



# RETAIL 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 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.

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*give us a call sometime -*

WE'VE GOT PLENTY TO NOSH ON

**WHOLESALE@WISESONSDELI.COM**  
**(415) 787-DELI**

**EAT SOMETHING.**



## our BAGELS

**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*.



## our SPREADS



## our BREADS

**WISE SONS BREADS** are fresh-baked. From challah made with *cage-free eggs* and *wildflower honey* to classic Jewish *rye studded 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  
UPC ♦ WEIGHTS



# PACKAGED FOR RETAIL

PRODUCT	UNIT/ PACK	WEIGHT	UPC	SHELF LIFE	INGREDIENTS
BAGELS					
PLAIN	4 PACK	13oz	 8 53242 00701 2	3 DAYS	wheat flour, water, malt powder, sea salt, yeast and barley malt
EVERYTHING	4 PACK	14oz	 8 53242 00700 5	3 DAYS	wheat flour, water, dry onions, sesame seeds, dry garlic, poppy seeds, caraway seeds, malt powder, sea salt, yeast and barley malt
SESAME	4 PACK	16oz	 8 53242 00722 7	3 DAYS	wheat flour, water, sesame seeds, malt powder, sea salt, yeast and barley malt
ONION BIALY	4 PACK	18oz	 8 53242 00702 9	3 DAYS	wheat flour, water, diced onions, poppy seeds, sea salt and yeast
ASSORTED: POPPY & SESAME	4 PACK	16oz	 8 53242 00703 6	3 DAYS	wheat flour, water, sesame seeds, poppy seeds, malt powder, sea salt, yeast and barley malt
SPREADS					
SHMEAR: PLAIN	1/2 PINT	8oz	 8 53242 00715 9	10 DAYS	cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh cream
SHMEAR: SCALLION	1/2 PINT	8oz	 8 53242 00716 6	7 DAYS	cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and fresh scallions
SHMEAR: SMOKED SALMON	1/2 PINT	8oz	 8 53242 00717 3	7 DAYS	cream cheese (pasteurized milk, cream, whey protein, salt, carob bean gum, xanthan gum, and cheese culture) and sustainable smoked salmon
SMOKED TROUT SALAD	1/2 PINT	8oz	 8 53242 00729 6	7 DAYS	smoked trout, diced red onion and celery, lemon, parsley, dill, mayonnaise, and sour cream

# PACKAGED FOR RETAIL

PRODUCT	UNIT/ PACK	WEIGHT	UPC	SHELF LIFE	INGREDIENTS
BREADS					
JEWISH RYE, WHOLE or SLICED	1 LOAF	35oz	 8 53242 00704 3	7 DAYS	wheat flour, water, rye flour, salt, caraway seeds, yeast, and polenta
SANDWICH LOAF CHALLAH, WHOLE	1 LOAF	21oz	 8 53242 00706 7	7 DAYS	wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast and sea salt
SEEDED BRAIDED CHALLAH	1 LOAF	14oz	 8 53242 00766 1	7 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	16oz	 8 53242 00708 1	7 DAYS	wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast, sea salt and sesame seeds
PASTRIES					
CHOCOLATE BABKA	1 LOAF	21oz	 8 53242 00710 4	7 DAYS	wheat flour, chocolate, whole milk, butter, sugar, cage-free eggs, brown sugar, water, cream, cocoa powder, vanilla, yeast, cinnamon and salt
CINNAMON BABKA	1 LOAF	21oz	 8 53242 00764 7	7 DAYS	organic wheat flour, whole milk, butter, sugar, cage-free eggs, brown sugar, water, cream, vanilla, yeast, cinnamon and salt
DELI & GROCERY					
SMOKED SALMON, SLICED	1 EACH	8oz	 8 53242 00731 9	7 DAYS	salmon, salt, sugar, spices, sodium nitrite, natural hardwood smoke
GARLIC & SEA SALT BAGEL CHIPS	10/CS	8oz EACH	 8 53242 00721 0	30 DAYS	wheat flour, water, garlic-infused olive oil, dry onions, sesame seeds, garlic, poppy seeds, sea salt, caraway seeds, malt powder, yeast and barley malt