



Legacy Business Registry Staff Report

HEARING DATE DECEMBER 12, 2016

GOLDEN GATE FORTUNE COOKIES

Application No.: LBR-2015-16-016
Business Name: Golden Gate Fortune Cookies
Business Address: 56 Ross Alley
District: District 3
Applicant: Nancy Tom Chan, Owner, and Kevin Chan, Owner's Son
Nomination Date: March 14, 2016
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Established in 1962 by Chinese immigrant Frank Leong, Golden Gate Fortune Cookies is the only local business that makes and sells handmade fortune cookies. Invented in San Francisco, the fortune cookie contains a fortune printed on a small piece of paper inserted into the crunchy, crescent-shaped cookie. By the 1960s, most fortune cookie factories switched to an automated system of mass production. With a desire to preserve the hand-folding tradition, Leong collected three vintage fortune cookie machines that work by heating batter into flexible, flat, rounded cookies ready for someone to fold them into their signature shape. In 1980, Leong was joined in the business by his partner, Nancy Tom Chan, who introduced a special recipe that is still used in the production of the business' fortune cookies. Her son, Kevin Chan, introduced the service of providing customized fortunes made for order and instantaneously at the shop. The business is located in a three-story commercial building along Ross Alley, an iconic Chinatown alleyway, and produces 15 to 20 thousand fortune cookies a day. The business serves as a popular destination for tourists with over a thousand visitors daily. Visiting Golden Gate Fortune Cookies is a cultural experience in which customers have the opportunity to watch workers fold the fortune cookies by hand, sample cookies, and create their own custom fortunes to be inserted into freshly-made cookies. It also supplies other restaurants and stores in Chinatown such as the Great Eastern Restaurant and the Wok Shop.

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:

56 Ross Alley from 1962-Present (54 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 Chinatown 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:

- Golden Gate Fortune Cookies is associated with the art of making handmade fortune cookies.
- Golden Gate Fortune Cookies has contributed to the Chinatown community's history and identity by making and selling handmade fortune cookies for over half a century.
- The 1907 property, known as the Mars Family Association Building and considered a "Category A" building by the Planning Department, has been previously evaluated by the Planning Department for potential historical significance and was identified as a potential contributor to the California Register and National Register-eligible historic district based on architectural merits. Further evaluation is necessary to determine if the building is associated with significant events or persons.
- The business is featured in San Francisco Chinatown: A Guide to Its History & Architecture by Philip Choy, as well as numerous travel guidebooks such as Fodor's. In 2006, the Golden Gate Fortune Cookie Company received a Certificate of Honor from Mayor Gavin Newsom for the business' support of the Chinese New Year Celebration in San Francisco.
- The business has been cited in the following publications:
 - Toronto Star, 12/3/2009, "Fortune cookie's home a lucky charm," by Penelope Laurence.
 - WIRED, 5/8/2012, "Fortune Cookie Factory Still Rocks Old-School Tech...In Bed," by Amy Zimmerman.
 - Chicago Tribune, 1/22/2013, "San Francisco's other Chinatown – the real one," by William Hageman.
 - The Bold Italic, 5/27/2014, "A Look at SF's Tiny Fortune Cookie Factory," by Sandra Cifo.
 - San Francisco Magazine, 1/27/2016, "Klay Thompson's Fortune Cookie Foresees a 73-Win Warrior Season (Eat It, Bulls)," by Joe Eskenazi.
 - FOX40, 2/4/2016, "San Francisco Fortune Cookie Manufacturer Makes Special Super Bowl Treats," by Rina Nakano.

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

Yes, Golden Gate Fortune Cookies is committed to maintaining the physical features and traditions that define its art of fortune cookie-making.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Golden Gate Fortune Cookies 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:

- Unique cookie dough recipe.
- Practice of making and selling hand-made fortune cookies.
- Three fortune cookie hand-making machines.
- Service of providing hand-made custom fortunes by request.
- Exterior signage.
- Logo.
- Photos on the wall.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Golden Gate Fortune Cookies currently located at 56 Ross Alley in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



Small Business Commission Draft Resolution

HEARING DATE DECEMBER 12, 2016

GOLDEN GATE FORTUNE COOKIES

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-016
Business Name: Golden Gate Fortune Cookies
Business Address: 56 Ross Alley
District: District 3
Applicant: Nancy Tom Chan, Owner, and Kevin Chan, Owner's Son
Nomination Date: March 14, 2016
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR GOLDEN GATE FORTUNE COOKIES, CURRENTLY LOCATED AT 56 ROSS ALLEY.

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 December 12, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Golden Gate Fortune Cookies 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 Golden Gate Fortune Cookies:

Physical Features or Traditions that Define the Business:

- Unique cookie dough recipe.
- Practice of making and selling hand-made fortune cookies.
- Three fortune cookie hand-making machines.
- Service of providing hand-made custom fortunes by request.
- Exterior signage.
- Logo.
- Photos on the wall.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 12, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-016
Business Name: Golden Gate Fortune Cookies
Business Address: 56 Ross Alley
District: District 3
Applicant: Nancy Tom Chan, Owner, and Kevin Chan, Owner's Son
Nomination Date: March 14, 2016
Nominated By: Supervisor Aaron Peskin

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

56 Ross Alley from 1962-Present (54 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: October 17, 2016

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

March 14, 2016

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

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Golden Gate Fortune Cookie for inclusion on the Legacy Business Registry.

Founded in 1962, this business has promoted Chinese culture in Chinatown for over five decades and is one of San Francisco's most unique establishments. Located in the historic Ross Alley, it has been an interesting and unique attraction for residents and tourists alike. Tours of the three person operation are free and give visitors the opportunity to learn and taste the fortune cookie making process. It is one of the only places you can find homemade fortune cookies in the country and produces up to 20,000 cookies per day. The factory supplies fortune cookies not only to Chinatown but exports them around the world.

I hope for the continued success and growth of this business, as it is essential to the culture of Chinatown, District 3 and the City of San Francisco.

Sincerely,

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

Aaron Peskin

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:		
Golden Gate Fortune Cookies, Co.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Nancy Tom Chan		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
56 Ross Alley San Francisco, CA 94108		(415) 806-8243
		EMAIL:
		kevin_chan_1999@yahoo.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
		Yes

APPLICANT'S NAME	
Nancy Tom Chan and Kevin Chan	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner / Son of owner	
APPLICANT'S ADDRESS:	
Same	
TELEPHONE:	
()	
EMAIL:	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0011189	

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
SAME	94108	Aug 5, 1962
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	Aug 5, 1962 - present	

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

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

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		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.

Nancy Tom Chan

Name (Print):

Sept. 30, 2016

Date:

Nancy Tom CHAN

Signature:

Golden Gate Fortune Cookie Co.

Historical Narrative Criteria and Guide

Criterion 1: The business has operated in San Francisco for 30 years or more.

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.

On August 5, 1962, Frank Leong opened the Golden Gate Fortune Cookie Company at 56 Ross Alley. Mr. Leong immigrated to the United States from China in the 1950s and found his way to San Francisco Chinatown. In his pursuits to start his own business, Frank discovered the unique history and popularity of the fortune cookie, a local invention with roots in California dating back to the early 1900s. For many decades, fortune cookies were hand-made and were particularly popular in Chinatowns, being served at the end of meals at Chinese restaurants as a folded cookie dessert contained a unique printed fortune inside. Fortune cookies became a staple of Chinese restaurants throughout the United States, spread by returning service members stationed in California during World War II. By the 1960s, most fortune cookie factories abandoned the individual hand-making process switching to an automated system of mass production and distributed all over the country more efficiently. Frank saw an opportunity to preserve and honor the hand-folding tradition of fortune cookies and promptly purchased two vintage fortune cookie machines that heated each rounded cookie perfectly for folding by hand by a worker. In 1980, Frank's life partner, Nancy Tom Chan, joined him in the business operations and have diligently worked there to this day. Nancy brought her uniquely famous cookie dough recipe to the business while being directly involved in the day to day production, operations, and business affairs to this day. The Golden Gate Fortune Cookie Company supplies many of the restaurants and stores, takes custom orders, and distributes throughout the country. Because her secret recipe, people come from around the world to see and taste this unique one of a kind fortune cookie in San Francisco's Chinatown, often known as the Fortune Cookie Capital of the world. Nancy's son Kevin Chan, who grew up helping with the business, developed the service of customized fortunes made instantaneously for customers.

