to Broadway Street in 1890. The 1906 Earthquake and Fire destroyed the store, but Louise saved the Boudin “mother dough” from destruction. Post-Earthquake and Fire, Boudin Bakery opened a new location on 10th Avenue near the corner of Geary Boulevard, which is now the oldest location in San Francisco. When the Boudin family made the decision to retire from the bakery, ownership was passed down to Stefano Giraudo, an Italian immigrant who arrived in San Francisco in 1935 and began working in the bakery. Giraudo became owner and Master Baker of the Boudin Bakery in 1941, and the business has remained in the Giraudo family ever since. Boudin Bakery has strong community partnerships and donates to various causes, such as The Mechanic’s Institute, Share Our Strength’s No Kid Hungry campaign and the AIDS/Life Cycle 7-day bike ride from San Francisco to Los Angeles.

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:

319 Dupont Street (now Grant Avenue) from 1852 to 1890 (38 years)
815 Broadway from 1890-1906 (16 years)
399 10th Avenue from 1906 to Present (111 years)
3251 20th Avenue from 1987 to Present (30 years)
619 Market Street from 1990 to 2016 (26 years)
Pier 39, Space 5-Q from 1991 to Present (26

years)





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

4 Embarcadero Center, Justin Herman Plaza from 1992 to Present (25 years)
251 Geary Street from 1992 to Present (25 years)
SFO Terminal 3, 2nd Floor, Location 9, Unit C from 2005 to Present (12 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 San Francisco'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:

- Boudin Bakery is associated with the production of San Francisco sourdough bread.
Boudin Bakery has contributed to San Francisco's history and identity through its tradition of producing San Francisco Sourdough bread deeply rooted in immigrant and local recipes and traditions.
399 10th Avenue is a 1932 property has not been previously evaluated by the Planning Department for potential historical significance.
The business has been cited in the following publications:
SF Examiner, 6/11/2015, "Boudin, a sour success story," by Jessica Kwong.
7x7 Bay Area, 3/7/2014, "Secret San Francisco: Boudin's 160-Year-Old Mother Dough."
CurbedSF, 3/14/2014, "The Oldest San Francisco Bakery Got its Start in North Beach," by Alex Bevk.
SF Weekly, 8/14/2015, "Not Dead Yet: The 10 Oldest Businesses in San Francisco," by V. Alexandra de F. Szoenyi.

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

Yes, Boudin Bakery is committed to maintaining the physical features or traditions that define its culinary tradition of producing San Francisco Sourdough bread.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Boudin 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:

- Isidore Boudin's tradition of combining old world French bread baking with the famous sourdough starter from the California gold field in the 1800s, a recipe that has come to be known now as the "Mother Dough."
Iconic Boudin medallion designed by local artist Primo Angelini.





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- Headquartered location in San Francisco.
- Business model based on honesty, a strong work ethic, an insistence on providing customers a great product at a fair price, and dedication to tradition and legacy of Boudin in San Francisco.
- Community partnerships and work with local businesses.

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.

- Production of San Francisco sourdough bread.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Boudin Bakery currently located at 50 Francisco Street, Suite 200 in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE MARCH 27, 2017

BOUDIN BAKERY

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-066
Business Name: Boudin Bakery
Business Address: 50 Francisco Street, Suite 200
District: District 3
Applicant: Louis J. Giraud, Owner
Nomination Date: January 26, 2017
Nominated By: Mayor Edwin Lee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BOUDIN BAKERY, CURRENTLY LOCATED AT 50 FRANCISCO STREET, SUITE 200.

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 27, 2017, 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
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Boudin 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 Boudin Bakery:

Physical Features or Traditions that Define the Business:

- Isidore Boudin's tradition of combining old world French bread baking with the famous sourdough starter from the California gold field in the 1800s, a recipe that has come to be known now as the "Mother Dough."
Iconic Boudin medallion designed by local artist Primo Angelini.
Headquartered location in San Francisco.
Business model based on honesty, a strong work ethic, an insistence on providing customers a great product at a fair price, and dedication to tradition and legacy of Boudin in San Francisco.
Community partnerships and work with local businesses.

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

- Production of San Francisco sourdough bread.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 27, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-066
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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? X Yes No

319 Dupont Street (now Grant Avenue) from 1852 to 1890 (38 years)
815 Broadway from 1890-1906 (16 years)
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619 Market Street from 1990 to 2016 (26 years)
Pier 39, Space 5-Q from 1991 to Present (26 years)
4 Embarcadero Center, Justin Herman Plaza from 1992 to Present (25 years)
251 Geary Street from 1992 to Present (25 years)
SFO Terminal 3, 2nd Floor, Location 9, Unit C from 2005 to Present (12 years)

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

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

NOTES: The business was founded in 1849 but did not open its first storefront until 1852.

DELIVERY DATE TO HPC: February 1, 2017

Richard Kurylo
Manager, Legacy Business Program





January 26, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Regina Dick-Endrizzi,

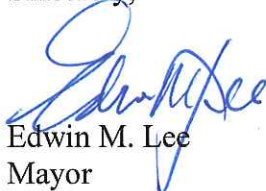
I am writing to nominate Boudin Bakery for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

Originally founded in 1849, this long time iconic San Francisco institution has been operating for over 168 years, it has fostered the activities that strengthen the community and cultural fabric and vitality throughout San Francisco. Boudin Bakery continues to be owned and operated by the Giraud family and retains many of the traditions and values that Boudin Bakery established when it first opened its doors to visitors and residents alike. It remains a true tribute to the legacy that Boudin Bakery continues to build throughout its operations.

It is an honor to recognize the legacy and contributions of Boudin Bakery to our great city of San Francisco.

Sincerely,


Edwin M. Lee
Mayor

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:		
Boudin Bakery		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Louis J. Giraudo		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
50 Francisco Street, Suite 200 San Francisco, CA 94133		((415))913-1849
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.boudinbakery.com	www.facebook.com/boudin	

APPLICANT'S NAME	
Louis J. Giraudo	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	
50 Francisco Street, Suite 200 San Francisco, CA 94133	
TELEPHONE:	
(415) 477-8213	
EMAIL:	
lou@gesd.net	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0161649	C0358520

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

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
319 Dupont Street (now Grant Avenue)	94108	1849
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1852-1890	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
815 Broadway	94133	Start: 1890
		End: 1906

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
399 10th Avenue	94118	Start: 1906
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
3251 20th Avenue	94132	Start: 1987
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
619 Market Street	94105	Start: 1990
		End: 2016

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Pier 39, Space 5-Q	94133	Start: 1991
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
4 Embarcadero Center, Justin Herman Plaza	94111	Start: 1992
		End: Present

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
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input type="checkbox"/> Yes		

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
251 Geary Street	94102	Start: 1992
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
SFO Terminal 3, 2nd Floor, Location 9, Unit C	94128	Start: 2005
		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
		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.

Louis J. Giraudo

12-2-16

Signature:

Name (Print):

Date:

**Boudin Bakery
San Francisco Locations**

319 Dupont Street
1852-1890

815 Broadway
1890-1906

399 10th Avenue
1906-Present

3251 20th Avenue
1987-Present

619 Market Street
1990-2016

Pier 39, Space 5-Q
1991-Present

4 Embarcadero Center, Justin Herman Plaza
1992-Present

251 Geary Street
1998-Present

SFO Terminal 3, 2nd Floor, Location 9, Unit C
2005-Present



Additional Boudin SF & Boudin Bakery & Café Locations	Year Opened
Santa Clara, Valley Fair- 2885 Stevens Creek # 2451, Santa Clara, CA 95050	1986
San Francisco, Stonestown- 3251 20 th Avenue, San Francisco, CA 94132	1987
San Francisco, Market Street- 619 Market Street, San Francisco, CA 94105	1990
San Francisco, Pier 39- Pier 39, Space 5-Q, San Francisco, CA 94133	1991
San Francisco, Embarcadero 4- 4 Embarcadero Center, Justin Herman Plaza, San Francisco, CA 94111	1992
San Diego, Fashion Valley- 7007 Friars Road, # 357, San Diego, CA 92108	1997
San Francisco, Macy's Café- 251 Geary Street, San Francisco, CA 94102	1998
San Francisco, SFO- Terminal 3, 2 nd Floor, Location 9, Unit C	2005
Corte Madera- 1734 Redwood Highway, Corte Madera, CA 94925	2006
Costa Mesa, So. Coast Plaza- 3333 Bristol Street, Space 1000, Costa Mesa, CA 92626	2006
Sacramento- 2573 Fair Oaks Blvd, Sacramento, CA 95825	2007
Irvine- 2803 Main Street, Space A, Irvine, CA 92614	2007
San Marcos- 113 S. Las Posas, Suite 112, San Marcos, CA 92078	2007
Stockton- 5615 Pacific Ave at Robinhood Drive, Suite D105, Stockton, CA 95207	2008
Roseville- 1017 Galleria Blvd, Suite 100, Roseville, CA 95678	2009
Sunnyvale- 701 Sunnyvale Saratoga Road, Sunnyvale, CA 94087	2012
Costa Mesa, Metro Pointe- 901 S. Coast Drive, Suite N100, Costa Mesa, CA 92626	2012
Santa Ana, Main Place- 2800 N. Main Street, Santa Ana, CA 92705	2013
Encinitas- 296 N. El Camino Real, Encinitas, CA 92024	2013
Cupertino- 20682 Stevens Creek Blvd, Cupertino, CA 95104	2013
Santa Rosa- 2345 Midway Drive, Santa Rosa, CA 95405	2013
Fremont- 3121 Mowry Ave, Fremont, CA 94538	2014
Huntington Beach, 5 Points- 18541 Beach Blvd, Huntington Beach, CA 92648	2014
San Jose, West Valley- 5245 Prospect Road, San Jose, CA 95129	2014
Vacaville- 1620 East Monte Vista Ave, Suite 104, Vacaville, CA 95118	2014
San Diego, Balboa Mesa- 5407 Balboa Ave, Suite 400, San Diego, CA 92111	2014
San Jose, Almaden- 5353 Almaden Expressway, San Jose, CA 95118	2015
Walnut Creek, Broadway Plaza- 12 Broadway Lane, Suite 1000, Walnut Creek, CA 94596	2016

Historical Narrative Guide

Criterion 1:

Headquartered in San Francisco, Boudin Bakery is world-famous for The Original San Francisco Sourdough™, which is baked with the same Mother Dough used since 1849. Born in the Gold Rush, and sustained after the great earthquake of 1906 by Louise, the widow of Isidore Boudin, Boudin Bakery remains the oldest continuously operating business in San Francisco.

