



# WHOLESALE 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**



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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 Beckerman, 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, and at some of the best grocery stores in the Bay.



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

**WHOLESALE@WISESONSDELI.COM**  
**(415) 294-0667**

**EAT SOMETHING.**



**WISE SONS BAGELS** are made the **OLD-FASHIONED WAY**: kettle boiled in malt water, double-coated in classic toppings, then carefully baked for just the **RIGHT AMOUNT OF CHEW**.

**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.



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

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



**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.

**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!**



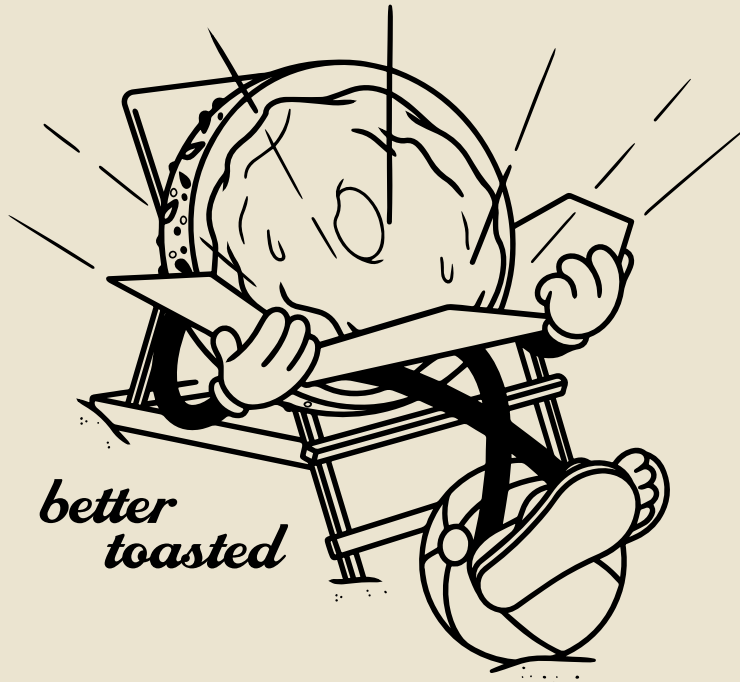
# *the* ORDERING CATALOGUE

PRODUCTS ♦ QUANTITIES ♦ PRICES  
INGREDIENTS

Delivery available within San Francisco, Oakland & Berkeley and for cities between San Francisco and Santa Clara.



