

CITYGUIDE San Francisco



DID YOU KNOW?

The highest point in San Francisco is Mt. Davidson at 938 ft.



San Francisco

a Place of Rebirth

CITYGUIDE

CITYGUIDE San Francisco

Publisher/Advertising Office

Mashup Media
670 Madison Avenue, 2nd Floor
Manalapan, NJ 07726
Tel 732-490-5530 | eFax 732-862-1108

Editorial Support/Images

<http://www.sanfrancisco.travel>
San Francisco Travel Association photos

Art Direction and Layout

Ari Mihos
732-490-5530 | amihos@AMCMediaGroup.com
Charlene DePrizio
732-406-4096 | cdeprizio@AMCMediaGroup.com



670 Madison Avenue, 2nd Floor
Manalapan, NJ 07726
732-490-5530

Editorial content for the City Guide was provided by Mashup Media, LLC. Copyright 2023 ©Mashup Media. All rights reserved. No part of this publication may be reproduced or transmitted in any form, by any means, without prior written permission of the Publisher. The statements and opinions contained in the articles in this publication are solely those of the authors thereof and not of the publisher. Mashup Media will not assume responsibility for damages, loss, or claims of any kind arising from or related to the information referred to in articles or advertisements contained in this publication, including any claims related to the products, drugs, or services mentioned herein.

Mashup Media claims no ownership of any trademarked, registered, copyrighted, or other intellectual property mentioned in this document. All such rights remain with parent companies, whether noted or not. Mashup Media has made a good-faith effort to honor applicable Terms of Use.

Photos courtesy of San Francisco Travel Association unless otherwise noted.

Cable cars. Sidewalk steps. Golden gates.

No matter what the name conjures for you, San Francisco is undeniably one of the most evocative cities in the history of civilization. But the high-tech, high-energy, high-life, high-rise of today is just the latest in a long line of reinventions.

In 1769, when a Spanish exploration party arrived, the area now known as San Francisco was inhabited by the Ohlone, a Native American hunting/fishing/gathering people who occupied much of the Northern California coast. The Ohlone practiced a religion called Kuksu, which through dance and ceremony paid tribute to a red-beaked deity believed to be a supernatural healer. The Spaniards brought with them Christianity, however, and with the 1776 establishment of the Presidio of San Francisco and Mission San Francisco de Asís, Spain had officially planted the seeds that would eventually bear the modern major metropolis of San Francisco.

Half a century after the first Spanish missionaries arrived, Mexico won independence from Spain, and with it came the Mission and Presidio. Mexico formalized the municipality in 1834, when Francisco de Haro became the first magistrate of Yerba Buena. During the Mexican–American War, Yerba Buena was officially ceded to America in 1848. That same year, one James W. Marshall would unearth something in “them tar hills” that would change the face of the landscape forever.

The 1849 California Gold Rush brought a massive population influx, and the next half century would see a city form that birthed global corporations like Ghirardelli, Levi’s, and Wells Fargo. But the titanic town was headed for its own iceberg: the Earthquake of 1906. On April 18, 1906, the fourth San Franciscan iteration crashed and burned.

It took less than 10 years to rebuild a city that would host two World’s fairs, survive and thrive during the Great Depression, and engineer the most famous bridge in the world. Twentieth-century San Francisco would become the second most densely populated city in the United States, right behind New York. In the 21st century, the tech and health care industries have made San Francisco the seventh highest-ranked city in the world on the Global Financial Centers Index.

Perhaps Kuksu is somewhere waiting to heal San Francisco from whatever tries to destroy it. It remains to be seen whether another iteration has been born out of the COVID-19 pandemic, but it is certain that San Francisco will always be a place of reinvention, revival, and rebirth.

There are hundreds of ways to spend the day in the City by the Bay! Whether you'd rather catch a stunning performance at the Davies Symphony Hall or take a walk through the tulip garden at Golden Gate Park, San Francisco has got you covered. Here's a list of a few popular places to visit while you're in town.



San Francisco

Sights and Sounds



San Francisco Symphony

Davies Symphony Hall

201 Van Ness Ave

415-864-6000

SFSymphony.org

The San Francisco Symphony is widely considered to be among the most artistically adventurous and innovative arts institutions in the United States, celebrated for its artistic excellence, creative performance concepts, active touring, award-winning recordings, and standard-setting education programs. In the 2020-2021 season, the San Francisco Symphony welcomed conductor and composer Esa-Pekka Salonen as its 12th Music Director and embarked on a new vision for the present and future of the orchestral landscape. In their inaugural season together, Esa-Pekka Salonen and the San Francisco Symphony introduced a groundbreaking artistic leadership model anchored by eight Collaborative Partners from a variety of cultural disciplines: Nicholas Britell, Julia Bullock, Claire Chase, Bryce Dessner, Pekka Kuusisto, Nico Muhly, Carol Reiley, and Esperanza Spalding. This group of visionary artists, thinkers, and doers joined the symphony to embark on a future of experimentation by collaborating on new ideas, breaking conventional rules, and creating unique and powerful experiences.