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

The business has not ceased operations in its current San Francisco location for any length of time since its opening in 1962.

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

Yes, the business is family owned. It was started by Frank Leong in 1962 until his passing in May 2015.

Again, Nancy Tom Chan joined and managed the business with Frank in 1980, and has since become the sole business owner since Frank's passing. Having raised her family in Chinatown nearby on Trenton Alley, Nancy's two sons essentially grew up at Golden Gate Fortune Cookie Company. Kevin Chan, Nancy's son, recalls going to help out at the business daily since he was nine years old. Kevin is currently assisting her mother Nancy with the business operations, distribution, and branding to try and make this business known worldwide and not just as a business to make money. They want to showcase this brand that is a part of the fortune cookie legacy, an invention tied to San Francisco culture, and a Chinatown-made product. Kevin's service of allowing customers to write their own fortunes and having them inserted into the cookies has become very popular offering for customers. In 2008, Nancy and Kevin purchased and rebuilt a third machine for the cookie hand-making process from Karmee Bakery in Oakland, which closed down. Kevin and Nancy used this third machine to make mini cookies resembling golden coins for locals to dip and eat with ice cream. With increased demand, this automated machine complements the other two hand-folding machines to lower the labor-intensity of the work.

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

Frank Leong started the business in 1962. His life partner, Nancy Tom Chan, joined the business in 1980. Nancy is now the current sole owner since Frank passed away in May 2015.

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.

The business began in 1962. See copy of business license documents at end of this document. The Golden Gate Fortune Cookie Factory has been well documented in numerous San Francisco and San Francisco Chinatown history and tour books as being open since 1962. See attached current business license and license dating back to 1970 as well as a 1970 calendar that the business distributed to customers.

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 Golden Gate Fortune Cookie Company is located at 56 Ross Alley, the oldest and most traveled alleyway in Chinatown and likely the City. It has been located in the current space continuously since it opened in 1962. This brick building was built in 1907 and is owned by the Yee Family Association. It was evaluated in 1978 by the Foundation for San Francisco Architectural Heritage with a C rating (Contextual Importance). In 1997, it was evaluated by the National Register with a survey rating of "3D" (Appears eligible for NR as a contributor to a NR eligible district through survey evaluation).

Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community. Community does include a business or industry community.

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

Golden Gate Fortune Cookie Co has been a cultural institution and defining destination for San Francisco Chinatown since its opening in 1962. It is likely the single most visited tourist destination by tour groups and school groups, drawing over a thousand visitors a day where they receive free samples and get to watch a live demonstration of folding fortune cookies by hand.



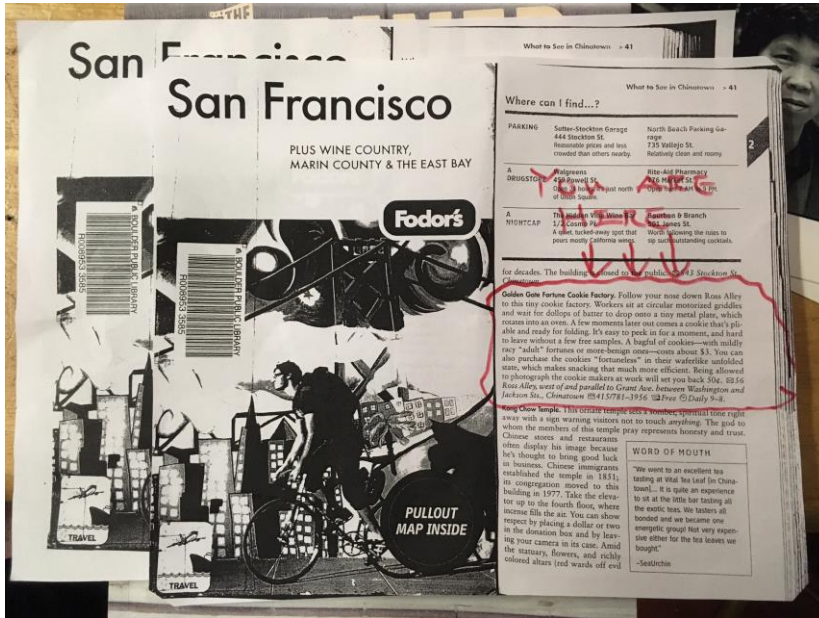
- b. Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?

While other fortune cookie factories in San Francisco Chinatown have closed and fortune cookies are made by automated systems, the Fortune Cookie Factory continues to hand make every cookie. 15,000 hand-made cookies are created every day.

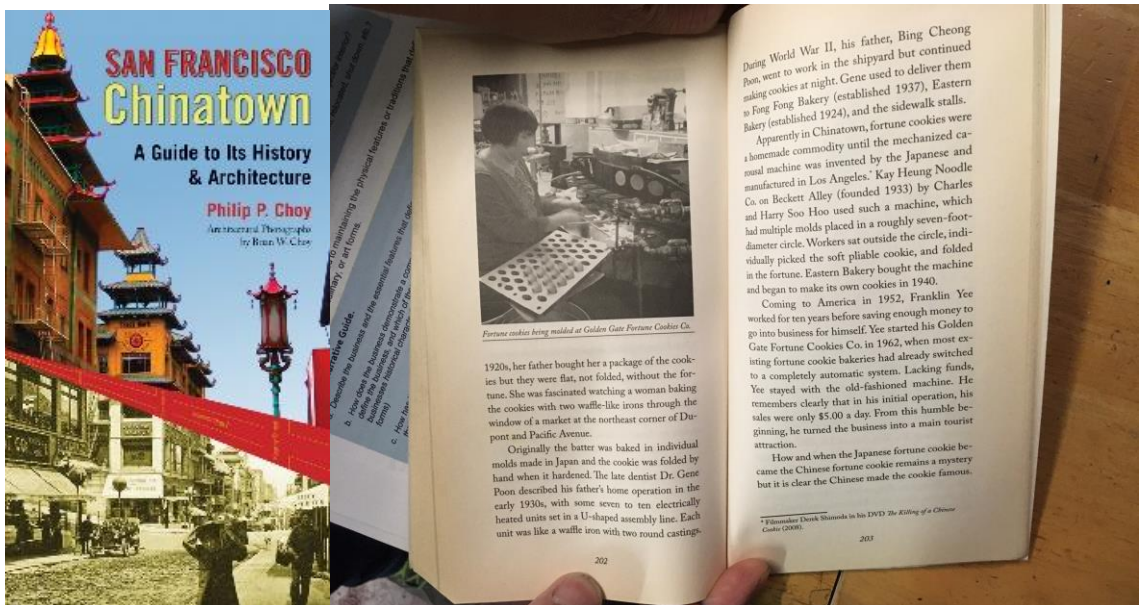


- c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?

