



FOOD SERVICE CATALOGUE

challah at us

WHO WE ARE

WISE SONS pairs **CLASSIC JEWISH RECIPES** with the best **CALIFORNIAN INGREDIENTS** to make delicious deli fare that would make your **BUBBE PROUD**



Wise Sons is the brainchild of two brothers, Evan and Ari Bloom, who founded the hospitality group in 2011 (5771). The idea came about on a trip abroad, when Evan broke it to Ari that he's always wanted to open a restaurant. He even had a crazy idea about reinventing their great-grandparents' grocery store in the form of San Francisco's first Jewish deli. Ari, in a prescient moment, suggested:

“Maybe it’s not so crazy...”

Upon his return, Evan talked his good friend, Leo Beck, into joining him on a (very reasonable) journey that started with guerrilla cooking and pop-ups. Today, Wise Sons has grown to 5 locations across the Bay Area, regular presence at some of the best farmers markets in California, a restaurant in Tokyo, and is poised to bring its Californian take on Jewish family cooking even further. Evan continues to helm the business as CEO, while Ari splits his time serving as Chairman and debating his brother about who actually is the wiser son.



Give us a call sometime -
We've got plenty to nosh on

WHOLESALE@WISESONSDELI.COM
(415) 787-DELI

EAT SOMETHING.



our **BAGELS**

WISE SONS SHMEARS offer a **VARIETY OF FLAVORS** to accompany your favorite bagel. Whether you're a scallion guy or salmon lover, we've got you covered.



our **SPREADS**



our **BREADS**

WISE SONS BREADS are fresh-baked. From challah made with **CAGE-FREE EGGS** and **WILDFLOWER HONEY** to classic Jewish **RYE STUDD**ED WITH **CARAWAY SEEDS**, we have the carbs you're looking for.



our **PASTRIES**

A meal isn't complete without something **SWEET**. Chase your chicken soup with a slice of **BABKA** OR **A RUGELACH** (or two).



our **DELI & GROCERY**

THE JEWISH CALENDAR is marked with a wide variety of **HOLIDAYS**, almost all of which come with an assortment of **SPECIAL DISHES**. From seasonal delights to limited edition specials, let us help you **CELEBRATE!**

WISE SONS is ready to stock your pantry. Looking for a snack with some **CRUNCH**? Enjoy a pack of our **BAGEL CHIPS**. Having a bagel picnic? Grab some **SMOKED SALMON** for the crowd.



our **HOLIDAY & SEASONAL**

the
**ORDERING
CATALOGUE**

PRODUCTS ♦ QUANTITIES ♦ PRICES
INGREDIENTS ♦ WEIGHTS



PRODUCT	UNIT/PACK	SHELF LIFE	INGREDIENTS
BAGELS			
PLAIN	DOZEN	1-2 DAYS	wheat flour, water, malt powder, sea salt, yeast and barley malt
EVERYTHING	DOZEN	1-2 DAYS	wheat flour, water, dry onions, sesame seeds, dry garlic, poppy seeds, caraway seeds, malt powder, sea salt, yeast and barley malt
SESAME	DOZEN	1-2 DAYS	wheat flour, water, sesame seeds, malt powder, sea salt, yeast and barley malt
ONION	DOZEN	1-2 DAYS	wheat flour, water, dry onion, malt powder, yeast, sea salt and barley malt
CINNAMON RAISIN	DOZEN	1-2 DAYS	wheat flour, water, sugar, cinnamon, raisins, malt powder, yeast, sea salt and barley malt
SALT AND PEPPER	DOZEN	1-2 DAYS	wheat flour, water, maldon salt, black pepper, malt powder, yeast, sea salt and barley malt
POPPY SEED	DOZEN	1-2 DAYS	wheat flour, water, poppy seeds, malt powder, sea salt and barley malt
ONION BIALY	DOZEN	1-2 DAYS	wheat flour, water, diced onions, poppy seeds, sea salt and yeast
SPREADS			
SHMEAR: PLAIN	POUND	10 DAYS	cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh cream
SHMEAR: SCALLION	POUND	7 DAYS	cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh scallions
SHMEAR: VEGGIE	POUND	7 DAYS	cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture), radish, celery, carrot, scallion, garlic, chives and dill
SHMEAR: SMOKED SALMON	POUND	7 DAYS	cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and sustainable smoked salmon