Sandbox VR

767 B Market St, Floor 1

Four Seasons Hotel

415-295-2620

SandboxVR.com

Sandbox is a futuristic virtual reality experience for groups of up to six where you can see and physically interact with everyone inside, just like the real world. Inspired by Star Trek's Holodeck, these exclusive worlds let you feel like you're living inside a game or movie, and are built by EA, Sony, and Ubisoft veterans.



PIER 39

The Embarcadero

415-705-5500

Pier39.com

PIER 39 is the premiere entertainment destination in the heart of the San Francisco waterfront. Along with two levels of dining, entertainment, shopping, and attractions both on The PIER and in San Francisco Bay, PIER 39 is home to the world-famous sea lions, who have been delighting guests daily at K-Dock since 1990. With picture-perfect views of the Golden Gate and Bay Bridges, Alcatraz, and the city skyline, it is easy to see why PIER 39 has recently been named the most visited attraction in San Francisco for the ninth consecutive year.

Golden Gate Park

415-831-2700

SFRecPark.org

Golden Gate Park's 1017 acres are situated between Fulton Street and Lincoln Way on the west side of the city. The park's many activities and attractions include the San Francisco Botanical Garden, the Bison Paddock, a disc golf course, a polo field, the California Academy of Sciences, the celebrated Koret Children's Playground, a rose garden, and numerous lakes and meadows. A great place for a walk, run, or bike ride, Golden Gate Park features a virtually car-free route from one end to the other. The park also hosts many special events and concerts; be sure to check the website for a list of dates.

Historic Ferry Building and Ferry Plaza Farmers Market

1 Ferry Plaza

415-291-3276

FerryBuildingMarketplace.com

The farmer's market is open three days a week: Tuesdays, Thursdays, and Saturdays. On Tuesdays and Thursdays, the smaller markets occupy the front of the building along the Embarcadero; on Saturdays, the much larger market is held both in front of the Ferry Building and on the rear plaza overlooking the Bay. The markets offer fruits, vegetables, herbs, flowers, meats, and eggs from small regional farmers and ranchers, many of whom are certified organic. A wealth of other products includes regional artisan specialties such as breads, cheeses, and jams.



Ghirardelli Square

A host of additional vendors and businesses occupy the historic Ferry Building, including Dandelion Chocolate, Book Passage, Boulettes Larder and Boulibar, Acme Bread Company, Cheesequakes, Carmel Honey, and many more.

Exploratorium

Pier 15 Embarcadero at Green St

415-528-4444

Exploratorium.edu

The Exploratorium is a portal to the astonishing scientific phenomena that animates our world and shapes our actions. Exploratorium creates

extraordinary learning experiences that ignite curiosity, upend perceptions, and inspire brave leaps forward. Since 1969, the Exploratorium's museum in San Francisco has been home to a renowned collection of exhibits that draw together science, art, and human perception.

Ghirardelli Square

900 North Point St

415-447-2846

Ghirardelli.com

At the historic Ghirardelli Square on North Point Street, there are several attractions for the chocoholic. Visit

the original Ghirardelli Ice Cream and Chocolate Shop and peruse the historic chocolate-making artifacts while enjoying a signature sundae. Pick up a treat or gift at Ghirardelli-On-The-Go. Finally, take in the stunning view of Alcatraz from the newly remodeled Ghirardelli Chocolate Experience. Here, you can pick and mix from the widest selection of Ghirardelli squares available and shop an extensive selection of chocolate bars, gifts, baking supplies, and more. Don't forget to stop for a selfie under the famous Ghirardelli Square arch.

DID YOU KNOW?

Alcatraz Island is just one of 12 islands within San Francisco's city limits. Others include the Farallones (a group of seven islands), Treasure Island, Yerba Buena, Angel Island, and Red Rock.

Alcatraz

A Rock and a Hard Place

Of the many prisons in the United States, none are more storied than Alcatraz. Its severe, weather-beaten appearance only adds to the folkloric nature of the penitentiary. Today, tourists can catch a ferry from Pier 33 and marvel at the historic infrastructure, but for 29 years, Alcatraz served as a very visible warning to would-be criminals.