The business has been listed in numerous tour guide books and an architecture guidebook, including “San Francisco Chinatown by Philip Choy.” See below for a sampling:



2008 Fodor's Guide to San Francisco



San Francisco Chinatown by Philip Choy

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

Many significant people have visited the space, including Mayor Gavin Newsom, Golden State Warrior Klay Thompson, NBA Star and Slam Dunk Champion Dee Brown of the Boston Celtics, and California State Treasurer John Chiang. Celebrities from all over the world visit and do video shoots at the store, including Kan Klaas of Dutch TV's show “Twice as Good”, a cooking show for kids.

TWICE AS GOOD
a cooking show for Asia

HADLEY & DELANEY AT GOLDEN GATE FORTUNE COOKIE

A Taste of San Francisco

Hadley and Delaney visit San Francisco to learn about the science of sourdough at the historic Boulton Bakery and cook Northern California inspired dishes with Chef Keesha Kasper at the Cliff House overlooking the Pacific Ocean. The day includes visits to the Golden Gate Fortune Cookie Factory, the Cable Car Museum, Professor's 501 and the Wisconsin Market stand.

COMING SOON

The Hadley and Delaney

KLAAAS FROM NUTCH TV

YouTube

kro ncrv

[Kan Klaas voor één dag gelukskoekenbakker zijn? - YouTube : <https://m.youtube.com/watch?v=RAP4gR8o-a0&from=timeline&isappinstalled=0>]

Cody Lundin

DEAR CUSTOMER BEYOND THIS POINT EMPLOYEES ONLY

Former co-host of Discovery Channel's reality TV series...DUAL SURVIVAL

"Klay Thompson of The Golden State Warriors"

Custom Handmade by Klay Thompson for His Mom

HAPPY CHINESE NEW YEAR 2018 賀正如意

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

Over the years, the business has made numerous contributions to local schools and community organizations such as Chinatown Community Development Center, 41 Ross Gallery, etc. Furthermore, the owner has always contributed feedback to the public process for neighborhood improvement. Each day, the business hosts several San Francisco tour groups that bring hundreds of tourists a day. Visitors watch the live demonstration of fortune cookies being hand folded by workers and eat free samples. In a way, the business is more than a store, but a cultural experience for visitors connecting to the rise of Chinese restaurants throughout the US. Also, for many years, the Golden Gate Fortune Cookie Company has been distributing fortune cookies for resale to other noted legacy businesses in San Francisco Chinatown, such as the Great Eastern Restaurant and the Wok Shop. Other long-time institutions who order from the store include Francis Memorial Hospital and Koshers Kung Pao Comedy, an annual holiday event that takes place in Chinatown's New Asia Restaurant.

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

San Francisco Chinatown is the oldest Chinatown in the United States dating back to the 1850s. Chinatown buildings were devastated by the San Francisco Earthquake in 1906 and completely rebuilt as an immigrant gateway and a destination for tourists, the second most visited neighborhood in San Francisco.

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

Yes, the business is housed in a century old building and contains three historic fortune cookie machines specifically for hand folding. These may very well be the remaining machines still in operation anywhere in the world.

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

If the business was shut down, it would be a tremendous loss to Chinatown since it provides an "only in San Francisco experience" and is part of identity for the neighborhood for locals and visitors worldwide.

Criterion 3: The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

a. How does the business demonstrate a commitment to maintaining the historical traditions that define the business? (e.g. business model, goods and services, craft, culinary, or art forms)

The business is the only remaining hand-made fortune cookie factory in San Francisco’s Chinatown. It is a unique art form and cultural tradition that Golden Gate has maintained and showcased to thousands of people each week.

Because the business has rejected an automated system for folding the cookies, it has essentially maintained this cultural tradition, art form, and unique service that continuously draws tourists and locals alike. Nancy Tom Chan’s unique cookie dough recipe remains a defining 36 year old culinary art form for the business.

Furthermore, Kevin Chan, Nancy’s son, has created and offered the service of providing hand-made custom fortunes for customers and special events by company and corporate request.



Kevin Chan

b. Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The signage, logo, photos on the wall, historic machinery and interior defines the business, the brand, and the space in tact since 1962. It has preserved the business’s unique character and identity all these decades.

BUSINESS REGISTRATION CERTIFICATE		RENEW BY DATE	EXPIRATION DATE
BUSINESS ACCOUNT NUMBER 0011189		05-31-2017	06-30-2017
TRADE NAME (EXTRA) GOLDEN GATE FORTUNE COOKIES		LOCATION ID 0011189-01-001	
BUSINESS LEONG FOOK YAM		BUSINESS LOCATION 56 ROSS ALY	
		THIRD PARTY TAX COLLECTOR	
		<input type="checkbox"/> PARKING TAX	<input type="checkbox"/> HAWAIIAN OCCUPANCY TAX
LEONG FOOK YAM 56 ROSS ALLEY SAN FRANCISCO CA 94108-1204		CITY AND COUNTY OF SAN FRANCISCO OFFICE OF THE TREASURER & TAX COLLECTOR José Cisneros Treasurer	
		David Augustine Tax Collector	

Read reverse side. To update address or to close a business, go to www.sftreasurer.org/accountupdates.

FY 2016-17 (vertical on left)

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION (vertical on right)

3/9/16

COPY

PERMIT TO OPERATE

AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

B 3496

AUTHORIZING conduct of the following class of

ISSUED

Business: BAKERY
Name and Address below:

April 21, 1970

Franklin Leong
dba GOLDEN GATE FORTUNE COOKIES
56 Ross Street
San Francisco, California 94108

C
A
T
T
L
E



Nancy Tom Chan during 35th Anniversary of business.



GOLDEN GATE FORTUNE COOKIE FACTORY
SINCE AUGUST 5, 1962
金山 EST 金門餅食公司 1962 大埠



NO PARKING ANY TIME

PLEASE FORM
A LINE HERE
ONLY 10 GUESTS
PER ENTRY

WELCOME TO SAN FRANCISCO CHINATOWN

PLEASE DO NOT
FEED PIGEONS
請勿餵白鴿

ACCESS
INSPECTED

怡怡

林氏公所
LIM FAMILY
BENEVOLENT
SOCIETY

GOLDEN GATE FORTUNE COOKIE FACTORY
SINCE AUGUST 5, 1962
金山 EST 金門餅食公司 1962 大埠

TOW-AWAY
NO



PLEASE! IF YOU TAKE A PICTURE, PLEASE PAY 50c Thank you

"KEVIN'S STYLE" CREATE YOUR OWN FORTUNE COOKIE IN A LITTLE TAKE OUT BOX FOR \$1.00 or \$1.50 for 2 (COOKIES MAX) IN THE SAME BOX

GIANT FORTUNE COOKIE IN A BOX \$6.00

We Reserve The Right To Refuse Service To Anyone

GARCIA-VEGA GARCIA-VEGA

1956 1956



財

長



金門餅食公司
GOLDEN GATE FORTUNE COOKIES CO.
"SPECIALIZE TO MAKE ALL CUSTOM MADE FORTUNE COOKIES"
 "FAMOUS IN FRENCH ADULT COOKIES"
 SINCE AUGUST 3, 1942

**REGULAR & CHOCOLATE
 ADULT X RATED
 35 PCS BAG
 \$6.00**

金門餅食公司
GOLDEN GATE FORTUNE COOKIES CO.
"SPECIALIZE TO MAKE ALL CUSTOM MADE FORTUNE COOKIES"
 "FAMOUS IN FRENCH ADULT COOKIES"
 SINCE AUGUST 3, 1942