PRODUCT	UNIT/PACK	SHELF LIFE	INGREDIENTS
BREADS			
JEWISH RYE, WHOLE or SLICED	EACH	5 DAYS	wheat flour, water, rye flour, salt, caraway seeds, yeast, and polenta
SANDWICH LOAF CHALLAH, WHOLE	EACH	5 DAYS	wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast and sea salt
SEEDED BRAIDED CHALLAH	EACH	5 DAYS	wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast, sea salt, sesame seeds and poppy seeds
SESAME CHALLAH BUNS, 6-PACK	EACH	5 DAYS	wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast, sea salt and sesame seeds
PASTRIES			
CHOCOLATE BABKA	EACH	7 DAYS	organic wheat flour, chocolate, whole milk, butter, sugar, cage-free eggs, brown sugar, water, cream, cocoa powder, vanilla, yeast, cinnamon and salt
CINNAMON BABKA	EACH	7 DAYS	organic wheat flour, whole milk, butter, sugar, cage-free eggs, brown sugar, water, cream, vanilla, yeast, cinnamon and salt
APRICOT RUGELACH	DOZEN	2 DAYS	organic wheat flour, butter, cream cheese, dried apricots, sugar, sea salt and ground cinnamon
CHOCOLATE RUGELACH	DOZEN	5 DAYS	organic wheat flour, butter, cream cheese, chocolate, sugar, sea salt and ground cinnamon
CINNAMON WALNUT RUGELACH	DOZEN	3 DAYS	organic wheat flour, butter, cream cheese, roasted walnuts, sugar, sea salt and ground cinnamon
DELI & GROCERY			
*PRODUCT SHOULD BE ORDERED BY THE FULL PIECE, BUT WILL BE CHARGED BY THE POUND			
SMOKED SALMON, SLICED	POUND*	28 DAYS (SEALED) 5 DAYS (UNSEALED)	salmon, salt, sugar, spices, sodium nitrite, natural hardwood smoke
WHOLE PASTRAMI BRISKET	POUND*	90 DAYS (SEALED)	beef injected with a solution of water, salt, brown sugar, granulated honey, sugar, sodium erythorbate, sodium nitrite, garlic powder, and flavorings. Coated with black pepper and coriander
WHOLE CORNEB BEEF BRISKET	POUND*	90 DAYS (SEALED)	beef cured with a solution of water, salt, brown sugar, granulated honey, sugar, sodium erythorbate, sodium nitrite, garlic powder, and flavorings

HOW TO ORDER

IF INTERESTED IN SETTING UP AN ACCOUNT, PLEASE VISIT US AT [WISESONSDELI.COM/WHOLESALE](https://www.wisesonsdeli.com/wholesale) AND CLICK ON THE APPLICATION LINK.

UPON ACCOUNT APPROVAL, YOUR TEAM WILL BE PROVIDED CREDENTIALS TO PLACE ORDERS THROUGH OUR ONLINE PORTAL. LOOKING TO HAVE A RECURRING STANDING ORDER? OUR TEAM WILL BE HAPPY TO HELP GET ONE SET UP.

DELIVERY SCHEDULE

SAN FRANCISCO, BERKELEY & OAKLAND	7 DAYS PER WEEK
PENINSULA SOUTH BAY	MONDAY, WEDNESDAY, FRIDAY
NORTH BAY	TUESDAY, THURSDAY, SATURDAY

ALL BAKERY ORDERS MUST BE RECEIVED BY 12PM 3 DAYS PRIOR TO DELIVERY

ALL ROUTES ARE SUBJECT TO APPROVAL

DELIVERY DETAILS

- We deliver within San Francisco everyday, between 6am and 10am (subject to availability)
- Orders under \$100 may incur a delivery fee starting at \$25
- Orders are delivered in 'Stack & Nest' Bakery Trays—empty trays are picked up with the following delivery.
- Let us know if you have any other preferences, we will do our best to accommodate.

ORDER CANCELLATIONS MUST BE RECEIVED BY 12PM 3 DAYS PRIOR TO DELIVERY

CITIES WE OFFER SERVICE TO

SAN FRANCISCO, OAKLAND, BERKELEY, BRISBANE, SAN BRUNO & SOUTH SAN FRANCISCO

NORTH BAY:

SAUSALITO, CORTE MADERA, LARKSPUR, SAN RAFAEL & GREENBRAE

PENINSULA & SOUTH BAY:

BURLINGAME, BELMONT, FOSTER CITY, CUPERTINO, DALY CITY, LOS ALTOS, MENLO PARK, MILLBRAE, MOUNTAIN VIEW, PALO ALTO, REDWOOD CITY, SAN CARLOS, SAN MATEO, SANTA CLARA & STANFORD

QUESTIONS?

REACH OUT TO WHOLESALE@WISESONSDELI.COM

quality foods

**WISE
SONS**

since 5771