Alcatraz Island was first recorded as discovered in 1775 by Juan Manuel de Ayala, a naval officer of the Spanish Armada, during the Spanish occupation of California. He named the island “La Isla de los Alcatrazes,” which colloquially translates to “Pelican Island.” In 1850, President Millard Fillmore designated the island for a military installation. Fort Alcatraz was completed in 1858, and during the American Civil War, it served as a prison for confederate sympathizers and military fortification, though no weapons were ever fired from Alcatraz. During the Spanish–American War and World War I, the island was used to hold military prisoners.

Alcatraz Federal Penitentiary opened on August 11, 1934, spending 29 years in continuous operation. It was during this time that Alcatraz earned its reputation as a cold, inhospitable detention center. With a staff and warden known for their harsh security methods, the prison housed some of the most notorious bank robbers and murderers in America, including Al Capone and George “Machine Gun” Kelly. Widely believed to be inescapable because of the strong currents and freezing waters surrounding the island, few escape attempts

were ever made, and even fewer were successful. Only toward the very end of its three decades of operation did anyone make it to shore after escaping. In 1962, John Paul Scott was discovered unconscious and hypothermic on the shore of San Francisco, at which time he was easily apprehended and reincarcerated.

Alcatraz ceased operations as a federal penitentiary in 1963. Shortly afterward, a group of Native American protesters arrived at the island, claiming that through “right of discovery,” it belonged to the native tribes. In 1969, a formal occupation took place, lasting 19 months. It culminated in President Richard Nixon forming a new policy of self-determination for the recognition and self-governance of Native American Peoples.

Since 1972, Alcatraz Island and its dozen or so structures have been maintained by the United States National Park Services as part of the Golden Gate Bridge Recreation Area. The island sees roughly one million visitors per year, with tourism bolstered by popular media representations of the island's detention center, such as “Escape from Alcatraz” and “The Rock.” Tours are run by Alcatraz Tours, which has ferry departures multiple times each day. The 2.5-hour walking tour allows guests to venture inside the main prison building and walk guided sections of the grounds.

To tour Alcatraz Island, please visit AlcatrazIslandTickets.com.

Many companies offer walking and cycling tours of the Golden Gate Bridge and surrounding locales, and the bridge offers some breathtaking views of the city. For a list of tour companies, see the next page of this guide.

Golden Gate Bridge

The Span of the Century

The Golden Gate Bridge is one of the most widely recognized structures in the world. Its vibrant color, art deco design, and picture-perfect surroundings have made it the de facto symbol of the Western United States. At a span of 1.7 miles, height of 746 feet, and with daily traffic of more than 100,000 vehicles, the suspension bridge carries both US Route 101 and California Highway 1 across the cold, swirling waters of the San Francisco Bay.

Today, the Golden Gate Bridge is an essential connection between San Francisco in the south and Marin County in the north; however, during its initial conception, there were opponents. Prior to the bridge's erection, ferries were the main mode of passage between San Francisco and Marin County. Running since 1820, the ferries were operated by the Southern Pacific Railroad and carried passengers across the frigid bay in a one-way trip that took nearly 30 minutes. The constricted passage stunted San Francisco's growth compared with other major metropolitan areas in the United States. While most Bay Area residents favored the construction of a road-span—an engineering task that some presumed not even to be possible—others worried that a bridge would interfere with shipping and naval lanes and mar the bay's natural beauty. And, of course, there was Southern Pacific Railroad, which had the largest vested interest in preventing the conceptual roadway's existence.

Despite the physical and social challenges, a proposal eventually passed in 1916, and the engineering contract

was given to Joseph Strauss, a drawbridge engineer with no practical experience designing suspended roadways. As such, many outside consultants were included in the design phase, including Irving Morrow, who was largely responsible for the bridge's aesthetics, including its famous International Orange hue; Leon Moisseiff, who conceived of the thin roadway and suspension design; and Charles Alton Ellis, who provided almost all the actual calculations for the project. Though Strauss' role was largely reduced to project manager (he was responsible for some major contributions to modern bridge construction, such as the worker safety net system employed during the Golden Gate's erection), he successfully took all credit for the bridge's conceptualization until 2007, when a report identified the role of the other contributors.

Construction began in 1933 and was completed in 1937. The Golden Gate has operated nearly continuously since it first opened, and most fortifications have been completed without complete traffic closure. Interestingly, after the western pedestrian walkway railing was replaced with a more aerodynamic design in 2020, residents began reporting a howling noise emanating from the bridge. As it turns out, the railings slats act almost like the mouthpiece of a flute, producing clear harmonic tones when the wind blows past. The resulting musical notes are an otherworldly whole-tone sequence audible across the city and parts of Marin County, which has been described as a “loud, ghostly howl.”