The story of Boudin is a classic story of individuals who find their opportunities and are willing to work hard to create lasting legacies. Boudin has been shaped and formed and preserved for more than 165 years by a group of people who come from varied cultural backgrounds - yet share a common value of hard work, dedication to excellence, and who take pride in producing the world famous Original San Francisco Sourdough.

Our story began when Isidore Boudin and his family arrived in San Francisco during the Gold Rush of 1849. They founded the French Bakery on DuPont Street and soon became known for baking the best loaf of bread in the city. This family of bakers had quickly learned how to combine their old world skill of French bread baking with the only local source of leavening: the famous sourdough starter from the California gold fields. It was this magical combination that created The Original San Francisco Sourdough – Boudin.

The Boudin French Bakery struggled but ultimately thrived during the upheaval of the early years of San Francisco. Just as the next generation of Boudin family bakers was coming of age in 1887, Isidore suddenly died. It was left to his wife, Louise, to carry on the family business. The company continued to flourish under her leadership, and it was Louise who heroically saved the Boudin Mother Dough from destruction during the Great Earthquake and Fire of 1906.

In 1935, the young baker, Stefano Giraud, arrived in San Francisco from his home in Piedmont, Italy, after spending seven years learning the art of French baking in Marseille, France. He joined the team of bakers at Boudin French Bakery, and soon the bakery and its famous bread became his lifelong dedication. As Steve worked with the family to expand the business and perfect their baking techniques, the time came for the Boudin family to retire and hand the reigns to their trusted employee. In 1941 Steve Giraud became the proud owner and Master Baker of Boudin Bakery and The Original San Francisco Sourdough™. Steve's unflinching dedication to the bread and the bakery continued until his death in 1997.

Papa Steve took pride in the everyday results of his labor, and shared his passion for bread making with his sons, his grandchildren and his employees who worked by his side. His honesty, strong work ethic, and insistence on giving customers a great product at a fair price were the values by which he lived.

Steve's son, Lou Giraud, embraced the values of his father, creating the Boudin Bakery we know today. These values remain the guiding principles of today's generation of courageous and tenacious men and women who remain dedicated to the Boudin legacy.

The passion and dedication that Steve brought to his bakery and the bread have been entrusted to our current Master Baker, Fernando Padilla. Fernando was 17 when he began working with the man who became his mentor and friend – and he learned well the secrets of Boudin San Francisco Sourdough and the perfect loaf of bread.

Criterion 2:

Boudin is known throughout the world as the San Francisco bakery which serves up a taste of history in each bite. Features highlighting the history of Boudin can be found written in *The San Francisco Examiner*, *San Francisco Weekly*, and aired on NBC's *Bay Area Revelations* and *The Travel Channel*.

On *The Travel Channel Bizarre Foods- Delicious Destinations: San Francisco*, Boudin Bakery's world famous sourdough is featured, representing San Francisco's best eating on the West Coast. Highlighting the classics, such as Dungeness Crab Louie and sourdough bread, Andrew Zimmern shares just what makes "The City by the Bay" so delectable.

In *NBC Bay Area's Revelations*, a one-hour film chronicling the beginning of the Northern California food culture, they reveal the untold stories of the chefs who have transformed the way we cook and eat in the Bay Area. The film is a testament to the vast culinary landscape of Northern California and the historic San Francisco tradition that Boudin has continued since its establishment in 1849.

Boudin continues to share San Francisco's rich history through our award winning Museum, which is located on the second floor of Boudin at the Wharf and is built to encircle the Bakery below. The Museum describes the art and science that goes into the making of a loaf of The Original San Francisco Sourdough and features the story of the emigrants to San Francisco, telling some of their stories of success. It also features the many characters and unique foods that have made San Francisco the remarkable confluence of cultures that we experience today.

Boudin works to preserve San Francisco heritage and tradition, working in partnership with local businesses such as The Mechanics' Institute, founded in 1854 to serve the educational and social needs of mechanics — artisans, craftsmen, and inventors — and their families. Boudin participated in the first "Pure Food Exhibition" in 1897 put on by The Mechanics' Institute. There was a special competition of bakers that took place on August 26 where Mrs. Isidore Boudin competed in Class 2 (the category that did not include "milk" bread or "small goods"). Her submission of "French Bread" won "First" prize in this category which was a beautifully lithographed "diploma". We are honored to be a part of the city's great past and will help to celebrate its growth with the First Fair's 160th anniversary in 2017.

Today, Boudin has community partnerships with Share Our Strength's No Kid Hungry® campaign to raise funds to support ending childhood hunger in America. We volunteer and provide an annual lunch for the AIDS/Life Cycle 7-day bike ride from San Francisco to Los Angeles, which raises money and awareness in the fight against HIV/AIDS.

Papa Steve Giraudo used to say - if you take care of the bread it will take care of you. We try to keep this very simple but powerful idea as our absolute guideline while in business, community, heritage, and tradition.

Criterion 3:

Today, the iconic Boudin medallion, designed by local artist Primo Angelini, evokes the tradition and heritage of the world famous Original San Francisco Sourdough. Boudin uses architectural design that reflects the influences of historical and traditional design elements. We create a comfortable experience through the use of green and sustainability forested materials, along with a blend of high-end finishes, inspired by traditional bakery materials. Accents of hand-forged, black iron shelving, along with white Carrara marble and glazed brick metro tiles, provide the timeless appeal of historic San Francisco, offering comfort and elegance while still maintaining necessary durability.

Boudin San Francisco Sourdough is a product of old world craftsmanship. Since 1849, we have been baking San Francisco Sourdough according to the Boudin family's time-honored methods. Our secret: The mother dough, an ancient method of fermentation which requires only the wild yeast present in the local environment, "caught" from the air and cultivated with a mixture of water and flour. Thriving only in our fog-cooled climate, our mother dough imparts a flavor and texture unlike any other bread in the world. In a sense, our sourdough is a product of the place as much as the process. With its 167 years of continuous operation in San Francisco, it stands as one of the most successful examples of a small business with a good idea to leave its mark on the world. This is a brand built on tradition, a brand with amazing longevity, and a brand that is also always new again—just like the Mother Dough.

Over the course of its long history, Boudin has always exemplified the best of our SF culinary traditions, while continuing to evolve to meet the needs and expectations of the contemporary diner. The combination of our fresh baked sourdough bread and simple honest ingredients create the basis for a memorable meal that evokes the best of San Francisco's culinary traditions. We hand slice our organic meats, and prepare our lettuce and vegetables every day. Each menu item is made fresh-to-order. We are committed to pairing our world-famous, organic sourdough bread with only the highest quality, locally sourced, organic and sustainable ingredients.

Legacy Business Registry Application-Section 5 Supplemental Historical Documents:

Overall Exterior Photo:



Isidore Boudin & Family French Bakery circa 1849



Exterior Fisherman's Wharf & Boudin SF



Photos of Exterior and Interior Business Signage:



Boudin French Bakery, 815 Broadway Street, San Francisco, CA . 1890



Boudin SF Interior Signage 2016



Additional Photos:



10th Avenue Oven



Wharf Bakery Oven



Boudin French Bread Delivery Wagon



Wagon Exhibit in the Wharf Bakery Museum



“Papa” Steve Giraud, Master Baker



Fernando Padilla, Master Baker



Boudin 815 Broadway St Bakery











399 10TH AVENUE





ANNIVERSARY

(SAY "BO-DEEN")

BOUDIN

1849

SINCE

SAN FRANCISCO
SOFT DOUGH

BREAD

FR





3251 20TH AVENUE



PIER 39, SPACE 5-Q



BOUDIN

PICK-UP

ORDER

READY-TO-GO



Revent™

Revent™

Revent™

Revent

25.00 45.00
04.00
25.00



Revent



Revent





BOUDIN
EST. 1849
BAKERY.



PASSPORT
UNITED STATES OF AMERICA



Bakery & Confectionery
Workers
INT'L. U. OF B.
LOCAL NO. 24
(REGISTERED)
OF
SAN FRANCISCO, CAL.
Organized
OCT. 6, 1885

UNION
SHIELD

4 EMBARCADERO CENTER



BOUDIN
BAKERY & CAFE

BOUDIN
SINCE 1847
SOUR DOUGH
FRENCH BREAD

BOUDIN
SINCE 1847
SOUR DOUGH
FRENCH BREAD

Boudin
801 W. 1st Street
San Francisco, CA 94103
415.774.2277

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150 YEARS OF
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BOUDIN



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molle e
leggero*



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BREAD

CIABATTA

SOURDOUGH
ROUND



RED WICHES



SOURDOUGH BAGUETTE

SANDWICH ROLL

MILK PASTRY

SFO TERMINAL 3

BAKERY & CAFE

BOUDIN

FRESH EVERYDAY

EXIT

Menu board 1

Menu board 2

Menu board 3

Menu board 4



BAKERY & CAFE

BOUDIN

FRESH EVERYDAY

Menu boards displaying bakery items.