**REGULAR
 ADULT X RATED
 35 PCS BAG
 \$5.50**



9 1/2 1/2 1/2

03

FLOR

03

WISCH

歡

HAPPY
CHINESE
NEW YEAR
歡樂春節





FLAT LARGE CHOCOLATE ROUND
OR
MIX COIN ROUND
\$5.00

FLAT ROUND
CHOCOLATE COOKIES
\$5.00

DEAR CUSTOMERS
BEYOND THIS
POINT
EMPLOYEES ONLY

福祿壽
中國第一佳餅坊
1981年大馬路

HELLO!
YOU TAKE
PICTURE



The City and County of San Francisco

Certificate of Honor

Presented To

**Golden Gate Fortune
Cookie Company**

February 8, 2006

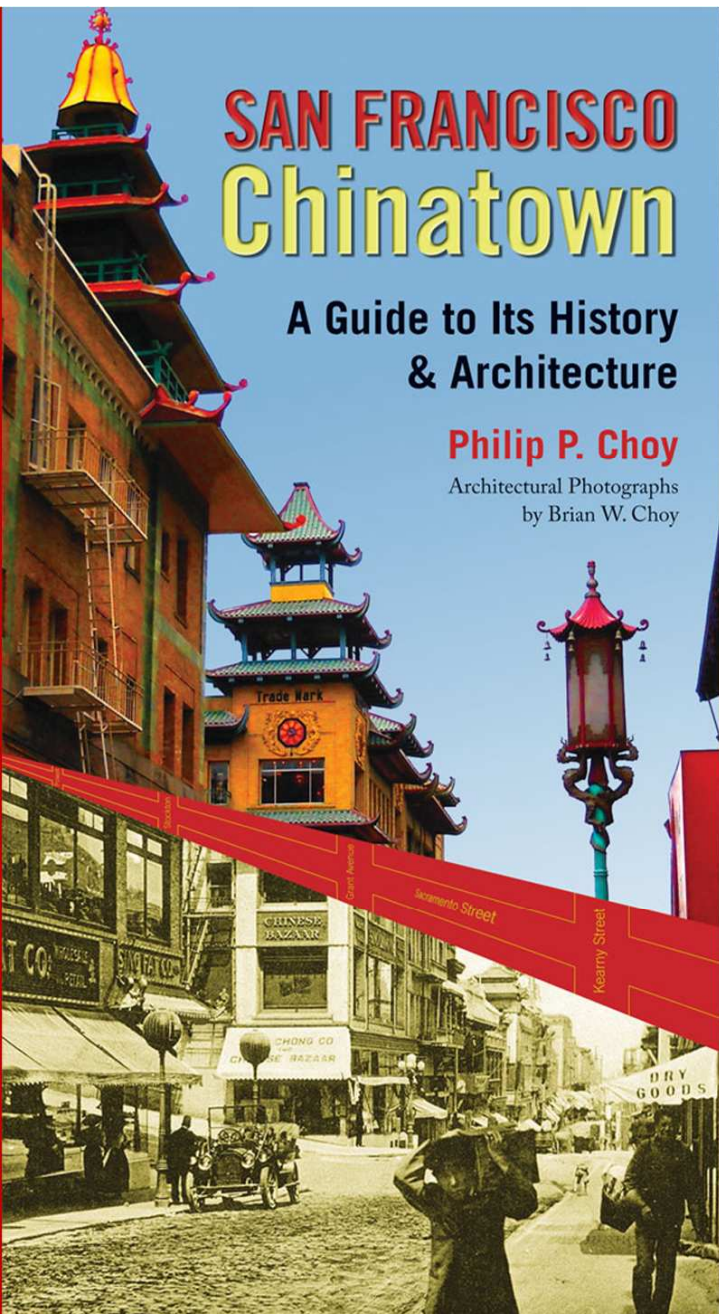
Whereas, on behalf of the City and County of San Francisco, I am pleased to recognize and honor Golden Gate Fortune Cookie Company for their support of the Chinese New Year Celebration in San Francisco. Best wishes for the Lunar Year of the Dog.



THEREFORE, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

A handwritten signature in black ink, appearing to read "Gavin Newsom".

Gavin Newsom
Mayor



SAN FRANCISCO Chinatown

A Guide to Its History
& Architecture

Philip P. Choy

Architectural Photographs
by Brian W. Choy



Fortune cookies being molded at Golden Gate Fortune Cookies Co.

1920s, her father bought her a package of the cookies but they were flat, not folded, without the fortune. She was fascinated watching a woman baking the cookies with two waffle-like irons through the window of a market at the northeast corner of DuPont and Pacific Avenue.

Originally the batter was baked in individual molds made in Japan and the cookie was folded by hand when it hardened. The late dentist Dr. Gene Poon described his father's home operation in the early 1930s, with some seven to ten electrically heated units set in a U-shaped assembly line. Each unit was like a waffle iron with two round castings.

During World War II, his father, Bing Cheong Poon, went to work in the shipyard but continued making cookies at night. Gene used to deliver them to Fong Fong Bakery (established 1937), Eastern Bakery (established 1924), and the sidewalk stalls.

Apparently in Chinatown, fortune cookies were a homemade commodity until the mechanized carousel machine was invented by the Japanese and manufactured in Los Angeles.* Kay Heung Noodle Co. on Beckett Alley (founded 1933) by Charles and Harry Soo Hoo used such a machine, which had multiple molds placed in a roughly seven-foot-diameter circle. Workers sat outside the circle, individually picked the soft pliable cookie, and folded in the fortune. Eastern Bakery bought the machine and began to make its own cookies in 1940.

Coming to America in 1952, Franklin Yee worked for ten years before saving enough money to go into business for himself. Yee started his Golden Gate Fortune Cookies Co. in 1962, when most existing fortune cookie bakeries had already switched to a completely automatic system. Lacking funds, Yee stayed with the old-fashioned machine. He remembers clearly that in his initial operation, his sales were only \$5.00 a day. From this humble beginning, he turned the business into a main tourist attraction.

How and when the Japanese fortune cookie became the Chinese fortune cookie remains a mystery but it is clear the Chinese made the cookie famous.

* Filmmaker Derek Shimoda in his DVD *The Killing of a Chinese Cookie* (2008).

San Francisco

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PULLOUT
MAP INSIDE

TRAVEL

What to See in Chinatown > 41

Where can I find...?

PARKING	Sutter-Stockton Garage 444 Stockton St. Reasonable prices and less crowded than others nearby.	North Beach Parking Ga- rage 735 Vallejo St. Relatively clean and roomy.
A DRUGSTORE	Walgreens 459 Powell St. Open 24 hours. It's just north of Union Square.	Rite-Aid Pharmacy 776 Market St. Open from 7 AM to 9 PM.
A NIGHTCAP	The Hidden Vine Wine Bar 1/2 Cosmo Pl. A quiet, tucked-away spot that pours mostly California wines.	Bourbon & Branch 501 Jones St. Worth following the rules to sip such outstanding cocktails.

for decades. The building is closed to the public. ☐ 843 Stockton St.,
Chinatown.

Golden Gate Fortune Cookie Factory. Follow your nose down Ross Alley to this tiny cookie factory. Workers sit at circular motorized griddles and wait for dollops of batter to drop onto a tiny metal plate, which rotates into an oven. A few moments later out comes a cookie that's pliable and ready for folding. It's easy to peek in for a moment, and hard to leave without a few free samples. A bagful of cookies—with mildly racy "adult" fortunes or more-benign ones—costs about \$3. You can also purchase the cookies "fortuneless" in their waferlike unfolded state, which makes snacking that much more efficient. Being allowed to photograph the cookie makers at work will set you back 50¢. ☐ 56 Ross Alley, west of and parallel to Grant Ave. between Washington and Jackson Sts., Chinatown ☐ 415/781-3956 ☐ Free ☐ Daily 9-8.