| item                                     | price     | msrp    | shelf life       | pack size             | ingredients  |
|--|-----------|---------|------------------|-----------------------|--|
| <b>SHMEAR, BULK</b>                      |           |         |                  |                       |  |
| SHMEAR: PLAIN, BULK                      | \$4.15/lb |         | 10 days          | 5 LB                  | cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh cream  |
| SHMEAR: SCALLION, BULK                   | \$5.15/lb |         | 5 days           | 5 LB                  | cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh scallions  |
| SHMEAR: VEGGIE, BULK                     | \$6.20/lb |         | 5 DAYS           | 5 LB                  | 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, BULK              | \$8.30/lb |         | 7 days           | 5 LB                  | cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and sustainable smoked salmon                              |
| <b>BAGELS, LOOSE</b>                     |           |         |                  |                       |  |
| PLAIN                                    | \$12.96   |         | 1 DAY            | DOZEN                 | wheat flour, water, malt powder, sea salt, yeast and barley malt   |
| EVERYTHING                               | \$12.96   |         | 1 DAY            | DOZEN                 | wheat flour, water, dry onions, sesame seeds, dry garlic, poppy seeds, caraway seeds, malt powder, sea salt, yeast and barley malt                                     |
| SESAME                                   | \$12.96   |         | 1 DAY            | DOZEN                 | wheat flour, water, sesame seeds, malt powder, sea salt, yeast and barley malt   |
| CINNAMON RAISIN                          | \$12.96   |         | 1 DAY            | DOZEN                 | wheat flour, water, sugar, cinnamon, raisins, malt powder, yeast, sea salt and barley malt   |
| SALT AND PEPPER                          | \$12.96   |         | 1 DAY            | DOZEN                 | wheat flour, water, maldon salt, black pepper, malt powder, yeast, sea salt and barley malt  |
| POPPY SEED                               | \$12.96   |         | 1 DAY            | DOZEN                 | wheat flour, water, poppy seeds, malt powder, sea salt and barley malt   |
| ONION BIALY                              | \$12.96   |         | 1 DAY            | DOZEN                 | wheat flour, water, diced onions, poppy seeds, canola oil, sea salt and yeast  |
| <b>PROTEINS</b>                          |           |         |                  |                       |  |
| SMOKED SALMON, WHOLE, SLICED             | \$16/lb   |         | 28 days (sealed) | WHOLE (charged by lb) | salmon, salt, sugar, spices, sodium nitrite, natural hardwood smoke  |
| SMOKED SALMON, RETAIL, SLICED            | \$11.50   | \$24.50 | 21 DAYS          | 8 FL OZ               | salmon, salt, sugar, spices, sodium nitrite, natural hardwood smoke  |
| PASTRAMI, WHOLE BRISKET                  | \$11/LB   |         | 28 days (sealed) | WHOLE (charged by lb) | beef, water, salt, sugar, sodium erythorbate, sodium nitrite, flavorings, black pepper, ground coriander, caramel color  |
| CORNED BEEF, WHOLE BRISKET               | \$11/LB   |         | 28 days (sealed) | WHOLE (charged by lb) | beef, water, salt, sugar, sodium erythorbate, sodium nitrite, flavorings, garlic, mustard seed, bay leaves   |
| <b>SHMEARS, RETAIL PACK</b>              |           |         |                  |                       |  |
| SHMEAR: PLAIN                            | \$2.50    | \$6.25  | 10 DAYS          | 8oz                   | cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh cream  |
| SHMEAR: SCALLION                         | \$3.10    | \$6.75  | 7 DAYS           | 8oz                   | cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh scallions  |
| SHMEAR: SMOKED SALMON                    | \$3.90    | \$9.25  | 7 DAYS           | 8oz                   | cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and sustainable smoked salmon                              |
| SHMEAR: VEGGIE                           | \$3.75    | \$7.50  | 7 DAYS           | 8oz                   | cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) celery, carrots, radish, scallion, garlic, dill            |
| <b>BAGELS, RETAIL 4-PACK</b>             |           |         |                  |                       |  |
| PLAIN, 4 PACK                            | \$4.75    | \$9.00  | 3 DAYS           | 13oz                  | wheat flour, water, malt powder, sea salt, yeast and barley malt   |
| EVERYTHING, 4 PACK                       | \$4.75    | \$9.00  | 3 DAYS           | 14oz                  | wheat flour, water, dry onions, sesame seeds, dry garlic, poppy seeds, caraway seeds, malt powder, sea salt, yeast and barley malt                                     |
| SESAME, 4 PACK                           | \$4.75    | \$9.00  | 3 DAYS           | 16oz                  | wheat flour, water, sesame seeds, malt powder, sea salt, yeast and barley malt   |
| ONION BIALY, 4 PACK                      | \$4.75    | \$9.00  | 3 DAYS           | 18oz                  | wheat flour, water, diced onions, poppy seeds, sea salt and yeast  |
| ASSORTED: POPPY & SESAME, 4 PACK         | \$4.75    | \$9.00  | 3 DAYS           | 16oz                  | wheat flour, water, sesame seeds, poppy seeds, malt powder, sea salt, yeast and barley malt  |
| <b>PASTRIES</b>                          |           |         |                  |                       |  |
| CHOCOLATE BABKA, EA                      | \$9.50    | \$15.00 | 3 DAYS           | 21oz                  | wheat flour, chocolate, whole milk, butter, sugar, cage-free eggs, brown sugar, water, cream, cocoa powder, vanilla, yeast, cinnamon and salt                          |
| CINNAMON BABKA, EA                       | \$9.50    | \$15.00 | 3 DAYS           | 21oz                  | organic wheat flour, whole milk, butter, sugar, cage-free eggs, brown sugar, water, cream, vanilla, yeast,   |
| CHOCOLATE CHIP COOKIES, EA               | \$2.00    | \$3.50  | 2 DAYS           | 3oz                   | chocolate, enriched wheat flour, butter, brown sugar, sugar, cage-free eggs, baking soda, corn starch, salt, rice syrup, milk powder, vanilla                          |
| <b>BREADS</b>                            |           |         |                  |                       |  |
| JEWISH RYE, WHOLE or SLICED              | \$6.32    | \$9.00  | 2 DAYS           | 35oz                  | wheat flour, water, rye flour, salt, caraway seeds, yeast, and polenta   |
| SANDWICH LOAF CHALLAH, WHOLE             | \$6.39    | \$8.00  | 2 DAYS           | 21oz                  | wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast and sea salt   |
| SEEDED BRAIDED CHALLAH                   | \$6.61    | \$10.75 | 2 DAYS           | 14oz                  | wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast, sea salt, sesame seeds and poppy seeds                                      |
| PLAIN BRAIDED CHALLAH                    | \$6.31    | \$10.75 | 2 DAYS           | 14oz                  | wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast, and sea salt  |
| SESAME CHALLAH BUNS, 6 PACK              | \$6.35    | \$10.75 | 2 DAYS           | 16oz                  | wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast, sea salt and sesame seeds   |
| <b>GROCERY</b>                           |           |         |                  |                       |  |
| GARLIC & SEA SALT BAGEL CHIPS, CS/ 10 EA | \$41.25   | \$9.00  | 30 DAYS          | 8 OZ                  | wheat flour, water, garlic-infused olive oil, dry onions, sesame seeds, garlic, poppy seeds, sea salt, caraway seeds, malt powder, yeast and barley malt               |
| EVERYTHING CHILI CRISP, CS/ 12 EA        | \$54.00   | \$10.00 | 180 DAYS         | 6 FL OZ               | chili flakes, soy sauce, ginger, white sugar, canola oil, onion, sesame, garlic, poppy, caraway, sea salt  |
| EVERYTHING SPICE MIX, CS/ 12 EA          | \$42.00   | \$10.00 | 180 DAYS         | 6 FL OZ               | onion, sesame, garlic, poppy, caraway, sea salt  |
| PICKLE BRINE HOT SAUCE, CS/ 12 EA        | \$42.00   | \$8.50  | 180 DAYS         | 6 FL OZ               | chilies, salt, vinegar, sugar, spices  |



*better  
toasted*

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