Ephemera and Memorabilia:

Copy of The San Francisco directory for the year 1852-1853. Published in 1852.
Listing: Boudin, F. baker, 319 Dupont

Copy of the 13th Industrial Exposition Exhibit Listing and Awards. August 26, 1897.

Mrs. Isadore Boudin, First Prize French Bread.

Documents received from The Mechanics' Institute, San Francisco.

Copy of The San Francisco Call, Tuesday, March 7, 1911.

Boudin Bros. French Bread and Rolls Advertisement, 10th Avenue.

Copy of The San Francisco Call, Sunday, March 10, 1912.

Boudin Bros. French Bakers Advertisement, 10th Avenue.

Media and Community Documentation:

The Travel Channel- Metropolis

The Today Show

The Travel Channel- Bizarre Foods: Delicious Destinations

The San Francisco Examiner

USA Today: 10 Best

NBC Revelations: A Culinary Journey

SF Weekly

No Kid Hungry

Aids Lifecycle

St. Anthony's: Hope Served Daily

- Borle Auguste, grocer, 312 Dupont
 Boring Rev J. pastor Wes Chapel, 270 Powell
 Bornemann F. gent, 241 Washington
 Boruck Marcus D. entry clerk c h, 197 Wash
 Boschulte T. com mer, 187 San
 Boschulte & Broderson, 187 Sansome
 Bosqui Ed A. clerk, 185 Kearny
 Bossange Leopold, agt, 148 Wash
 Bostwick Dr. physician, Tehama Hotel, Sansome
 Bostwick H A. tinsmith, 122 San
 Bostwick Jas, liquors, Battery n Cunningham's wharf
 Boswood T W. surgeon, 54 Broadway
 Batts C T. atty at law, 139 Com, h 228 Stockton
 Botts G F. atty at law, 139 Com
 Bouard A. cook, 155 Dupont
 Bouchard Francois, laundry, 203 Stock
 Bouchard H. boarding, 71 Kearny
 Boucher V. barber, 60 Pacific
 Boudin F. baker, 319 Dupt
 Bouffe Ernest, grocer, 290 Dupont
 Bouillard Jos, billiard saloon, 159 Kear
 Boulden W S, merchant, 147 Front
 Boung G. Rasselte House
 Bounet Andre, restaurant, 251 Dupt
 Bourdin J. fancy goods, 260 Dupt
 Bourdin Jean, wheelwright, 293 Stock
 Bourdin & Co. fancy goods, 260 Dupt
 Bourel Joseph, boot and shoe dealer, 219 Jackson
 Bouret E. carpenter, 313 Dupont
 Bourguin Chas. dentist, 200 Sac
 Bourman B. boots and shoes, 109 Mont
 Bourne Russell, grocer, 11 Com
 Bourne John, clerk, 190 Mission
 Bourn Wm B. com broker, 68 Front
 Bouton G H, merchant, 62 Cal, h 128 Broadway
 Bovee W H. stm coffee mills, Broadway n Stockton, office 123 Sansome
 Bowden Miss. dress maker, 216 Clay
 Bowen Elizabeth, dress maker, 153 Com
 Bowen & Despo, hotel, 221 Sac
 Bowers J B. com exchange, 170 Com
 Bowers J W. machinist, 36 First
 Bowie A J. physician, 183 Dupt
 Bowie Hamilton, 183 Dupont
 Bowline Tho. fishermn, Harrison n Beale
 Bowman Alex. exminr U S Aprs office
 Bowman A. Mercantile Hotel
 Bowman A C. insp customs, c house 197 Washington
 Bowman B. boots and shoes, 109 Mont
 Bowman C C, wine merchant, 66 Pacific
 Bowman James, clerk com funded debt, City Hall
 Bowman Jas W. enginr str Kate Kearny
 Bowman Jos. merchant, 178 Bush
 Bowman & Co. wine merchants, 66 Pacific
 Bowman S. P. livery stable, 133 Kearny
 Boyce John, laborer, Folsom n Beale
 Boyd Alex. merchant, 37 Webb
 Boyd James, Att'y at law, 37 Webb
 Boyd Joseph, baker, 139 Mission
 Boyd Oscar H. hat emporium, 152-154 Commercial
 Boyd W J. St. Frances Hall, clk 188 Clay
 Boyd Wm. porter house, 136 Mission
 Boyden Asa, agent, 37 Webb
 Boyden J. carpenter, 114 Bush
 Boyle A. A. clothier, 31 Commercial
 Boyle Francis, blacksmith, 160 California
 Boyle James, hotel, 73 Montgomery
 Boyne L. 184 Washington
 Boyrean Clement, clerk, 178 Montgomery
 Brace A. K. oyster dealer, N. W. Market Clay
 Braciena Antone, 167 Pacific
 Brackett Wm. market, 12 Sacramento
 Bradford A. H. 98 Sansome
 Bradford E. C. clerk, 145 Kearny
 Bradford E. H. clerk, 145 Kearny
 Bradford E. W. liquors, 6 First
 Bradford J. H. blacksmith, 31 Pike
 Bradford G. B. lumber merchant, 56 First
 Bradford Thomas, clerk, 146 Washington
 Bradford Thos. P. laborer, Sydney Valley, Clarks' Point
 Bradford & Ladd, auction saloon, 98 San
 Bradish Mich. lab, Sydney valley, Clk's pt
 Bradlee J. H. clerk, 86 California
 Bradley Charles, boards 6 Battery
 Bradley H. W. daguerrian rooms, 197 Clay
 Bradley John, clothing, 17 Commercial
 Bradley Jabez, boards 180 Sansome
 Bradshaw J. A. merchant, 152 Pacific
 Bradshaw S. C. grocer, 77 California
 Bradshaw & Co. grocers, 77 California
 Brady John, U. hotel, 76 Pacific
 Brady John, civil engineer, 61 Sacramento
 Bragg Geo. F. com mercht, 128 California
 Bragg Robert, car builder, 95 Jackson
 Bragg Geo. & Co. com merc's, 128 Cal
 Braham E. clothing, 61 Commercial
 Brand Wm. clerk, 183 Washington
 Branger Gustave, restaurant, 204-205 Washington

19

1852

Dupont St.

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The San Francisco directory for the year
1852-53 : embracing a general directory of
citizens, a street directory, a new and
complete map of the city, and an appendix of
general information, an almanac, etc. : first
publication

by Parker, James M

Published 1852

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Volume 1852-53

Publisher San Francisco : Published by James M. Parker

Pages 230

Language English

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Class.	Exhibitor.	Article.
45	F. H. Bushnell.....	Best Display of Photographic Group Portraiture (Special Diploma).
45	C. E. Watkins.....	Landscape, Architectural and View Photography. First Award. (Special Diploma.)
45	O. Von Borgen.....	Landscape, Architectural and View Photography. Second Award.
45	Geo. A. Turner.....	Landscape, Architectural and View Photography. Third Award.
46	Overland Monthly.....	Exhibit of Black and White Drawings
46	H. G. Hamada.....	Drawing—House of Parliament, Japan
46	Geo. Hansen.....	Landscape Gardening Design—Water Color
49	E. C. Gilbert.....	Exhibit of Architectural Drawings by Pupils of Oakland Y. M. C. A. Evening School.
49	E. C. Gilbert....	Exhibit of Mechanical Drawings by Pupils of Irving Scott Evening School.
49	John Swett Grammar School.....	Exhibit of Drawings by Pupils
49	Lincoln Evening School.....	Exhibit of Drawings by Pupils
50	Woman's Exchange.....	Display of Fancy Work
50	Miss E. Mason.....	Display of Fancy Work
50	Mrs Kate Pettee.....	Basket of Wax Oranges and Blossoms
51	C. Mason.....	Card Writing
51	M. E. Davis..	Wire Jewelry—Handicraft
51	S. I. Jacobs.....	Electrical Hat Cleaner
	Exempt Fire Co.....	Display of Fire Engine
	Veteran Volunteers Firemen's Association....	Display of Fire Engine

BREAD COMPETITION.

Swain Bros.....	Milk Bread (First Prize)
Reinhold Beck, Vienna Model Bakery...	Milk Bread (Second Prize)
Daly & Davitt.....	Assorted Bread (First Prize)
Angelo Petri	Assorted Bread (Second Prize)
California Bakery.....	Rye Bread (Second Prize)
Stephano Paganini.....	Grissini Bread (First Prize)
Mrs. Isadore Boudjn.....	French Bread (First Prize)
Ruediger & Loesch.....	Small Goods (First Prize)
Westerfeld's Bakery.....	Small Goods (Second Prize)

Miss J. Kendrick—Crazy Quilt.....	\$ 5
Miss G. M. Hunt—Embroidered Map Western Hemisphere	5
Miss G. M. Hunt—Embroidery on Linen.....	5
Mrs. S. Bishop—Embroidery on Linen	4—\$ 84
Total.....	\$1,534

BAKERS' COMPETITION.

This novel and interesting feature was held on August 26th, and brought out a most interesting display.

Certificates of First and Second Award were made in each Class, Class 1 being for Milk Bread; Class 2, Special Bread (Assorted); Class 3, Best Collection of Small Goods.

The entries were as follows:

Class 1—Nicholas Prost, John Peterson (Western Vienna Bakery), Swain Bros., Reinhold Beck (Vienna Model Bakery), Ruediger & Loesch (New Vienna Bakery), Westerfeld's Bakery.