Kong Chow Temple. This ornate temple sets a somber, spiritual tone right away with a sign warning visitors not to touch *anything*. The god to whom the members of this temple pray represents honesty and trust. Chinese stores and restaurants often display his image because he's thought to bring good luck in business. Chinese immigrants established the temple in 1851; its congregation moved to this building in 1977. Take the elevator up to the fourth floor, where incense fills the air. You can show respect by placing a dollar or two in the donation box and by leaving your camera in its case. Amid the statuary, flowers, and richly colored altars (red wards off evil

WORD OF MOUTH

"We went to an excellent tea tasting at Vital Tea Leaf [in Chinatown].... It is quite an experience to sit at the little bar tasting all the exotic teas. We tasters all bonded and we became one energetic group! Not very expensive either for the tea leaves we bought."

-SeaUrchin

Chinatown's secret heart



PHOTO: JUDI PARKS

FAMILY BUSINESS: (From left) Sisters Virginia, Wei Wan, and Victoria Chan watch their grandmother, Nancy Tom, make fortune cookies in the Golden Gate Fortune Cookie Factory, located in Ross Alley.

Famed alleys serve as residents' backyards — and as a link to the past

By Matt Isaacs

In a little Chinatown alley where gamblers once rolled the dice all night, Franklin Yee and his family fold tiny slips of paper into fortune cookies.

The room is dim and hot from the open blue flames heating the large cookie machine. Space is limited in the storefront, especially with Yee's four children crawling underfoot. When the kids get restless, Yee shoos them out into the alley.



PHOTO: JUDI PARKS

Among the network of alleys is Spofford Alley, still home to the Chinese Free Masons.

"That's their backyard," Yee says. "They play out there all day."

For many families in Chinatown, the neighborhood side streets have become tiny worlds of their own, quiet places away from the throngs of tourists milling down Grant Avenue. The narrow corridors buzz with the sounds of people chatting and the crack of mah-jongg tiles.

Approximately 20,000 people live in the 24 square blocks that make up Chinatown, and these alleys are the last pieces of open space left in the neighborhood. The Chinatown Community Development Center (CCDC), a community nonprofit, has recognized the value of these paths for more than 20 years and has lobbied the city to clean up the more dilapidated ones.

Last year the nonprofit introduced a "Chinatown Alleyway Master Plan," and on July 15 of this year that blueprint was recognized by the Planning Commission as compatible with the city's vision.

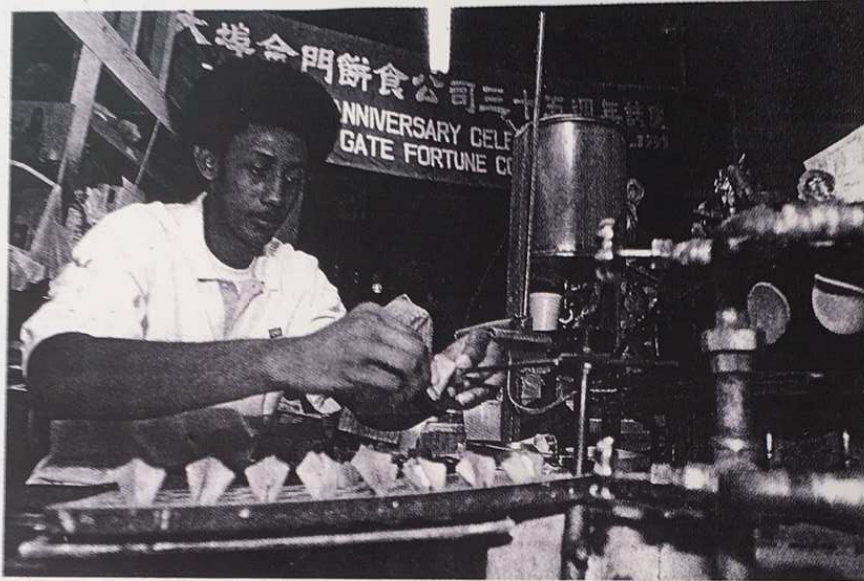
"That was big," says Jasmine Kaw, the CCDC planner. "With the force of the city's master plan behind us we can make sure these alleys are both protected and improved."

The primary objective of the alley plan, Kaw says, is to keep them free from debris and to keep them well lit.

"We want to protect the quality of life. Too often

HANGTIME

WITH JOSH CHILDRESS STANFORD HOOPS



Childress makes tasty luck for the Cardinal with handwritten fortunes; despite the swingman's burned tips, owner Chan says he's a natural.



COOKIE MONSTER

Predictions of greatness abound for Stanford's sweet-shooting junior, Josh Childress. But deep in San Francisco's Chinatown, the swingman is calling upon the Fates to help him make some predictions of his own.

The Golden Gate Fortune Cookie Factory has agreed to let Childress crank out some customized treats. But first, the Cardinal's leading returning scorer finds a dingy Chinese bakery to channel Lady Luck. The 6'8" junior writes up 12 personalized fortunes on some blank paper he brought with him. Most bestow good tidings: Stanford Will Reach the Final Four, Stanford Will Beat Arizona at Maples, Childress Will Make Pac-10 Player of the Year. Some are trash-talk: Cal Sucks! And a few are strictly personal.

Armed with his tiny slips of paper, Childress makes his way down Ross Alley, into a factory no bigger than a

squash court. Kevin Chan, son of the owner, leads Childress past countless bins of cookies to a 60-year-old baking machine. Chan starts the crash course: pluck the pancake from the baking machine, add fortune, fold the cookie, pop it on the shaping board. Chan thinks Childress is ready for a trial by fire, slapping a fresh-baked wafer into the baller's hands. "Man, that's hot," says Childress. After applying a few finger bandages, he gets the technique down. The factory makes 10,000 cookies a day, but Childress isn't quite at pro pace: he manages just 15 in half an hour.

Still, Chan seems impressed as he packs up Josh's treats to take back to the team. "I'm going to draft this guy," says the cookie maker. But would Childress consider the job? "I've got a different future in mind," the 20-year-old says. It doesn't take a cookie to know what that is.

-BEN CRAMER

THE JUMP
San Francisco
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OUR PUBLICATIONS

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Klay Thompson's Fortune Cookie Foresees a 7: Season. (Eat It, Bulls.)

Joe Eskenazi | Photo: Tanya Schevitz | January 27, 2016

A record-shattering prediction inside a delicious dessert!



Warriors president Rick Welts hands shooting guard Klay Thompson a fortune cookie.

Golden State Warriors shooting guard Klay Thompson has a pretty stray basket. And yet, on Tuesday, he branched out by making cookies. And a will, indeed, shatter the 72-win benchmark established by the 1995-96 Chi

At a Chinese New Year-themed celebration in Chinatown yesterday (<http://www.sfgate.com/entertainment/article/20160119>), throngs of media and city politicians packed into the Golden Gate and greet Warriors president Rick Welts and his employee, Thompson, with team's Chinese-language state jersey (<http://www.sfgate.com/warriors/news/20160119>).
press release. Thompson did indeed "participate in making traditional Chi cookies he made were not at all traditional.

When an event guest, former Chronicle reporter Tanya Schevitz, informed general public can create their own fortunes for the cookies, he took matters setting the standard for regular-season victories. The reigning NBA champion's home date versus Dallas, may yet eclipse that mark—if fortune.

The "73-9" is, of course, a reference to the Warriors' quest to unseat the Kukoc-Longley (<https://www.youtube.com/watch?v=TdZ8u477Y>). Chicago setting the standard for regular-season victories. The reigning NBA champion's home date versus Dallas, may yet eclipse that mark—if fortune.

Our calls to Welts have not yet been returned, but the photo gracing this Fortune Cookie Factory general manager Kevin Chan confirms that Thompson produced two fortune cookies. And yet, the whereabouts of the Welts-Thompson's home date versus Dallas, may yet eclipse that mark—if fortune.

