

25/25 San Francisco USA

Whether cutting-edge or 1960s throw-back, preppy or hipster, progressive or capitalist, San Francisco is a city of quirky contradictions where anything goes. A local columnist once dubbed it the “Baghdad by the Bay”, but you’ll want to skip the touristy Fisherman’s Wharf to feel this hilly city’s multicultural pulse.

Essentials

- 01 Even the sunniest days can end in a blanket of chilling fog, so don’t forget a jacket, especially after 16.00.
- 02 Locals are casual, outside the financial district there’s not a suit in sight.
- 03 Take in a baseball game. The San Francisco Giants baseball park is in a class of its own, with a convenient downtown location and views of the Bay Bridge.
- 04 Stroll through Golden Gate Park or drive across the Golden Gate Bridge for a hike through Muir Woods’ giant sequoias.
- 05 Take an evening ride to Sausalito on the commuter ferry.

Guide/Info

Hotels

Independent and easy

Hotel Vitale
8 Mission Street
+ I 415 278 3700
hotelvitale.com

Dependable chain

w Hotels
181 Third Street
+ I 415 777 5300
starwoodhotels.com

Premium

Mandarin Oriental
222 Sansome Street
+ I 415 276 9888
mandarinoriental.com

Dining

Fast breakfast

Ferry Building Marketplace
Embarcadero at the foot of Market Street and various merchants
ferrybuildingmarketplace.com

Business breakfast

Vitrine
St Regis Hotel,
125 3rd Street, 4F
+ I 415 284 4049
stregis.com

Mid-morning coffee

Ritual Roasters
1026 Valencia Street
+ I 415 641 1024
ritualroasters.com

Lunch with colleagues

Slanted Door
1 Ferry Building
+ I 415 861 8032
slanteddoor.com

Need-to-impress-clients lunch

Ame Restaurant
689 Mission Street
+ I 415 284 4040
amerrestaurant.com

Lunch on your own

The Swan Oyster Depot
1517 Polk Street
+ I 415 673 1101

Afternoon tea/drink

Tartine Bakery
600 Guerrero Street
+ I 415 487 2600
tartinebakery.com

Dinner on your own

Alembic
1725 Haight Street
+ I 415 666 0822
alembicbar.com

Dinner with colleagues

Beretta
1199 Valencia Street
+ I 415 695 1199
berettasf.com

Private dinner

Bar Crudo
603 Bush Street
+ I 415 956 0396
barcrudo.com

Big dinner with clients

Spruce
3640 Sacramento Street
+ I 415 931 5100
sprucesf.com

Drink after dinner

La Trappe
800 Greenwich Street
+ I 415 440 8727
latrappecafe.com

Late bite

NOPA
560 Divisadero Street
+ I 415 864 8643
nopasf.com

On the tiles

Bourbon & Branch
This is a “speakeasy” so you will have to call ahead for a password.
501 Jones Street
+ I 415 346 1735
bourbonandbranch.com

Reading

Newsstand

Fog City News
455 Market Street,
Suite 125
+ I 415 543 7400
fogcitynews.com

Bookstore

City Lights Bookstore
261 Columbus Avenue
+ I 415 362 8193
citylights.com

Thank you

Designer goods

Designer paper goods
Kozo Arts
1969 Union Street, Suite A
+ I 415 351 2114
kozoarts.com

Shopping

Something you can’t get anywhere else

Chronicle Books
1846 Union Street,
+ I 415 345 8435
chroniclebooks.com

Lost luggage – where to buy dress shirts, socks and underwear

Neiman Marcus
150 Stockton Street
+ I 415 362 4777
neimanmarcus.com

Something for the kids

The Ark Toy Company
3325 Sacramento Street
+ I 415 440 8697
thearktoys.com

Something for someone you love

A customised scent from
Yosh Olefactory Sense
3042 Sacramento Street,
Suite 1
+ I 415 626 5385
eaudesyosh.com

Something for yourself

A bottle of local wine from
Plumpjack
3201 Fillmore Street
+ I 415 346 9870
plumpjack.com

Two-hour tour

- 01 The nearby California Academy of Sciences
A natural history museum, planetarium and aquarium all in one, topped with a “living” roof.
- 02 Golden Gate Park
+ I 415 379 8000
calacademy.org

Limousine/car

Cabs

Green Cab San Francisco
+ I 415 626 4733
(ask for a “green cab”)
sfgreencab.com

Limousine

Nationwide
+ I 800 339 8936
nslimo.com

Transport

With scant parking and hills aplenty, San Francisco’s better travelled on a bus, vintage trolley or cable car.

Buy a pass

One, three, or seven-day Muni Passports (\$11, \$18, \$24/ €8, €13, €18) offer unlimited rides, including cable cars.

Fitness

Good gym

Equinox
301 Pine Street
+ I 415 593 4000

Good running route

Golden Gate Park’s inner route.

