

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
hotelvital.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
+ I 415 983 3000
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 #3
+ I 415 861 8032
slanteddoor.com

Need-to-impress-clients lunch

Ame Restaurant
689 Mission Street
+ I 415 284 4040
amerestaurant.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
655 Divisadero Street
+ I 415 409 0679
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

Shopping

Something you can’t get anywhere else

Chronicle Books
680 Second Street
+ I 415 537 4200
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

Something for someone you love

A customised scent from **Yosh Olefactory Sense**
3042 Sacramento Street,
Suite 1
+ I 415 626 5385 (by appointment only)
eaudesyosh.com

Something for yourself

A bottle of local wine from **Plumpjack**
3138 Fillmore Street
+ I 415 346 5712
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”)
626green.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.



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