After receiving our call, Chan dug through his inventory ("my whole shop of the two Thompson-produced cookies. But not the "73-9" cookie. (The other one was, sweetly, "To mom: I love you." See photo, below.)

The 73-9 fortune cookie, it appears, may be lost to eternity. "I was so disappointed."

Update, 1/27/16, 3:45 PM. Schevitz just informed San Francisco that she has taken the cookie. No word on whether it ended up being eaten by Thompson. <https://twitter.com/Eskenazi/status/68200792680030352>. <https://www.facebook.com/Eskenazi/photos/a.111887414188926/1000338526453072/>

Have feedback? Email us at letters@sanfrancismag.com

(mailto:letters@sanfrancismag.com)

Email Joe Eskenazi at eskenazi@modernluxury.com

(mailto:eskenazi@modernluxury.com)

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thestar.com

Fortune cookie's home a lucky charm

It's a windy night and I'm walking through the maze of narrow Chinatown streets in search of my fortune.



Workers feverishly turn out thousands of cookies at the Golden Gate Fortune Cookie Company. The 'Chinese' treats were actually invented in San Francisco early in the 20th century. (PENELOPE LAURENCE PHOTOS)

By **PENELOPE LAURENCE** Special to the Star
Thu., Dec. 3, 2009

SAN FRANCISCO—It's a windy night and I'm walking through the maze of narrow Chinatown streets in search of my fortune.

Off Washington St., I turn down Ross Alley, a dark, damp lane where kitchen hands from backs of restaurants throw out cabbage soup scraps.

A smell hits my nostrils and I know I'm on the right track. Then, I see the glowing light ... of the factory.

While one might imagine the humble fortune cookie was created in the deep recesses of old Shanghai, it was in fact invented in San Francisco.

China was only made aware of the treats 15 years ago when a U.S. company introduced them as "Genuine American Fortune Cookies."

Though there's much argument over the facts, Makoto Hagiwara of Golden Gate Park's Japanese Tea Garden is widely reported as the first person to serve the cookie – based on a Japanese cracker – around the turn of the 20th century.

And, in 1983, The Court of Historical Reviews and Appeals ruled San Francisco to be the rightful "fortune cookie capital of the world."

The Golden Gate Fortune Cookie Company (56 Ross Alley) is a tiny, one-room factory with a few hot machines, floor-to-ceiling bags of cookies and a sweet, slightly sesame aroma.

Factory tours are self-guided; you walk about seven paces to the rear of the store, turn around and come back, hopefully without tripping on anything.

Yet even though the place is tiny, the show is grand. Two old women tirelessly take freshly baked circles of cookie off a conveyor belt-like contraption, twist them over a steel rod into that familiar crescent shape and insert a fortune.

Contrary to popular belief, the fortunes inside these cookies are not Chinese proverbs but instead are written by hired philosophers. However, the numbers printed on some have been known to be particularly fortunate.

On March 30, 2005, the U.S. Powerball lottery produced an unprecedented 110 second-place winners, all of whom picked five numbers correctly out of six. Each of the winners chose their numbers from those in fortune cookies made by Wonton Food Inc.

Back at the cookie coal face, the hot dough is cooling and hardening so quickly that the women are working at a feverish speed.

Yet even with such skill, there's always the odd cookie mistake, which, fortunately for me, were placed in a tin for customers to munch on.

As the women tirelessly work, an old gentleman sits near them sussing out potential customers: stare too long at the women's nimble finger-work and he's likely to get out of his chair and advance toward you.

Though it might seem he's out to get you, he'll merely nudge you toward the bags of cookies on sale.

This is understandable, as admission to the factory is free (if you'd like to take pictures, a sign suggests a 50-cent donation).

While its best seller is undoubtedly the fortune cookie, the shop also sells almond cookies and other sweets.

If you want something a little special you can pre-order and write your own messages and they'll put them in 100 cookies. But if you're just after a traditional fortune cookie, there's a choice between regular, chocolate or the très exotique French fortune cookies.

Wondering what on earth the French language has to do with an Asian-Californian tradition? It's not the language this little factory is referring to but "French" in that French knickers, raunchy way.

A bag of 100 Frenchies will set you back \$4.25 (U.S.) and for that you'll get a unique window into the Chinese-Californian idea of raunch, such as: "Well Proportioned girl is one with narrow waist and broad mind."

I'd like to think my mind is broad, but after stuffing my face with those delicious treats on the walk home, I'm not quite sure about the narrowness of my waist.

Golden Gate Fortune Cookie Company is open daily 9:30 a.m. to 8 p.m. 56 Ross Alley, Chinatown, San Francisco; 415-781-3956.

Penelope Laurence is a Montreal-based freelance writer.

Read more about: [United States](#)

AMY ZIMMERMAN PHOTO 05.08.12 6:30 AM

FORTUNE COOKIE FACTORY STILL ROCKS OLD-SCHOOL TECH ... IN BED



AN EMPLOYEE ADDS *freshly mixed batter* to a tub that feeds into the cookie-making machine.





The Golden Gate Fortune Cookie Factory is hidden on a small side street in San Francisco's Chinatown neighborhood.



The batter is clamped shut inside a cooking surface similar to a Japanese kata and directed into a tunnel of gas flames.





A spout adds just enough batter to the cooking surface.



An employee pulls freshly pressed cookies to insert fortunes and hand-fold them into their signature shape.



Freshly made fortune cookies await packaging.



Reporter Amy Zimmerman breaks open a cookie to read her fortune.



Yoshi Takamura (left) and Joanne Phua buy some fortune cookies during their visit from Las Vegas.





Fortunes from "adult" cookies are in a tin, kept on the counter. Employees pass them to customers so they can see examples of the naughtier fortunes.



San Francisco's other Chinatown — the real one

SAN FRANCISCO — There are two Chinatowns in San Francisco, one where tourists can buy conical straw hats and tacky souvenirs, and a second where the locals live, shop and eat.

There are no defined boundaries — you don't cross a street and step from Tourist Chinatown to Authentic Chinatown. Rather, the two overlap. A visitor can leave a neon-lit store, loaded down with bamboo back scratchers and plastic Buddhas, and a half-block away turn down a dingy alleyway crisscrossed with shops and businesses where English is spoken.

"Chinatown is not a closed attraction. Everybody can visit," said Linda Lee, proprietor of All About Chinatown Walking Tours (allaboutchinatown.com), which

has been showing people around for more than 30 years. "Walk up Grant Avenue, the main street, then go to the rest (of the area) for authentic tours."

What Chinatown is is a bustling neighborhood. On one recent weekday morning, men and women jammed the sidewalks outside markets where oranges and mushrooms and other produce — some strikingly exotic — were sold along with live fish and crabs; an elderly gentleman shuffled down the street, Chinese music blaring from a radio under his coat; laundry hung on balconies and from clotheslines strung over narrow alleys.

This is everyday life in Chinatown, and visitors are welcome.

Any street in Chinatown will have an

authentic shop or business or two. But explore side streets and alleys. For example, Waverly Place, on a long block between Washington and Clay streets, has beautiful architecture as well as a plethora of delightful smells. Cut down Ross Alley, between Jackson and Washington streets, and you'll find the Golden Gate Fortune Cookie Factory, a 40-year-old institution that churns out 20,000 handmade fortune cookies a day (and where a 50-cent donation is requested for photos). Step into any number of herbal pharmacies or tea shops, and be overwhelmed by the fragrance. The people are friendly and welcoming, even if you don't speak their language.

— William Hageman, Tribune Newspapers



WILLIAM HAGEMAN/TRIBUNE NEWSPAPERS PHOTO
A worker inserts fortunes into cooling cookies at the Golden Gate Fortune Cookie Factory.