DID YOU KNOW?

Blue jeans were invented in San Francisco by Levi Strauss, first appearing as denim overalls in 1870. The modern pant-style jeans we all love began to gain popularity in the 1920s. The 169-year-old Levi Strauss & Co. is still headquartered in San Francisco today.



Hikes, Bikes, and Places You'll Like Tours

San Francisco is one of the most visited tourist destinations in America. From picturesque views to incredible architecture, San Francisco has a lot to offer the intrepid traveler. Take a tour of Alcatraz, go see the famous Painted Ladies, or bike through the beautiful Golden Gate Park. Seeking something a smidge spookier? Go on a guided ghost hunt! Whatever you're in the mood to see, you'll find the best ways in town to see it in the list below.

WALK

San Francisco City Guides

100 Larkin St
415-375-0468

San Francisco City Guides is a volunteer-operated, non-profit organization that offers free walking tours. With 80 tours to choose from, San Francisco City Guides has something unique to show you no matter what your area of interest may be. With specialties like "Alfred Hitchcock's San Francisco" and "Ghost Walk at City Hall," as well as more traditional tours, including "Fort Mason Historic District" and "Nob Hill," San Francisco City Tours offers the best free walking tours in the city.

For reservations and current schedule, visit SFCityGuides.org.

San Francisco Craft Beer Tours

415-692-1644

Voted Trip Advisor's 2020 "Best Beer Experience in America," SF on Tap Tours offers public and private tours, focusing on the history of brewing and craft-brewing culture. Tours include "Big Sippin' in SoMa," "Fisherman's Wharf & North Beach," "Alcatraz Combo Tour," and "Beer and Cannabis Combo Tour," as well as private walking events.

For reservations and current schedule, visit SFOntapTours.com.

BIKE

Dandyhorse San Francisco Bike Tours

33 Gordon St
415-890-2453

San Francisco Bike Tours offers true insider bike adventures packed with local charm, fresh air, and inspiration. The company believes in providing true FOMO (fear of missing out)-free

explorations of San Francisco's fascinating history, distinctive neighborhoods, quirky architecture, glorious nature, and irresistible food. Embrace curiosity, celebrate wonder, and get ready to experience more than you thought was possible.

For a list of current tours and reservations, visit SFBikeTours.com.

Golden Gate Tours & Bike Rentals

415-922-4537

Ride the most popular bicycle route in the world: from San Francisco over the Golden Gate Bridge to Sausalito. Start from any of three locations: Fisherman's Wharf, Ferry Building, or Golden Gate Park. Depending on your starting point, the ride takes a leisurely 1.5 to 2.5 hours, is primarily on bike-friendly routes, and usually concludes with a beautiful 30-minute ferry ride back to San Francisco from Sausalito. Maps, directions, helmets, and locks are included free with all bike rentals.

For reservations and rentals, visit BikeRentalSanFrancisco.com.

SEGWAY

Electric Tour Company

757 Beach St
415-474-3130

Choose from the most popular regularly scheduled public tours or private tour with your own guide for two to eight guests. All tours are operated with the "SafeTour" program with the best procedures for safe distancing, clean facilities, and sanitized equipment. Reservations are 100% refundable—no questions asked.

For a list of current tours and reservations, visit ElectricTourCompany.com.

GO-CAR

GoCar Tours - San Francisco

431 Beach St
415-441-5695

The GoCar takes you to spectacular places few visitors get to see. Featuring in-vehicle GPS and audio commentary, the GoCar will guide you, tell stories and facts, crack jokes, and provide recommendations. Tours conveniently depart from Fisherman's Wharf. Boasting the best views, most delicious seafood, and family-friendly activities you can't find anywhere else, Fisherman's Wharf is one of the most popular attractions in San Francisco.

For a list of current tours and reservations, visit GoCarTours.com/San-Francisco.

CABLE CAR/STREET CAR

The San Francisco Cable Car

The San Francisco Cable Car is a repository of cable car facts, routes, rider guides, and news and events. For cable car stops, fares, locations, and etiquette, simply visit SFCableCar.com. Their "Interactive Cable Car" has all the information you need to go from cable car novice to seasoned rider.

Market Street Railway

415-956-0472

Market Street Railway operates several exclusive streetcar excursions every year, with onboard guides. These "Trolley Tours" are a great way to learn more about aspects of San Francisco history in an uncrowded, enjoyable environment.

For more information, visit StreetCar.org.

San Francisco is a mosaic of culture and history. Art and heritage are at the center of the Bay Area's perennial zeitgeist, driving everything from food and fashion to individual identity. The next page contains a brief, non-exhaustive list of important cultural fixtures.



Arts & Culture

Renaissance by the Bay

Arts & Culture

San Francisco Cable Car Museum

1201 Mason St
415-474-1887
CableCarMuseum.org

Yerba Buena Center for the Arts

701 Mission St
415-978-2787
YBCA.org

Museum of Craft and Design

2569 3rd St
415-773-0303
SFMCD.org

California Academy of Sciences

55 Music Concourse Dr
415-379-8000
CalAcademy.org

Asian Art Museum

200 Larkin St
415-581-3500
AsianArt.org

The Beat Museum

540 Broadway
800-537-6822
Kerouac.com

Cartoon Art Museum

781 Beach St
415-227-8666
CartoonArt.org

Museum of the African Diaspora

685 Mission St
415-358-7200
MOADSF.com

The Contemporary Jewish Museum

736 Mission St
415-655-7800
TheCJM.org

de Young Museum

50 Hagiwara Tea Garden Dr
415-750-3600
deyoung.FamSF.org



The Walt Disney Family Museum

104 Montgomery St
415-345-6800
WaltDisney.org



San Francisco Museum of Modern Art

151 3rd St
415-357-4000
SFMOMA.org

Legion of Honor

100 34th Ave
415-750-3600
LegionOfHonor.FamSF.org

Museum of 3D Illusions

55-61 Jefferson St
888-386-5585
SFIllusions.com

International Art Museum of America

1023 Market St
415-376-6344
IAMASF.org

Tenderloin Museum

398 Eddy St
415-351-1912
TenderloinMuseum.org

Hidden Gems and
World-Renowned
Establishments

Dining

Around Town



Restaurant Guide

San Francisco is a culinary Mecca. With more than 4000 restaurants (61 of which have Michelin stars), San Francisco could offer you a new dining experience at each meal for four years straight. Needless to say, the list below is anything but exhaustive. Nevertheless, we have endeavored to offer a varied selection of highly rated

eateries within a short car ride's distance (many within walking distance) of the Moscone Center. We encourage you to visit the websites provided to view the menus, reservation policies, and dietary restriction information.

RESTAURANT	CATEGORY	CONTACT	DESCRIPTION
54 Mint	Italian	16 Mint Plaza 415-543-5100 54mint.com	This rustic Italian trattoria is located just 2.5 blocks from the Moscone Center. Though the menu is modest, the flavors are not, and all pasta is made in house. With classics like gnocchi and carbonara as well as traditional fare like braised oxtail, 54 Mint promises an authentic Italian farmhouse experience.
Alexander's	Steakhouse	448 Brannan St 415-495-1111 AlexandersSteakhouseSF.com	If you're looking for an à la carte, high-end steak experience, look no further than Alexander's. This restaurant offers a warm atmosphere and an impressive menu.
Amorino Gelato	Desserts and Coffee	338 Grant Ave 415-429-2722 OrderAmorino.com	Sure, it's a chain, but we promise you won't care. Featuring gelato, macarons, waffles, cakes, chocolates, and coffee, Amorino will satisfy your sugary cravings. It's a totally doable walk from the Moscone Center, and you'll be glad you hoofed it and earned some extra calories.
Ananda Fuara	Vegetarian and Vegan	1298 Market St 415-621-1994 AnandaFuara.com	Meaning "fountain of delight," Ananda Fuara offers decadent, filling meals for vegetarian and vegan lifestyles. The dining room, though small, is bright and exotic, and the menu is bursting with hot dishes and gourmet desserts.
Boulevard	American Fine Dining	1 Mission St 415-543-6084 BoulevardRestaurant.com	If you crave sophisticated elegance, look no further. Boulevard's grand green and gold bar and ornate mid-century décor drip with 1960s Madison Avenue swank. Their multi-course dining menu brims with truffle, caviar, and tartar, while main courses include rack of lamb, sea bass, and, of course, filet. The deserts simply must be seen to be believed. While à la carte dining is available, we suggest making your reservation and going in for the full multi-course experience. Located on the Embarcadero waterfront, you'll need to grab an Uber for this one.
The Chieftain	Irish Pub	198 5th St 415-615-0916 TheChieftain.com	Looking to grab a pint and take in a match? The Chieftain Irish Pub & Restaurant is just two stumbles away. With hearty Irish bar fare, live music, sports on TV, and a respectable draft menu, you're sure to make a new friend or two.
Cotogna	Italian	490 Pacific Ave 415-775-8508 CotognaSF.com	Consistently ranked one of the best Italian restaurants in San Francisco, Cotogna is the casual, homestyle counterpart to owner Chef Michael Tusk's three-Michelin-starred Quince. Here, you will find handmade pasta dishes, wood-fired pizza, and Italian comfort food as well as a celebrated wine cellar. With prices that won't break the bank and a warm casual atmosphere, Cotogna is the perfect choice for a hearty Italian meal. If, however, you're in the mood for culinary constructions fit for fine-dining-magazine photo shoots, take a walk next door to Quince. At \$360 per person, and an additional \$295 for wine pairing, you just might want to call your accountant first.