Class 2—Bernard Langendorf, Nicholas Prost, John Peterson, Swain Bros., Daly & Davitt, John Schichtmann (California Bakery), Angelo Petri, Stefano Paganini, Mrs. Isidor Boudin, Ruediger & Loesch, Westerfeld's Bakery.

Class 3—Nicholas Prost, John Peterson, Swain Bros., Reinhold Beck, Ruediger & Loesch, Westerfeld's Bakery.

The Judges were J. J. Barrett, Mrs. S. R. Allen and Miss Suzy Tracy. They awarded the prizes as follows:

Class 1—1st, Swain Bros.; 2nd, Reinhold Beck.

Class 2—1st, Assorted Bread, Daly & Davitt.

Class 2—2nd, Assorted Bread, Angelo Petri; 2nd, Rye Bread, California Bakery.

Special Awards in Class 2, Grissini Bread, Stefano Paganini; French Bread, Mrs. Isidor Boudin.

Class 3—1st, Ruediger & Loesch; 2nd, Westerfeld's Bakery.

Toward the
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Suzy Tracy
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ART OF BAKING PERFECTED IN SAN FRANCISCO

Bread and Pastries of the City the Finest to Be Found

The best of wheat, the best of workmanship and the greatest cleanliness are the three elements that conspire to give to San Francisco baked bread the special distinction it enjoys. A wheat state from days of old, all industries allied with the cereal have attained a higher standard here than elsewhere. Cleanliness is a prominent and commendable feature of the bakeries of this city. All the work, practically, is done by machine, except in the smaller bakeries, where there is some hand work in the making of fancy cakes. But it is difficult to find in the city a bakery of any size where machinery does not figure in at least a part of the work. It is no small measure of flour that is used in preparing a batch of dough in a bakery that turns out hundreds of loaves each 12 hours. Six barrels of the best flour go into the hopper of the big mixing machine, and pipes, instead of cups or dippers, carry the necessary water into the machine. Both hot and cold water are supplied. Then there is a scale attachment for weighing out the sugar and other ingredients. The whole machine works automatically and with absolute precision. All constituents of the dough are in the machine, a lever is pulled, and the mixing begins. The operations resemble that of a concrete mixing machine. From the mixing machine the dough drops into a steel trough and is hustled along to the loaf machine, where a series of blades cut six loaves at a stroke. Each is weighed up and must conform to standard. A regulator is attached, and once the loaf of proper size is reached the machine cuts away uninterrupted until the batch is through.

LOCAL PRODUCTS RENOWNED FOR THEIR PURITY

High Quality Makes Them the Standard as Articles of Food

The purity of foods in California is guaranteed with triple assurance. It is assured through federal and state laws, but, more effective than both, through the desire of local concerns to give their patrons the finest of commodities. California products have gained a nationwide name. In the making of pure food products San Francisco excels, and her reputation for fair dealing in the preparation of these commodities did not suffer in the rather recent times when the government first began to inquire into the purity of products all over the country. Many cities revealed a shameful condition in the manufacture of products, but San Francisco passed the scrutiny with but few blots on her commercial escutcheon.

MEAT INDUSTRY CENTERED HERE

Owing to its many connections by sea and by rail and by river service with Pacific coast states, states in the in-

terior, foreign countries and all communities in California, San Francisco is the natural place from which to supply meats at wholesale to the great trade demand. The meat packing establishments are representative of the investment of millions of dollars in buildings, machinery, lands and the other accessories to carrying on the business on a great scale.

CALIFORNIA ASPARAGUS

THE FINEST IN THE WORLD.

Packed Where Grown by
CENTRAL CALIFORNIA CANNERIES.

Main Office, No. 1 DRUMM STREET, San Francisco, Cal.

If you are a grocer, wholesale or retail, write us. We have something of interest to say to you.

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417-429 BATTERY STREET

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SPECIALTIES:

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BUTTER AND CHEESE PACKED IN TINS FOR EXPORT A SPECIALTY
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is a product of California—nevertheless it makes the best lemonade on Earth.

Now bottled with the new "easy-opened" stopper—no opener required.

California's Choicest Products



For sale everywhere in the world

LEARN TO KEEP HOUSE

Beautiful maiden, pause ere you wed—

Learn to boil coffee, learn to bake bread;

Learn, oh, sweet girl, that one road to man's heart

Lies through his stomach—they are not far apart.

He loves your sweet face, he praises your eyes,

Has a tooth for your puddings, dotes on your pies.

Then, beautiful maiden, be sure ere you wed

That you learn to make coffee, learn to bake bread.

GOLDEN GATE COMPRESSED YEAST CO.

Fresh Daily at All Grocers'

Fill out this coupon and mail it to us today:

Golden Gate Compressed Yeast Co., 20 Mint Av., San Francisco.

Gentlemen: Please send me free of all cost your cook book telling how to make delicious bread, rolls and other good things to eat.

My name is.....

No. and st.....

City.....

Phone West 987

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HAVE you tried our celebrated *Heaven Bread*? Recommended by doctors to aid digestion and relieve constipation. Our specialties are Pumpernickel, Lauenburger, Russian Rye. We are the only manufacturers of *Heaven Bread*. We also bake all kinds of White Bread and Cakes.

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Established 1849

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STATE'S PRODUCTS BRING RECORD PRICES

Fruit Growers Have Splendid Season

If you raised hops or grain or beans or potatoes or prunes in California last year you made money—and lots of it. Not only the growers of these products made money, of course, but those raising them fared better this year than even Californians are accustomed to fare.

The whole season is reckoned one of the most prosperous ones in the entire history of the state. Other years have witnessed somewhat larger crops, and occasionally prices have averaged higher, but the growers and buyers both say that probably never before has there been such a gratifying combination of good crops and good prices.

CALIFORNIA'S MINERAL AND AGRICULTURAL PRODUCTION, 1911.

Commodity	Quantity	Value
Petroleum	75,000,000 bbls.	\$21,000,000.00
Wool	1,300,000 lbs.	\$1,300,000.00
Iron	47,000 tons	\$1,760,000.00
Gold	93,254 lbs.	\$2,525,000.00
Other Minerals	15,000 tons	\$1,500,000.00
Total	118,000,000	\$28,085,000.00
Grain	6,500,000 bushels	\$1,300,000.00
Stock Raising	12,000,000	\$2,400,000.00
Wool and Hides	50,000,000	\$1,000,000.00
Beans	1,500,000 bushels	\$750,000.00
Deciduous Fruits, except Apples	1,500,000 bushels	\$1,500,000.00
Apples	1,500,000 bushels	\$1,500,000.00
Prunes	50,000 bushels	\$500,000.00
Hops	15,000 tons	\$1,500,000.00
Wine	4,000,000 gallons	\$8,000,000.00
Fresh Apples	4,000,000 bushels	\$8,000,000.00
Total		\$51,285,000.00

*California leads the world in value of this commodity.

The fruit in eastern markets were very satisfactory, ranging about the same as in 1911. An unusual condition prevailed in the marketing of this fruit in the last year owing to the fact that our season was two weeks later than usual, while southern crops were practically a month earlier. We were accordingly confronted with a condition that so far as known has never existed before in the history of the business; that is, eastern cherries were brought into direct competition with early shipments from this state. This competition would undoubtedly have afforded our prices very seriously had it not been for the fact that about the time local shipments were well started an exceedingly hot wave prevailed throughout the east and this had the effect of materially shortening the offering of this variety, so that while some effect was produced, it was temporary only, and did not affect the general results to any appreciable extent.

into effect this season, has proved of great benefit, and the low prices received for a large portion of our peach and pear crop, as well as the bulk of the grape crop, show conclusively how necessary it was that this reduction be granted.

Del Monte

Fruits Vegetables Preserves

are packed where they ripen the day they are picked, by the largest canners of fruits and vegetables in the world. But this is not all. Wherever you see the Del Monte label you may be sure of not only superior quality but quality at a price that means absolutely superior value. Be sure to ask your dealer for the thoroughly dependable high-quality

John Rothschild & Co. Wholesale Grocers Importers and Exporters

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French Bakers

SUCCESSORS TO Isidore Boudin

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THE RAYCHESTER CO., Inc.

1448-1460 FOLSOM STREET, San Francisco

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PIPE AND MACHINERY

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THE SAN FRANCISCO CALL USES EXCLUSIVELY TYPE METALS

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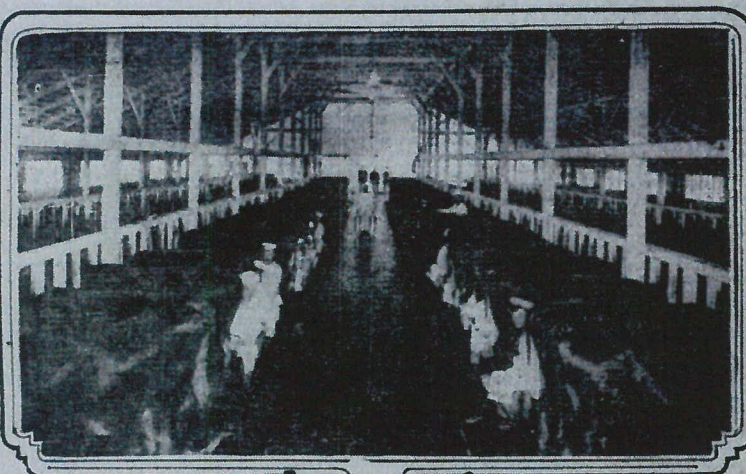
GREAT WESTERN SMELTING AND REFINING CO.

MANUFACTURERS OF HIGH GRADE LINOTYPE, STEREOTYPE, MONO-TYPE AND ELECTROTYPE METALS

SPEAR AND FOLSOM STS. SAN FRANCISCO

HOW SCIENTIFIC MILK IS MADE

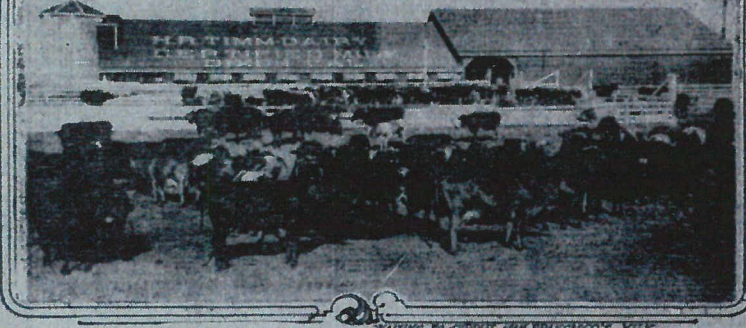
The Cleanliness of a "Certified" Dairy



Do you know just what you pour into the breakfast coffee with the morning cream? When the children have a supper of bread and milk you are sure the bread is clean—the pure food commission looks after that. As to the milk, at least it has had the corn cobs strained out of it, and it looks clean. But do you know that it is?



That proverbial peck of dirt, once supposed to be a necessary part of every one's meals, has gone completely out of fashion. The family doctor has convinced us that more danger lurks in that peck of dirt than in a Gatling gun. So we have chased that dirt from the house with vacuum cleaners and mops, we have ousted it from the food with pure food laws and commissions. At last we have pronounced upon the innocent-looking milk portion on the back-steps and found there the most dangerous dirt of all, dirt so dangerous that doctors say that if every family in San Francisco would insure the cleanliness of its milk supply, the death rate would be cut one-quarter.



The cleanliness insurance of the milk bottle is certified milk. As the consumption of certified milk increases the percentage of disease and death decreases. For certified milk is milk that is guaranteed by an official board of health experts to be absolutely pure and clean.

The process which insures the cleanliness of certified milk begins in the herd and continues until the tilted pail pours the cream over the oatmeal. Every step of that process is scientifically exact.

The largest dairy furnishing certified milk for San Francisco is that owned by H. R. Timm, near Dixon. In three years Mr. Timm's herd has grown from 15 to 215 cows, producing 1,400 quarts of milk daily, and not a person in California is more carefully housed and cared for than each of those cows.

TIMM'S METHODS Accordingly he adopted the methods still in use in his dairy—methods demanded by the San Francisco Medical Association, which guarantees the purity of the milk sold by the Timm dairy. Mr. Timm says: "Absolute cleanliness is the sum and

substance of the game on pages of rules which are followed in caring for my cows. For example, the floors of the cow barns are thoroughly scrubbed every day, and the drainage is carried underground to a point more than 400 feet from any of the buildings.

"I keep all hay and grain in separate barns from the milking sheds, as an extra precaution against any dust particles settling on the cows.

Phone 401 Main Manufacturers Crown Butter

F. H. ARNSBERGER, Proprietor

CROWN BRAND CREAMERY

5-7-9 EAST MINER AVENUE STOCKTON, CAL.

E. C. HUGHES, President ADOLPH MERRIS, Secretary Catalogue and Publications a Specialty

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Wholesale Jobbers in MEATS

Jobbers' Prices to Butchers, Hotels and Restaurants

1369 FOLSOM STREET Near Tenth SAN FRANCISCO, CAL.

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CALIFORNIA MARKET

444 PINE STREET

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Wholesale and Retail Dealers in Tripe, Calves' Heads and Feet, Brains, Tongues, Sweetbreads, Livers and Ox Tails

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509-511-513-515 Howard Street Telephone: Douglas 3201; C2201 San Francisco, Cal.

“Fresh cracked crab with Boudin’s round ‘dark bake’ sourdough and a well-chilled bottle of California Chardonnay is still the quintessential S.F. meal,”

-Herb Caen



January 2015: The Travel Channel, Metropolis:

San Francisco boasts some of America's most famous foods and landmarks. With stunning graphics, re-enactments and celebrities this episode reveals how a diverse population overcame disaster to transform a Spanish port into a tech and cultural capital. Metropolis reveals how Boudin Bakery saved a piece of San Francisco during the Great Earthquake of 1906:

<http://www.travelchannel.com/shows/metropolis/video/san-francisco-s-boudin-bakery>



May 7, 2015: Featured on the Today Show SORTEDfood eats across the US, from LA to San Francisco:

Sorted food is small group of friends that has turned into over 1 million friends eager to explore the world of food and find ways to turn incredible foodie inspiration into simple, accessible recipes that anyone can make at home with 1,362,302 subscribers. <http://www.today.com/food/sortedfood-eats-across-us-la-san-francisco-t19921>.

See the internationally broadcast segment from the renowned crew from Sorted Food here:

<https://www.youtube.com/watch?v=PHNL3rXacwE>



July 2015: The Travel Channel, Bizarre Foods- Delicious Destinations: San Francisco

Boudin Bakery’s world famous sourdough is featured; representing San Francisco’s best eating on the West Coast. Highlighting the classics, such as Dungeness Crab Louie and sourdough bread, Andrew Zimmern shares just what makes “The City by the Bay” so delectable: [http://www.travelchannel.com/shows/bizarre-foods-](http://www.travelchannel.com/shows/bizarre-foods-delicious-destinations/video/never-trust-a-skinny-baker)

[delicious-destinations/video/never-trust-a-skinny-baker](http://www.travelchannel.com/shows/bizarre-foods-delicious-destinations/video/never-trust-a-skinny-baker)



July 2015- Legacy business: Boudin sourdough tastes the same today as it did in 1849:

Feature Story in the SF Examiner 150th Anniversary Edition:

<http://archives.sfexaminer.com/sanfrancisco/>

[legacy-business-boudin-sourdough-tastes-the-same-today-as-it-did-in-1849/Content?oid=2932922](http://archives.sfexaminer.com/sanfrancisco/legacy-business-boudin-sourdough-tastes-the-same-today-as-it-did-in-1849/Content?oid=2932922)



August 2015: Boudin Demonstration Bakery & Museum is America's Top 10 Best Food Factory Tours According to USA Today 10 Best Readers' Choice Contest:

This prestigious 10Best Readers' Choice travel award shines a spotlight on Boudin's famous Demonstration Production Bakery in San Francisco. The bakery is designed to offer unobstructed views of the bakers at work in their production areas and activities and features a street-side, non-reflective 30-foot window on Jefferson Street and a 40-foot long catwalk

inside the museum that looks down on the Bakery.

The Boudin San Francisco History Museum is located on the second floor of Boudin at the Wharf and is built to encircle the Bakery below. The museum features the story of the emigrants to San Francisco and tells some of their stories of success. It also features the characters and unique foods that have made San Francisco the remarkable confluence of cultures that we experience today. In addition, the Museum also describes a bit of the art and science that goes into the making of a loaf of The Original San Francisco Sourdough™. <http://www.10best.com/awards/travel/best-food-factory-tour/>



BOUDIN BAKERY FEATURE ON NBC BAY AREA'S BAY AREA REVELATIONS: A CULINARY JOURNEY.

The one-hour film chronicles the beginning of the Northern California food culture and reveals the untold stories of the chefs who have transformed the way we cook and eat in the Bay Area. The film is a testament to the vast culinary landscape of Northern California.

Private Video: <https://vimeo.com/136963755>

Password: BAR4FOOD



August 2015- SF Weekly News: Not Dead Yet: The 10 Oldest Businesses in San Francisco:

Detailing the City's lasting institutions for more than a century and representing classic San Francisco. <http://www.sfweekly.com/thesnitch/2015/08/14/not-dead-yet-the-10-oldest-businesses-in-san-francisco>



**NOKID
HUNGRY®**
SHARE OUR STRENGTH

September 2015 & 2016: Boudin partners with Share Our Strength's No Kid Hungry® campaign to raise funds to support ending childhood hunger in America.

Boudin Partners with No Kid Hungry where 100 percent of all money raised is donated to No Kid Hungry®. No Kid Hungry® connects vulnerable children to effective nutrition programs like School Breakfast and Summer Meals, creating public-private partnerships that work together to identify and break down barriers to giving children access to meals, and teaching low-income families how to stretch their food budgets and cook healthy, affordable meals: <https://www.nokidhungry.org/about-us>



Boudin Bakery feeds over 3,000 riders a day which continue to humble and inspire us. We are proud to partner with AIDS Lifecycle to help spread awareness & fight AIDS. ALC is a 7-day, 545 mile bike ride from San Francisco to Los Angeles that raises money and awareness for the HIV and AIDS services of the Los Angeles LGBT Center and the San Francisco AIDS Foundation. <http://www.aidslifecycle.org/>



ST. ANTHONY'S
Hope Served Daily

Boudin partners with St. Anthony's using an electronic donation station at our Fisherman's Wharf location. For years St. Anthony's had "coin cans" on the counters of stores and bars throughout the city. People can swipe their credit card and make an instant donation to St. Anthony's. St. Anthony's is an organization providing essential support to San Franciscans living in poverty to support. They offer thousands of the most vulnerable the basics they need to

feel human: a hot meal, fresh clothing, an opportunity to connect with the world around them.

<https://www.stanthonysf.org/>

Boudin, a sour success story

By Jessica Kwong
S.F. Examiner Staff Writer

San Francisco's oldest continually operating business is one that literally breathes in The City.

Boudin Bakery started in 1849 when Isidore Boudin, the son of master bakers from France, got his hands on a wild yeast starter from Gold Rush miners for whom bread and pancakes were a staple. Drawing on his background in French bread making, Boudin went to work with the starter but noticed his loaves came out with a distinct sour, tangy flavor he wasn't used to tasting.

It was then that foggy San Francisco's Lactobacillus sanfranciscensis-rich atmosphere, mixed with flour and water, gave birth to the "mother dough." And yes, the lactic acid bacteria "sanfranciscensis" was named after The City.

Sourdough bread won the stomachs and hearts of San Franciscans. Boudin set up shop first in a tent before landing a brick-and-mortar location at 319 DuPont St., which is now Grant Avenue. After outgrowing that spot too, Boudin Bakery moved to 815 Broadway. It was there when the earthquake struck on April 18, 1906.

Seeing fires approach, Boudin's widow, Louise Boudin, grabbed a wooden bucket with the

mother dough and ran.

"At the time of going to press the flames had leaped over Van Ness avenue and were whirling out Broadway, devouring everything in their path," states a San Francisco Examiner article on April 20, 1906. "It looks as though practically every building in the city save a few on the water front and some south of the park will not be standing within twenty-four hours."

"There is not a single hotel, theater, bank or business house left from Valencia on the south to the water front on the east, and from the Channel on the south to Broadway on the north," states another article in the newspaper that day.

And the following day, a reporter wrote in the paper: "San Francisco from Van Ness avenue to the bay is a skeleton city." Boudin Bakery on Broadway had been obliterated.

But Louise Boudin — with the mother dough — added flour and water, saving the business.

Boudin Bakery reopened on 10th Avenue and Geary Boulevard. It was eventually sold with the Boudin family's blessing to the second master baker, Steve Girauco, and in 1975 opened a demonstration bakery at Fisherman's Wharf, which became its flagship store.

To this day, every piece of Boudin bread is made

with a portion of the mother dough, trademarked as the original San Francisco sourdough bread.

"This weather, it's the perfect environment for sourdough to thrive," said Fernando Padilla, Boudin's current master baker and only the third in its history. "The air that we breathe, mother dough breathes in. When you say San Francisco, you think sourdough."

Today, 166 years after Boudin was founded, the flagship bakery produces up to 25,000 loaves a day, ships its mother dough to locations outside of San Francisco and its bread nationwide. The mother dough is kept in several locations across The City and stored in fire-proof vaults to safeguard it in the event of another natural disaster.

Steve Girauco's son, Lou Girauco, who is co-chair of the company, learned to bake at age 6, and all of his children also learned to bake. But whether the family will stay in the bakery business for generations to come remains to be seen.

"San Francisco has changed more in the last four years than it has for the whole duration of my life," Lou Girauco, now 70, said. "So sure [the business] is going to change. Is the bread going to change? I don't think so."

While Boudin bread tastes the same as it did in 1849, it now comes in different shapes. Padilla,



Steve Girauco, pictured in an undated photo, was the second master baker at Boudin, and his son Lou is still co-chair of the famous sourdough maker.

who began working for the bakery at age 16, has treated the loaves like Play-Doh and came up with sourdough critters — turtles, crocodiles and other fun animals. All it takes flour, water, salt and a piece of mother dough.

"We can't live forever," Padilla said, "but the mother dough can live forever, as long as we keep feeding her flour and water."

jkwong@sfxaminer.com

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#1 in Northern California



Secret San Francisco: Boudin's 160-Year-Old Mother Dough

By
[7x7 Editors](#)
Mar 07, 2014

San Francisco has always been a town that rewards good eats and innovation, and the story of SF's oldest continuously operating business is no different.

Boudin Bakery created the "Original San Francisco Sourdough French Bread" in 1849 when a French immigrant named Isidore Boudin moved to the city, ready to capitalize on the Gold Rush boom from the previous year. He set up shop in North Beach on 319 Dupont (now Grant Ave.) and used the traditional European technique of capturing natural yeast found in the air for his "mother dough," the leavening base of sourdough bread. But unlike the mother dough from his native land, Isidore was pleased to find the mother dough created in SF was quite different. Our indigenous yeast and foggy climate produced an exceptional bread - tangy, with a crunchy crust, and chewy center that is, to this day, pretty dang addictive.



Original Boudin Bakery.

What's extra cool about mother dough - and especially this mother dough - is that a part of Boudin's original dough has been used in every single loaf of bread made by the company in the last 160 years. It's replenished daily with flour and water, insuring the survival of the strains of yeast Isidore captured in the 1800s. This hard working mother dough has seen a lot - she's been through the introduction of Fleischman's cake yeast in 1868, the switch to delivery trucks instead of horse-drawn wagons in 1900, and the fire and earthquake of 1906 where she was saved in a bucket by Louise, Isidore's wife.



Master Baker Steve Giraudo Sr., who purchased Boudin in 1941

Although Boudin's HQ is now on 10th Ave. and no longer in North Beach (where they moved after 1906), you can still get a taste of Boudin at SF' Tourist Capital, Fisherman's Wharf. We know, the ONLY reason to head over there is at the desperate pleas of out of town guests, but you have to admit the Boudin Flagship store does smell fan-freaking-tastic when you walk by. Can't bear the trip? They still offer [home delivery](#)!

All photos courtesy of Boudin Bakery.



NORTH BEACH

The Oldest San Francisco Bakery Got its Start in North Beach

3,

BY ALEX BEVK | MAR 14, 2014, 2:30PM PDT

Welcome to Curbed's ongoing series **Hidden History**, where Curbed highlights a Bay Area location with a secret past. Maybe it's no longer there, maybe it's been converted into something else, but each spot holds a place in Bay Area history - even if not many people know it. Have a suggestion or know a place with a secret history? The **tipline's** always open or you can leave a comment after the jump.





[Boudin delivery wagon, from Boudin Bakery via [7x7](#)]

Everyone in the Bay Area has heard of Boudin, and the chain bakery now has over 25 locations throughout California. But the company **dates all the way back to the Gold Rush and a tiny shop in North Beach**. Some say it may even be the oldest business in the city (an honor shared with the [Tadich Grill](#), which also opened in 1849).

Boudin got its start during the Gold Rush, when Isidore Boudin, son of a family of master bakers from Burgundy, France, started baking bread in 1849 with a sourdough yeast coupled with French techniques. The Gold Rush boom made the bakery a huge success, and soon Boudin opened a shop at 319 Dupont (now Grant Ave) in 1852. **Instead of using packaged yeast like other bakeries**, Boudin captured natural yeast found in the air for his "mother dough," and **SF's famous fog produced a different type making the bread slightly sour and chewy**.





[Boudin shop at 815 Broadway, from Boudin Bakery via [7x7](#)]

By 1890, the bakery was so successful it moved to a larger location on 815 Broadway. When the 1906 Earthquake and Fire struck, **Boudin's wife Louise rescued a batch of mother dough in a bucket**, later **reopening the bakery on 10th and Geary** in the undamaged Richmond district, where it's still located today. The Boudin mother dough has survived since then, and is still used in every loaf baked today.





[[*Boudin Bakery, San Francisco, 1931*] Photograph by Ansel Adams, [Collection Center for Creative Photography](#), © The Ansel Adams Publishing Rights Trust]

Through the 1930s business flourished (they even got [Ansel Adams to do commercial portraits](#) of the bakery and bread). By 1941, the company was bought by its master baker Steve Giraud. They kept the bakery going at its current location, but **by 1975 opened the first retail location at Fisherman's Wharf**. After a [brief stint under a corporate food company](#), the bakery is once again owned by the Giraud family.

- [Secret San Francisco: Boudin's 160-Year-Old Mother Dough](#) [7x7]
- [BOUDIN BAKERY: AN ANECDOTAL CHRONOLOGY](#) [Boudin]
- [A slice of history returns to S.F. / Boudin Bakery back in the hands of Giraud family](#) [SF Gate]
- [A History Of Boudin Bakery: Or, Why It's Good To Save Your Dough](#) [Nob Hill Gazette]



319 Grant Avenue, San Francisco



TOP
E



S.F. Seen As Perfect Host City For Summer Olympics — in

By Max



Filmmaker's Time-Lapse Video Shows Stunning SF Fog

By Max



Millennial Problems: Most Pokemon-Obsessed City Is

By Max

History / Only in SF

Not Dead Yet: The 10 Oldest Businesses in San Francisco

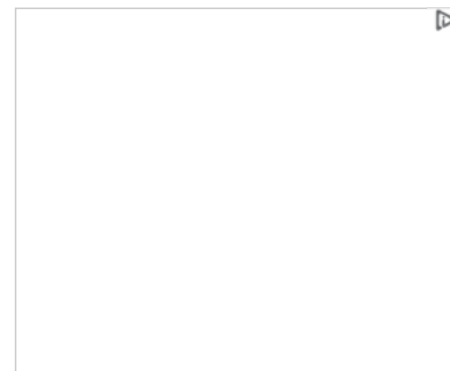
Posted By V. Alexandra de F. Szoenyi on Fri, Aug 14, 2015 at 10:14 AM

San Francisco culture isn't dead (yet). That's the message of **this week's issue of SF Weekly**, which profiles eight venues that opened in the past year.

But the city's culture is changing, which has been true since the Gold Rush, when the population increased by the thousands almost overnight. Today, with rents exploding, new residents arriving, old residents leaving, and businesses shuttering, natives grasp onto anything familiar.

Standing like proud, battleworn survivors for more than a century, the following businesses represent classic San Francisco.

Tadich Grill
240 California St.
Est. 1849
tadichgrill.com





Tadich Grill is not only San Francisco's oldest restaurant, but the oldest in California. Nikola Budrovich, Frano Kosta, and Antonio Gasparich opened the Coffee Stand on Long Wharf in 1849, serving fresh fish over charcoal to those on the pier (before California was even a state). Coffee Stand eventually became the New World Coffee Saloon, then the Cold Day Restaurant, when one of its bartenders, John Tadich, bought it in 1887. Today, Tadich Grill is still a seafood restaurant serving the freshest catches, and is still as popular as ever. It doesn't take reservations — probably because it doesn't have to. Celebs will wait for tables right along with you.

Boudin Bakery
Flagship: 160 Jefferson St.
Est. 1849
boudinbakery.com

Polls from SFWEEKLY

Will you give this holiday season?

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- I will
- I give throughout the year
- No, I can't
- No, I choose not to

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Yesterday's Crimes: Rolling Stones, Hells Angels and Busted Heads at Altamont



Feds Want to Know Who's Buying Luxury Property in SF



Who Will Join Class Action Lawsuit Against Pokemon Go?



Drayzilla Might Be World's Scariest Movie Idea



Yesterday's Crimes: The Disappearing Police Chief



In 1849, sourdough met San Francisco, and neither was the same again. Isadore Boudin opened a bakery in North Beach to cater to the influx of miners, and discovered that the city's air, combined with wild yeasts, created a tangy flavor that proved irresistible. San Francisco sourdough was born. The coolest part is we all get to savor that same distinctive flavor from 1849 because Boudin uses the same starter or "mother dough" from that year (the recipe for which Louise Boudin saved from the 1906 earthquake-cum-fire).

Old Ship Saloon
298 Pacific Ave.
Est. 1851

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 **The Snitch**
September 7

This week's Yesterday's Crimes is about the kidnapping and murder of Father Patrick Heslin in 1921.



SLIDESHOWS

 clipping at Brava Theater Sept. 11

 Tame Impala at The Greek Theatre, September 3

[More Slideshows »](#)



In 1849, a ship named the *Arkansas* got caught in a storm and crashed onto Alcatraz. It was towed to the corner of Pacific Avenue and Battery Street, part of the infamous Barbary Coast in 1851. There, Joe Anthony tore a hole in the side of the ship, added a plank, and made it into a saloon called the Old Ship Ale House, complete with a sign reading "gud, bad, and indifrent spirits sold here." James Laflin, a cabin boy on the *Arkansas*, became the bartender, with the shadiest of side jobs. He was a Shanghaier, meaning he would get men drunk, drug them and/or knock them unconscious, and sell them as crew to departing ships (some to Shanghai).

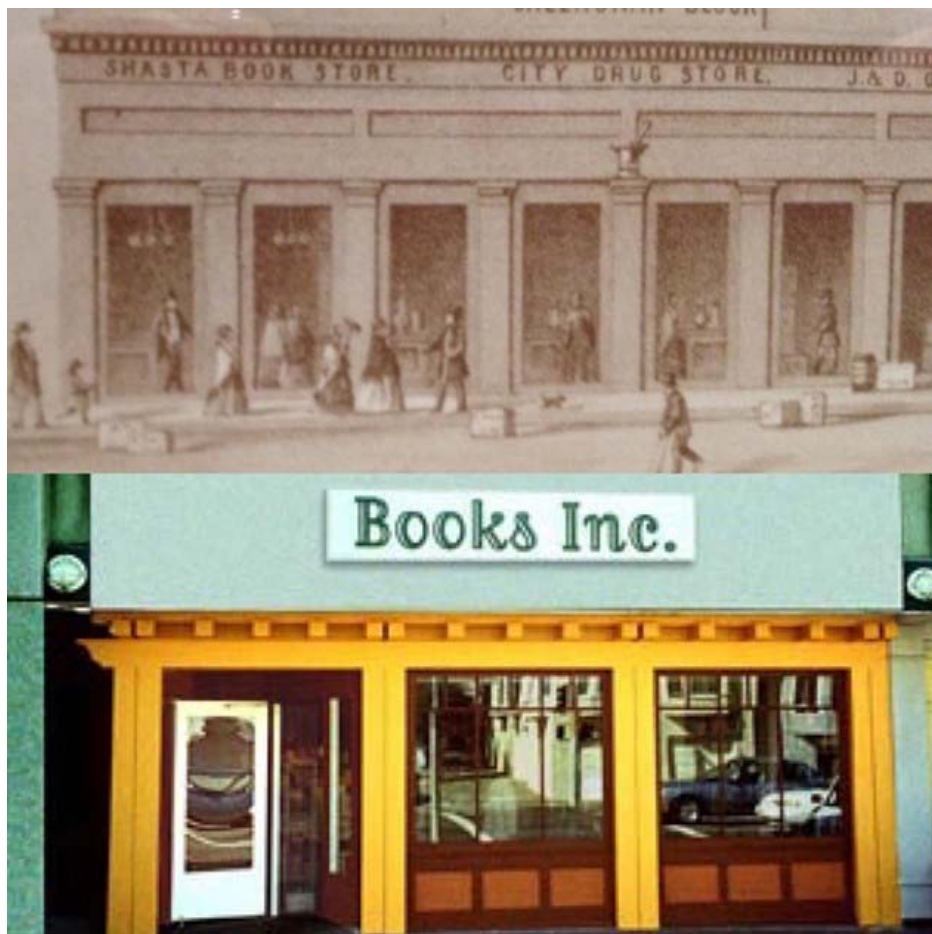
The ship that was The Old Ship Ale House was dismantled in 1867 and replaced by a brick building, with a hotel located above the bar. It was renamed the Old Ship Saloon, then Bricks Bar & Grill in 1907, and during WWII, contained a brothel upstairs for servicemen. It has now returned to being called The Old Ship Saloon and is the oldest drinking site in San Francisco, although, if you drink there today, you're no longer in danger of waking up on the other side of the world.

Books Inc.

Headquarters: 1501 Vermont St.

Est. 1851

booksinc.net



In 1851, Anton Roman made big money off of the Gold Rush and decided to open Shasta City bookshop (inaugurating the first San Francisco locale in 1857). Roman began publishing books by literary greats such as Bret Harte and Mark Twain in 1863, but eventually sold the shop in 1880. After changing owners several times, losing its Montgomery Street location to the 1906 earthquake, and numerous name changes, the shop, now called Books Inc., reemerged in the Fairmont Hotel in 1946. Today, Books Inc. stands as the West Coast's oldest independent bookseller, with 11 California stores (four of them in San Francisco). Seeing as several of our city's bookstores have vanished over the years, that's quite the feat.

Wells Fargo

Headquarters: 420 Montgomery St.

Est. 1852

wellsfargo.com



1853, San Francisco.
Wells Fargo's first office in the West,
which opened on July 13th, 1852.



It's hard to imagine banking without the name Wells Fargo, but it wasn't until July 18, 1852, that Henry Wells and William G. Fargo (also founders of American Express) opened Wells Fargo & Company for business in San Francisco and Sacramento. The company bought gold from customers and, in exchange, gave paper bank drafts, as well as offered express freight and messaging services via the iconic stagecoach. As of July 2015, it is the world's largest bank, with offices in 36 countries. It's still headquartered in San Francisco.

Shreve & Co.
117 Post St.
Est. 1852
shreve.com



George C. and Samuel Shreve were sure of one thing — the instant millionaires of the Gold Rush were going to want to spend that money. As a result, the Shreve Jewelry Company opened in 1852 at 139 Montgomery Street, offering the nouveau riche luxurious European home goods and fine jewelry. The store moved around the city before settling into the newly constructed Shreve Building at 200 Post Street in March 1906. The following month, the 1906 earthquake struck; despite some damage, the Shreve Building survived intact.

While the interior was being remodeled, Shreve set up shop in Oakland for two years. The store closed briefly during WWI so that silversmiths could make airplane parts, but otherwise it's remained a constant in San Francisco's Union Square for close to a century. Sadly, it was announced this year that Harry Winston would move into the Shreve Building, as Shreve's lease was up and the building's owner accepted a higher bid. Refusing to fade into history, Shreve had a massive sale and moved a block away.

Levi Strauss & Co.
Headquarters: 1155 Battery St.
Est. 1853
levistrauss.com



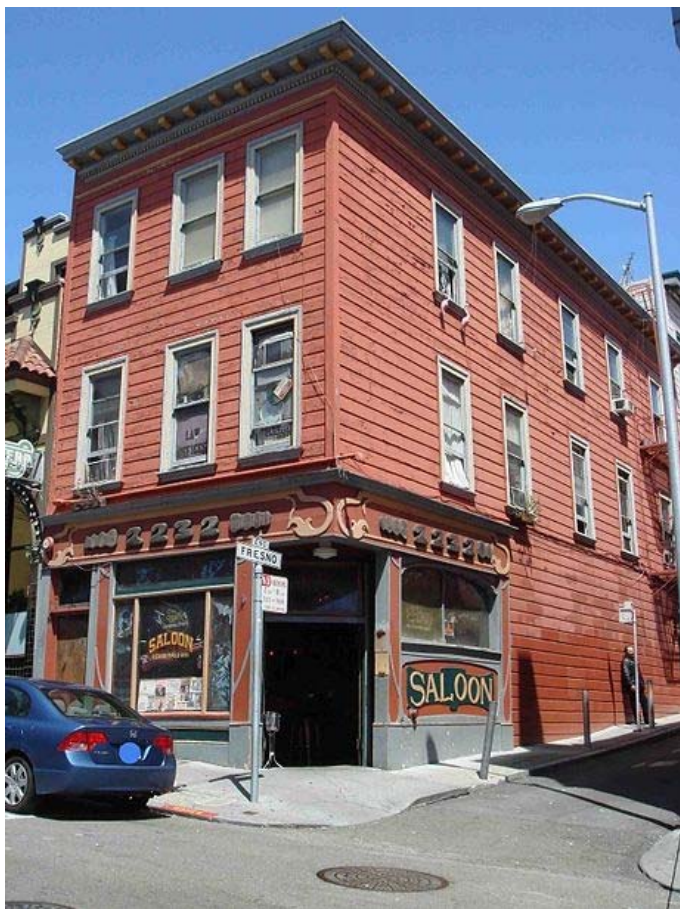
It's hard to believe the first pair of jeans were made all the way back in 1873, right here in San Francisco, and remain arguably the most universal apparel item in the world. In 1853, Levi Strauss arrived in San Francisco to sell wholesale dry goods, met tailor Jacob Davis, and together they created durable pants reinforced with copper rivets, perfect for Gold Rush miners. (We really owe a lot to those gold diggers, don't we?) The Levi's factory on Valencia Street near 14th is no more, but Levi's jeans are one of SF's greatest inventions.