美國金門語餅公司
GOLDEN GATE FORTUNE COOKIES CO.
 56 ROSS ALLEY • SAN FRANCISCO, CALIF. 94108
 PHONE 781-3956

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一月							一月一日	光復日
							中華民國成立紀念日	
星期日	星期一	星期二	星期三	星期四	星期五	星期六		
SUN	MON	TUE	WED	THU	FRI	SAT		
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4 廿三	5 廿四	6 廿五	7 廿六	8 廿七	9 廿八	10 廿九		
11 三十	12 初一	13 初二	14 初三	15 初四	16 初五	17 初六		
18 初七	19 初八	20 初九	21 初十	22 十一	23 十二	24 十三		
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Chicago Tribune

San Francisco's other Chinatown — the real one

By William Hageman, Tribune Newspapers

January 22, 2013, 7:05 PM

SAN FRANCISCO — There are two Chinatowns in San Francisco, one where tourists can buy conical straw hats and tacky souvenirs, and a second where the locals live, shop and eat.

There are no defined boundaries — you don't cross a street and step from Tourist Chinatown to Authentic Chinatown. Rather, the two overlap. A visitor can leave a neon-lit store, loaded down with bamboo back scratchers and plastic Buddhas, and a half-block away turn down a dingy alley dotted with shops and businesses where no English is spoken.

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The Bold Italic Editors [Follow](#)

We're the editing team behind The Bold Italic, an online magazine celebrating the free-wheelin...
May 27, 2014 · 3 min read

A Look at SF's Tiny Fortune Cookie Factory



By Sandra Cifo

The precise Californian city in which the fortune cookie was invented is the subject of perhaps the most heated debate of our time—so heated, that there was actually a mock trial held in the '80s to settle the dispute, and San Francisco won. These days, the largest manufacturers are in Brooklyn and New York, but as in many instances, San Francisco wins for tiniest, cutest, and making-it-by-handiest—in this case, for fortune cookie manufacturers.



The Golden Gate Fortune Cookie Company in Chinatown consists of just three employees: Franklin Yee, Nancy Tom, and Ai Tam. The two women quickly fold the flat cookie discs around the fortunes with bandaged fingers to prevent them from getting scalded by the cookies (the cutest kind of burn), as they harden almost instantaneously.

Factory tours are free (if you can define “tour” as squeezing your body as far as you can through the awesomely cramped little shop), though it will cost you a steep 50 cents to take a photo. Because rent is due this week, save your money and just enjoy these incredibly pretty photos by Sandra Cifo.

















Photos by Sandra Cifo, intro by Jessica Saia

Do you have an idea for a visual story? Email jessica@thebolditalic.com.

Klay Thompson's Fortune Cookie Foresees a 73-Win Warriors Season. (Eat It, Bulls.)

Joe Eskenazi | Photo: Tanya Schevitz | January 27, 2016

A record-shattering prediction inside a delicious dessert!

Golden State Warriors shooting guard Klay Thompson has a pretty straightforward job description: Make baskets. And yet, on Tuesday, he branched out by making cookies. And a gaudy prediction: The Warriors will, indeed, shatter the 72-win benchmark established by the 1995–96 Chicago Bulls.

At a Chinese New Year-themed celebration [in Chinatown yesterday](#), throngs of media and city politicians packed into the Golden Gate Fortune Cookie Factory to meet and greet Warriors president Rick Welts and his employee, Thompson, who was bedecked in the team's [Chinese-language slate jersey](#). As advertised in the press release, Thompson did indeed “participate in making traditional Chinese fortune cookies.” But the cookies he made were not at all traditional.

When an event guest, former *Chronicle* reporter Tanya Schevitz, informed Welts that members of the general public can create their own fortunes for the cookies, he took matters into his own hands. The Warriors boss penned “73–9” on a small, rectangular slip and handed it to Thompson, who took it, smiling. The guard proceeded to make a cookie stuffed with that fortune.

The “73–9” is, of course, a reference to the Warriors' quest to unseat the 1995-96 Jordan-Pippen-Rodman-Kukoc-Longley ([Ha, ha](#)) Chicago Bulls. That squad went 72–10, setting the standard for regular-season victories. The reigning NBA champion Dubs, at 41–4 heading into tonight's home date versus Dallas, may yet eclipse that mark—if fortune smiles upon them.

Our calls to Welts have not yet been returned, but the photo gracing this article documents this transaction. Fortune Cookie Factory general manager Kevin Chan confirms that Thompson operated the machinery and produced two fortune cookies. And yet, the whereabouts of the Welts-Thompson cookie is not known: “I dumped them in the can,” says Chan. “Whoever got it is lucky.”

After receiving our call, Chan dug through his inventory (“my whole shop—Jesus Christ!”) and located one of the two Thompson-produced cookies. But not the “73–9” cookie. (The fortune Thompson penned for the other one was, sweetly, “To mom: I love you.” See photo, below.)

The 73–9 fortune cookie, it appears, may be lost to eternity. “I was so dumb,” Chan tells us. “I shoulda kept it.”



Warriors president Rick Welts hands shooting guard Klay Thomson the Bulls-busting fortune.



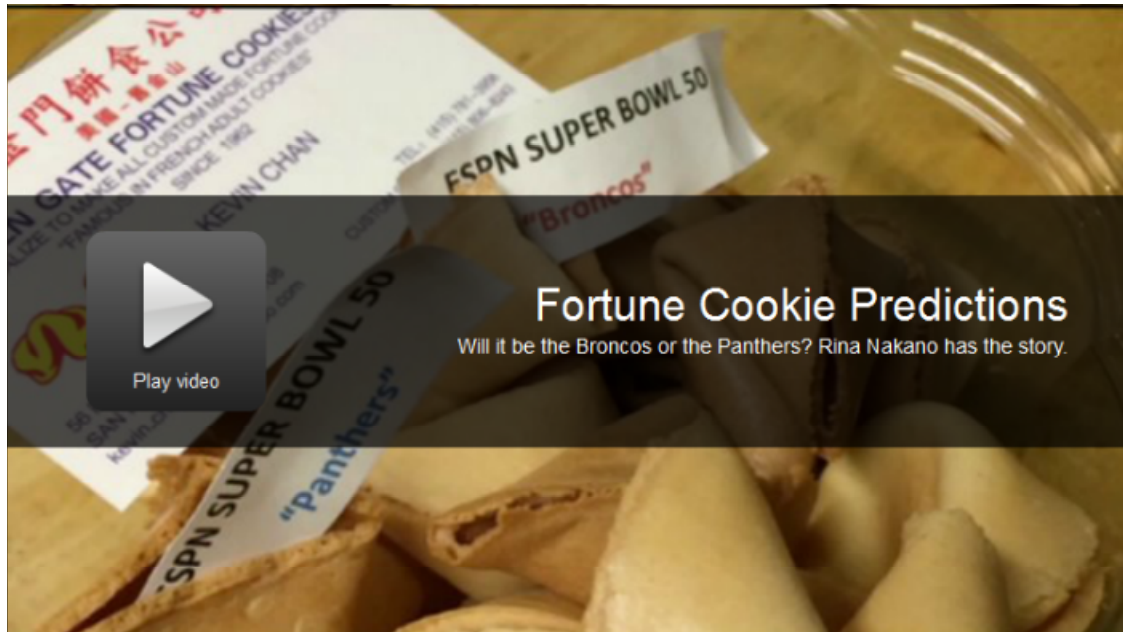


One of Thompson's fortune cookies. Photo: Kevin Chan

Update, 1/27/16, 3:45 PM: *Schevitz just informed San Francisco that she thinks Thompson himself may have taken the cookie. No word on whether it ended up being eaten by [Rocco](#).*

San Francisco Fortune Cookie Manufacturer Makes Special Super Bowl Treats

POSTED 6:28 PM, FEBRUARY 4, 2016, BY RINA NAKANO



SAN FRANCISCO--

It's Super Bowl 50 frenzy all around the Bay Area.