RESTAURANT	CATEGORY	CONTACT	DESCRIPTION
Delah Coffee	Coffee	370 4th St 510-688-3333	This Yemeni coffee shop boasts an incredible five-star rating on Yelp. Located just two blocks from the Moscone Center, Delah has a wide variety coffees and espressos, pastries, and breakfast smoothies.
Deli Board Sandwich Shop	Lunch	1058 Folsom St 415-552-7687 DeliBoardSF.com	This one requires an Uber ride, but well worth going out of the way if you're feeling meat between bread. With 19 different lunch sandwiches and a variety of salads, there's something here for every palate.
Garaje	Mexican	475 3rd St 415-644-0838 Garaje475.co	A mere three blocks from the Moscone Center, Garaje offers great beers and large portions. The menu is mostly modern Mexican, but the burgers are truly something to behold. This would be a great stop for a heavy lunch.
John's Grill	Steakhouse	63 Ellis St 415-986-0069 JohnsGrill.com	Don't be fooled by the reasonable prices here; John's Grill is consistently voted one of America's best restaurants. It's even mentioned in <i>The Maltese Falcon</i> . With a whopping 114 years in operation, they've honed a menu sure to appease any appetite.
Kokkari Estiatorio	Greek	200 Jackson St 415-981-0983 Kokkari.com	One of the highest-rated restaurants on the list, Kokkari is a celebrity favorite. Their Mediterranean menu is packed with Greek classics. Plan ahead with a reservation and an Uber, as this location is a bit farther from the Moscone Center than some of the other entries on this list.
Marlowe	American	500 Brannan St 415-777-1413 MarloweSF.com	Executive Chef Jennifer Puccio and Designer Ken Fulk present new American cuisine in a bright, clean setting. Marlowe is a must if you're craving gastropub fare.
Mathilde	French	315 5th St 415-546-6128 MathildeSF.com	Mathilde is a highly rated traditional French bistro located two blocks from the Moscone Center. The cozy farmhouse atmosphere is perfect for quiet conversation or a romantic evening out. The food is traditional French fare, with favorites like duck confit, coq au vin, and mushroom risotto. If you have a lighter appetite, you'll feel at home with a house charcuterie board or warm goat cheese and baked apple salad. It's a good idea to call ahead; their popularity far exceeds their seating capacity.
Mazarine Coffee	Coffee	720 Market St MazarineCoffee.com	If you're looking for bistro-style breakfasts with your morning macchiato, take a brisk walk down 3rd Street to Mazarine. With a bright, modern vibe and highly rated java, there's no better place to start your morning.
Mourad	Moroccan Fine Dining	140 New Montgomery St #1 415-660-2500 MouradSF.com	If you're a fan of international cuisine, Mourad is a must. This Michelin-star fine-dining restaurant offers incredible presentation, a boutique atmosphere, and classic Moroccan flavors with a modern twist. It's highly rated and heavily Instagrammed.
Niku	Japanese Steakhouse	61 Division St 415-829-7817 NikuSteakhouse.com	Niku is a hip, elegant Japanese steakhouse with a hibachi-style bar and beautifully plated offerings. You'll need to grab a cab or an Uber, but it's worth the short trip if you're craving sake and Japanese wagyu beef. It's lauded on social media for its vibe and flavors.

Restaurant Guide

RESTAURANT	CATEGORY	CONTACT	DESCRIPTION
Omakase	Sushi	665 Townsend St 415-865-0633 OmakaseSF.com	Omakase is a quick Uber ride from the Moscone Center. It offers some of the best sushi in San Francisco. With fish shipments arriving from Tokyo's best markets three times per week, you'll be getting the closest experience to sushi in Japan as possible without crossing the Pacific. Best suited to smaller parties and solo missions, this will be a spot you tell your friends to visit next time they're in San Francisco.
Palette	Seafood	816 Folsom St 415-865-0529 Palette-SF.com	Palette offers a hip, modern dining experience in an artsy venue. Featuring an à la carte menu, a chef's tasting menu, and a dessert menu by a dedicated executive pastry chef, Palette focuses on traceability, sustainability, and ocean friendliness. Stop by if you're looking for great seafood with Instagram-able presentation.
Saison	French	178 Townsend St 415-828-7990 SaisonSF.com	Saison has a 150-page wine list. Do we really need to say more? Alright, just wait until you see the space. Located in a brick-front building, the interior is a magnificent juxtaposition of modern architecture and cozy, rustic appointments. Fare is small bites, perfect for a light appetite. The French-inspired cuisine is decadent and rich, more than making up for the smaller portions. Plus, the restaurant has garnered three Michelin stars.
Sixth Course	Sweets	1544 15th St 415-829-2461 SixthCourse.com	If you've got a sweet tooth, call an Uber and head to Sixth Course. Their display cases are filled with eye candy that doubles as actual candy. Self-described as "artisan confections," Sixth Course serves up chocolate and pastries that look so good you'll feel bad eating them. And that's a good feeling.
Social 303	Lunch	303 2nd St 415-777-3202 Social303.com	With a luxurious patio overlooking a fountain and sculpture garden, Social 303 offers barbecue favorites like brisket and pulled pork. Located within walking distance of the Moscone Center, it's the perfect place to take in the afternoon bustle.
Tropisueño	Mexican	75 Yerba Buena Ln 415-985-2264 Tropisueno.com	This eatery is just on the other side of Yerba Buena Gardens from the Moscone Center, offering classic Mexican entrees and appetizers in a festive locale with a beautiful outdoor seating area. With lunch and dinner menus, this is a perfect stop for a quick bite or a post-conference hang.
Vida Cantina	Vegan	56 Belden Pl 415-525-3042 VidaCantinaSF.com	Vegan Mexican dishes are served in a barroom atmosphere. Vida Cantina is highly rated on Yelp and Google for its great staff, delicious food, and comfortable ambiance.
Waterbar	Seafood	399 The Embarcadero 415-284-9922 WaterbarSF.com	Waterbar offers an elegant indoor/outdoor dining experience with views of the San Francisco-Oakland Bay Bridge and San Francisco Bay. This is one of the most picturesque locations on this list. For terrific seafood and stunning scenery, you'll want to check out Waterbar.



Whether you're looking for a local craft brew or the finest selections from Napa and Sonoma, you'll find it in San Francisco. The City by the Bay is famous for its brews, and with the finest vineyards in the country just a short drive away, San Francisco's tasting rooms are a sommelier's dream. Here is a short list of some fan favorites.

The Corner of Hop & Vine

21st Amendment Brewery

563 2nd St
415-369-0900

21st-Amendment.com

21st Amendment is a San Francisco brewery with national acclaim. Known for their clever names and unique brews, such as Brew Free! Or Die IPA, Hell or High Watermelon wheat beer, and Fireside Chat winter ale, 21st makes some of the best beers available in the US. The brewery, located just a few blocks from the Moscone Center, also serves up pub fare.

Standard Deviant Brewing

280 14th St
415-590-2550

StandardDeviantBrewing.com

Standard Deviant is a small local brewery with big energy. With 16 in-house brews on tap and several barrel-aged selections, you're sure to find something that tickles your taste buds. The brewery also has food trucks available over the weekend and lots of games to keep you and your crew entertained for hours.

Anchor Public Taps

495 De Haro St
415-863-8350

AnchorBeerToGo.com

Located between Showplace Square and Potrero Hill, Anchor Brewing Company is America's first craft brewery. Widely known for their original Anchor Steam Beer, Anchor has several popular beers in national distribution. It may not be too late to grab a glass of their Christmas Ale but call ahead to be sure.

Black Hammer Brewing

544 Bryant St
628-222-4664

BlackHammerBrewing.com

This is a small batch San Francisco brewery focused on crazy fresh ales and lagers, but they also craft award-winning hard seltzers, smoothies, sours, and barrel-aged brews to keep things interesting. This brewery is inclusive for craft enthusiasts, offering craft-driven, gluten-removed, non-alcoholic, and carb-conscious beverages that everyone can enjoy.

Bin 415 Wine Tastings and Private Tours

950 Mason St
Fairmont Hotel
415-851-5711

Bin415.com

The backroom wine tasting experience at the Fairmont Hotel is like no other. Bin's sommeliers will get to know your tastes, understand how you want your journey to unfold, and craft a bespoke experience that is unique to you and your palate.

JAX Vineyards Tasting Room

326 Brannan St
415-446-9505

JaxVineyards.com

JAX is a Napa Valley winery with a tasting room in the South of Market (SoMa) neighborhood of San Francisco. Open Wednesday through Saturday from 4 pm to 8 pm, they accept both reservations for large groups as well as walk-ins. The tasting room recently underwent renovations during COVID-19, so make sure to stop in and enjoy a glass in the new space.

Chateau Montelena Tasting Room

335 Powell St, Floor 1
The Westin St. Francis San Francisco
on Union Square
415-677-4033

Montelena.com

Experience Chateau Montelena from the lobby of the historic Westin St. Francis in San Francisco's Union Square. The San Francisco location is open daily from 1 pm to 8 pm for walk-in tastings and retail purchases.

Winery Collective Tasting Room

485 Jefferson St, Floor 1
Argonaut Hotel
415-929-9463

WineryCollective.com

Winery Collective is San Francisco's iconic multi-winery tasting room, located in the heart of San Francisco, focused on boutique wineries. Winery Collective provides a unique experience, allowing you to taste wines from several of the small wineries across California without having to travel to each of the wine regions. Meet winemakers, explore wine samplers, and experience wine country across California.



In 1848, the population of San Francisco was approximately 1000 people. With the gold rush of 1849, the population of the city skyrocketed to 25,000 by the end of that year!



San Francisco boasts some of the best clubs, bars, and lounges on the planet. Here are just a few of the amazing local venues and cocktail bars San Francisco has to offer the curious wanderer.



Nightlife

Thrilling Views, Exciting Venues

Thriller Social Club

508 4th St
415-706-6568

ThrillerSocialClub.com

Thriller Social Club is a vintage circus-inspired arcade, restaurant, bar, and event space focusing on delicious foods, hand-crafted cocktails, popular beers, and thrilling midway amusements! Thriller features three unique spaces. When you enter the entertainment space, you'll be greeted by a grand Ringmasters bar. Ringed by soft bar stools, and surrounded by casual bar height tables, this is where the action happens and where the house cocktails are served. You'll have a direct line of sight to some of the most interesting games in the building as well as a collection of TVs showing live sports. The Shooters Gallery bar is upstairs next to eight skeeball lanes and an array of cocktail tables and comfortable couches. Finally, the eclectic Fortuna Lounge bar is tucked away in the back. This gypsy-themed space is home to plenty of plush seating, coffee tables, and a bar that will serve whatever you wish.

Stookey's Club Moderne

895 Bush St
415-771-9695

StookeysClubModerne.com

Stookey's Club Moderne, located between Nob Hill and Union Square, is a lounge evoking the style of post-Prohibition San Francisco (1930-1940). The bar's classic cocktails and Streamline-Moderne design brings its guests back in time and into the mood of Dashiell Hammett's San Francisco.

Black Cat Jazz Supper Club

400 Eddy St
415-358-1999

BlackCatSF.com

Black Cat is located in the heart of San Francisco's Tenderloin

neighborhood, the historic arts and entertainment district once home to great supper clubs and fabled live jazz venues such as Blackhawk. Tapping into that legacy, Black Cat is a refined social dining experience featuring a modern American supper club menu, with delicious and satisfying plates meant to be shared among great company. Their 90-plus bottle wine list highlights international and artisanal varietals, including unique grower-producer champagnes, at an approachable price point. The venue features live jazz Wednesday through Sunday night.

SPIN SF

690 Folsom St
415-636-5995

WeAreSpin.com

SPIN is an eclectic bar, lounge, and ping pong social club. SPIN is the original ping pong social club, welcoming diversity and embracing the unconventional.

Audio

316 11th St
415-255-9440

AudioSF.com

In the heart of San Francisco's South of Market (SoMa) district exists one of the best mid-sized dance music venues in the world: Audio. Designed by sound fanatics for sound fanatics, Audio has been curated to present a level of quality in both sound and musical talent unlike any other space.

Cityscape

333 O'Farrell St
415-923-5002

CityscapeSF.com

This is the ultimate drink with a view in San Francisco. Located 46 stories above the streets of Union Square, Cityscape is the tallest skybar in San Francisco and offers 360° views of the City by the Bay. This site offers locally inspired craft cocktails, top-shelf spirits, small plates, and more.



Charmaine's Rooftop Restaurant & Bar

45 McAllister St
628-895-2039

CharmainesSF.com

When the elevator doors open 120 feet above Market Street, you've entered the rooftop bar and lounge San Francisco has been waiting for. Here, the energetic chic of a European terrace meets the laid-back vibes of "California cool." This location now serves an all-day menu from Executive Chef Jason Fox with new daytime cocktails created by partners BVHospitality (Bon Vivants, Trick Dog), featuring the vibrant flavors, original combinations, and unique bitters and syrups for which the duo is known.