The Old Clam House
299 Bayshore Blvd.
Est. 1861
theoldclamhousesf.com



You know an establishment is old when it opened the same year Abraham Lincoln became President. The Old Clam House was called The Oakdale Bar & Clam House when it debuted in 1861, on what was then the waterfront (when Bayshore was actually a bay shore). Ambrose Zurfluh and wife Anna offered seafood to the masses enjoying San Francisco's waters. The Old Clam House still cooks up nautical delights 150 years later, and has the distinction of being the oldest SF restaurant that has remained in its original location.

The Saloon
1232 Grant Ave.
Est. 1861
sfb blues.net/saloon.html



Ladies and gentleman, The Saloon is officially San Francisco's oldest bar. Opened in 1861 by Ferdinand E. Wagner, on what was then 308 DuPont Street, it has remained in the same location (now 1232 Grant Avenue) ever since. Back then, it was christened Wagner's Beer Bar. Now, fast forward to 1906 and that infamous earthquake-cum-fire that devastated the city. Firemen rushed to save the building from catching on fire — and succeeded (although word has it that the firemen really just wanted to protect their favorite brothel upstairs). Another reincarnation in the 1960's and 70's transformed The Saloon into a popular blues bar, and in 2015, you can still catch live music daily while enjoying your favorite adult beverage.

Fior d'Italia
2237 Mason St.
Est. 1886
fior.com



Fior d'Italia is another restaurant that is the oldest of its kind (Italian) in both San Francisco and California. Opened by Angelo Del Monte on May 1, 1886, it served miners stopping in San Francisco for supplies, as well as clients of a bordello in the same building. Within a week of the 1906 earthquake, Fior was serving food to the homeless, despite having lost its own building. Soon, it flourished into a grand establishment, with a band that entertained greats like Rudolph Valentino and Mary Pickford during Prohibition. Ever headstrong in the face of adversity, Fior d'Italia has survived fires, earthquakes, location changes, and a brief closure in 2012 to remain a classic San Francisco institution.

*Ghiradelli Chocolate Company, another iconic SF institution, was not included on this list. But since it was founded in 1852, it deserves a special mention here.

If you are being attacked by three people, would you use any means possible to save your life?

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188K

- Yes, you have every right protect yourself
- Yes, you are protected under the First Amendment.
- No, just lay there and DIE

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Filing Date: February 1, 2017
Case No.: 2017-001412LBR
Business Name: Boudin Bakery
Business Address: 399 10th Avenue
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
40-X Height and Bulk District
Block/Lot: 1442/020
Applicant: Louis J. Giraudó, Owner
50 Francisco Street, Suite 200
San Francisco, CA 94133
Nominated By: Mayor Edwin M. Lee
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Boudin Bakery is a locally and nationally renowned family-owned bakery headquartered and founded in San Francisco in 1849. For over 168 years, the bakery has been producing the “Original San Francisco Sourdough” bread and baked goods based on the “mother dough” created by founder Isidore Boudin. The history of Boudin began with the arrival of French immigrant Isidore Boudin and his wife Louise and their family to San Francisco in 1849. The Boudin family opened a French Bakery on DuPont Street (now Grant Avenue) that quickly came to be known for baking the best loaf of bread in the city. The Boudin family created a unique recipe for bread that combined their old world skill of French bread baking with the only local source of leavening: the (famous) sourdough starter from the California gold fields. The blending of these two cultural elements produced what is known today as the Original San Francisco Sourdough-Boudin bread.

The Boudin French Bakery thrived during the early years of San Francisco and continued to flourish under Louise when Isidore passed away in 1887. The bakery moved from its DuPont Street location to Broadway Street in 1890 and flourished there until the 1906 Earthquake and Fire. When the Earthquake and Fire erupted and destroyed the bakery’s Broadway store, it was Louise who saved the Boudin “mother dough” from destruction. Post-Earthquake and Fire, Boudin Bakery opened a new location on 10th Avenue near the corner of Geary Boulevard, which is now the oldest location in San Francisco. When the Boudin family made the decision to retire from the bakery, ownership was passed down to Stefano Giraudó, an Italian immigrant who arrived in San Francisco in 1935. Soon after arriving in San Francisco, Giraudó began working in the bakery, a career that he would soon become dedicated to. In 1941, Giraudó became proud owner and Master Baker of the Boudin Bakery and the Original San Francisco Sourdough and the business has remained in the Giraudó family ever since.

Apart from its rich San Francisco-rooted history and its strong continuing traditions, the bakery works to preserve the heritage and tradition of the city, working in partnership with local businesses such as The Mechanic’s Institute to serve the educational and social needs of mechanics and their families. Additionally, Boudin has strong community partnerships working for various causes, such as Share Our

Strength's No Kid Hungry campaign and providing an annual lunch for the AIDS/Life Cycle 7-day bike ride from San Francisco to Los Angeles. Papa Steve Giraudo used to say, "if you take care of the bread, it will take care of you," and this idea has been deeply rooted in the way Boudin serves its business, community, heritage and traditions.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1849

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

Yes, Boudin Bakery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Boudin Bakery has operated for 168 years.
- ii. Boudin Bakery has contributed to San Francisco's history and identity through its tradition of producing San Francisco Sourdough bread deeply rooted in immigrant and local recipes and traditions. The bakery has become an institution in San Francisco and represents the extent of the city's rich immigrant history, traditions and culture. It has become embedded in the city's cultural and culinary fabric and continues to give back not only through its famous sourdough bread but also through its various community and organizational partnerships.
- iii. Boudin Bakery is committed to maintaining the physical features or traditions that define its culinary tradition of producing San Francisco Sourdough bread.

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

Yes. The business is associated with the production of San Francisco sourdough bread.

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

Unknown. 399 10th Avenue is a 1932 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Boudin Bakery has been cited in numerous written and audiovisual publications including but not limited to: SF Examiner, 6/11/2015, "Boudin, a sour success story," by Jessica Kwong; 7x7 Bay

Area, 3/7/2014, "Secret San Francisco: Boudin's 160-Year-Old Mother Dough," CurbedSF, 3/14/2014, "The Oldest San Francisco Bakery Got its Start in North Beach," by Alex Bevk; SF Weekly, 8/14/2015, "Not Dead Yet: The 10 Oldest Businesses in San Francisco," by V. Alexandra de F. Szoenyi.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 399 10th Avenue (the business' oldest continuously-operating location in San Francisco)

Recommended by Applicant

- Isidore Boudin's tradition of combining old world French bread baking with the famous sourdough starter from the California gold field in the 1800s, a recipe that has come to be known now as the "Mother Dough"
- Iconic Boudin medallion designed by local artist Primo Angelini

Additional Recommended by Staff

- Headquartered location in San Francisco
- Business model based on honesty, a strong work ethic, an insistence on providing customers a great product at a fair price, and dedication to tradition and legacy of Boudin in San Francisco.
- Community partnerships and work with local businesses



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 851 HEARING DATE MARCH 1, 2017

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2017-001412LBR
Business Name: Boudin Bakery
Business Address: 399 10th Avenue
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
40-X Height and Bulk District
Block/Lot: 1442/020
Applicant: Louis J. Giraud, Owner
50 Francisco Street, Suite 200
San Francisco, CA 94133
Nominated By: Mayor Edwin M. Lee
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BOUDIN BAKERY, CURRENTLY LOCATED AT 399 10TH AVENUE (BLOCK/LOT 1442/020).

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 San Francisco'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 1, 2017, 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 Boudin 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 Boudin Bakery.

Location (if applicable)

- N/A

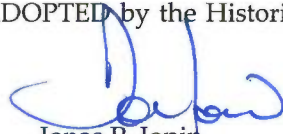
Physical Features or Traditions that Define the Business

- *Isidore Boudin's tradition of combining old world French bread baking with the famous sourdough starter from the California gold field in the 1800s, a recipe that has come to be known now as the "Mother Dough"*
- *Iconic Boudin medallion designed by local artist Primo Angelini*
- *Headquartered location in San Francisco*
- *Business model based on honesty, a strong work ethic, an insistence on providing customers a great product at a fair price, and dedication to tradition and legacy of Boudin in San Francisco.*
- *Community partnerships and work with local businesses*

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 2017-001412LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 1, 2017.



Jonas P. Ionin
Commission Secretary

AYES: Hasz, Hyland, Johnck, Johns, Matsuda, Pearlman, Wolfram

NOES: None

ABSENT: None

ADOPTED: March 1, 2017