From the NFL Experience to Super Bowl City at the Embarcadero, fans are excited for the big game.

Just a few minutes away from the hustle and bustle of downtown San Francisco, a few workers are making snacks that will predict the winners of Super Bowl 50.

You can smell the good luck wafting through Golden Gate Fortune Cookie

Company in Chinatown.

"It comes out and so she peels off and you can make your own message," Kevin Chan of Golden Gate Fortune Cookie Co. said, as he explained how a giant fortune cookie making machine worked.

Since 1962, they have been providing winning lottery numbers and inspirational quotes. This hidden back alley shop has become such an attraction, children come on field trips to tour the factory.

"It's a Chinatown institution. It's been here a long time and I want to support it," customer Tsai Ching said.

Whether it's for the upcoming Chinese New Year or just for fun, Golden Gate is known for their special cookies, where customers can take home one-of-a-kind, personalized cookies.

Our friends at ESPN special ordered Super Bowl 50 fortune cookies here. They'll select one to predict a winner.

We made a few of the cookies ourselves -- one for the Broncos and another for the Panthers.

A few minutes later, we drew the lucky cookie. It looks like it's the Broncos for the win.

SPONSORED CONTENT

Dinosaurs come to life with 3D glasses



OCT 10, 2016, BY CONNATIX

Have you ever dreamed of something a bit more scary than the dusty skeleton of a Prehistoric dinosaur when visiting your nearest Natural History Museum? ...

**Legacy Business Registry
November 16, 2016 Hearing**

2016-014209LBR; 2016-013529LBR; 2016-013530LBR; 2016-013557LBR;
2016-014320LBR; 2016-013558LBR; 2016-013561LBR; 2016-013587LBR;
2016-013588LBR; 2016-014214LBR; 2016-013591LBR; 2016-013782LBR;
2016-013785LBR; 2016-013788LBR; 2016-013922LBR

Filing Date: October 17, 2016
Case No.: 2016-013558LBR
Business Name: Golden Gate Fortune Cookies
Business Address: 56 Ross Alley
Zoning: CRNC (Chinatown-Residential-Neighborhood Commercial)
50-N Height & Bulk District
Block/Lot: 0193/033
Applicant: Nancy Tom Chan, Owner and Kevin Chan
56 Ross Alley
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Established in 1962 by Chinese immigrant, Frank Leong, Golden Gate Fortune Cookies is the only local business that makes and sells handmade fortune cookies. Invented in San Francisco, the fortune cookie contains a fortune printed on a small piece of paper inserted into the crunchy, crescent-shaped cookie. By the 1960s, most fortune cookie factories switched to an automated system of mass production. With a desire to preserve the hand-folding tradition, Leong collected three vintage fortune cookie machines that work by heating batter into flexible, flat, rounded cookies ready for someone to fold them into their signature shape. In 1980, Leong was joined in the business by his partner, Nancy Tom Chan, who introduced a special recipe that is still used in the production of the business' fortune cookies. Her son, Kevin Chan, introduced the service of providing customized fortunes made for order and instantaneously at the shop. The business is located in a three-story commercial building along Ross Alley, an iconic Chinatown alleyway, and produces 15 to 20 thousand fortune cookies a day. The business serves as a popular destination for tourists with over a thousand visitors daily. Visiting Golden Gate Fortune Cookies is a cultural experience in which customers have the opportunity to watch workers fold the fortune cookies by hand, are offered free samples, and even have the chance to custom create their own fortunes to be inserted into freshly-made cookies. It also supplies other restaurants and stores in Chinatown such as the Great Eastern Restaurant and the Wok Shop.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1962.

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

Yes, Golden Gate Fortune Cookies qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Golden Gate Fortune Cookies has operated for 54 years.
- ii. Golden Gate Fortune Cookies has contributed to the Chinatown community's history and identity by making and selling handmade fortune cookies for over half a century.
- iii. Golden Gate Fortune Cookies is committed to maintaining the physical features and traditions that define its art of fortune cookie-making.

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

Yes. The business is associated with the art of making handmade fortune cookies.

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

The 1907 property, known as the Mars Family Association Building, has been previously evaluated by the Planning Department for potential historical significance and was identified as a potential contributor to the California Register and National Register-eligible historic district based on architectural merits. Further evaluation is necessary to determine if the building is associated with significant events or persons.

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

No, however the property has been identified as eligible for listing as a contributor to both a California Register-eligible and National Register-eligible historic district. It is considered a "Category A" building by the Planning Department.

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. The business is listed in a number of publications, including but not limited to: Toronto Star, 12/3/2009, "Fortune cookie's home a lucky charm," by Penelope Laurence; WIRED, 5/8/2012, "Fortune Cookie Factory Still Rocks Old-School Tech...In Bed," by Amy Zimmerman; Chicago Tribune, 1/22/2013, "San Francisco's other Chinatown – the real one," by William Hageman; The Bold Italic, 5/27/2014, "A Look at SF's Tiny Fortune Cookie Factory," by Sandra Cifo; San Francisco Magazine, 1/27/2016, "Klay Thompson's Fortune Cookie Foresees a 73-Win Warrior Season (Eat It, Bulls)," by Joe Eskenazi; FOX40, 2/4/2016, "San Francisco Fortune Cookie Manufacturer Makes Special Super Bowl Treats," by Rina Nakano.

The business is also featured in *San Francisco Chinatown: A Guide to Its History & Architecture* by Philip Choy, as well as numerous travel guidebooks such as Fodor's. In 2006, the Golden Gate Fortune Cookie Company received a Certificate of Honor from Mayor Gavin Newsom for the business' support of the Chinese New Year Celebration in San Francisco.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 56 Ross Alley

Legacy Business Registry
November 16, 2016 Hearing

2016-014209LBR; 2016-013529LBR; 2016-013530LBR; 2016-013557LBR;
2016-014320LBR; 2016-013558LBR; 2016-013561LBR; 2016-013587LBR;
2016-013588LBR; 2016-014214LBR; 2016-013591LBR; 2016-013782LBR;
2016-013785LBR; 2016-013788LBR; 2016-013922LBR

Recommended by Applicant

- Unique cookie dough recipe
- Practice of making and selling hand-made fortune cookies
- Three fortune cookie hand-making machines
- Service of providing hand-made custom fortunes by request
- Exterior signage
- Logo
- Photos on the wall

Additional Recommended by Staff

- Tradition of live demonstrations of folding fortune cookies by hand



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE NOVEMBER 16, 2016

Case No.: 2016-013558LBR
Business Name: Golden Gate Fortune Cookies
Business Address: 56 Ross Alley
Zoning: CRNC (Chinatown-Residential-Neighborhood Commercial)
50-N Height & Bulk District
Block/Lot: 0193/033
Applicant: Nancy Tom Chan, Owner and Kevin Chan
56 Ross Alley
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
Desiree.smith@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 GOLDEN GATE FORTUNE COOKIES, CURRENTLY LOCATED AT 56 ROSS ALLEY (BLOCK/LOT 0193/033).

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 Chinatown 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 November 16, 2016, 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 Golden Gate Fortune Cookies 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 Golden Gate Fortune Cookies.

Location (if applicable)

- 56 Ross Alley

Physical Features or Traditions that Define the Business

- Unique cookie dough recipe
- Practice of making and selling hand-made fortune cookies
- Three fortune cookie hand-making machines
- Service of providing hand-made custom fortunes by request
- Exterior signage
- Logo
- Photos on the wall
- Tradition of live demonstrations of folding fortune cookies by hand

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 2016-013558LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on November 16, 2016.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: