



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**



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 STUDDED 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!**



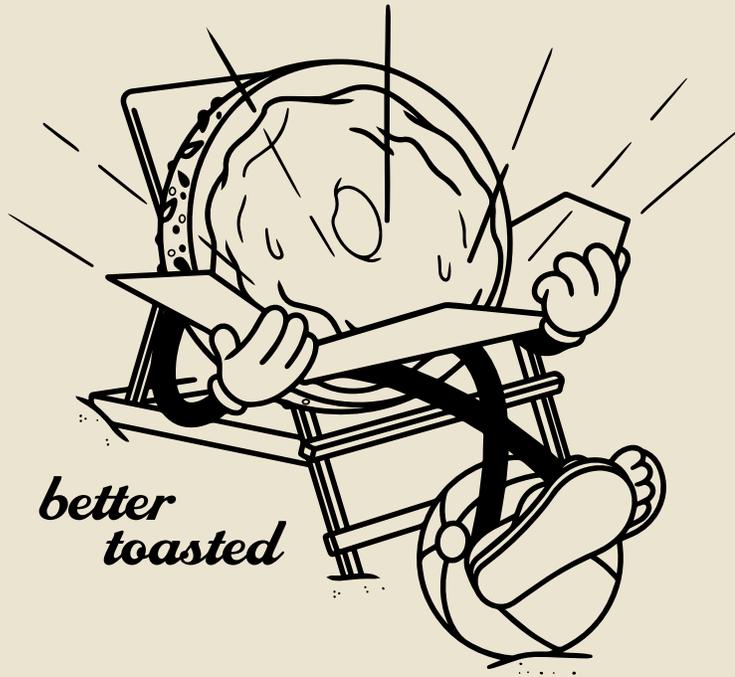
the ORDERING CATALOGUE

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
SHMEAR, BULK					
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
BAGELS, LOOSE					
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
PROTEINS					
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
SHMEARS, RETAIL PACK					
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
BAGELS, RETAIL 4-PACK					
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
PASTRIES					
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
BREADS					
JEWISH RYE, WHOLE or SLICED	\$6.00	\$9.00	2 DAYS	35oz	wheat flour, water, rye flour, salt, caraway seeds, yeast, and polenta
SANDWICH LOAF CHALLAH, WHOLE	\$6.00	\$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	\$6.25	\$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	\$5.95	\$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	\$6.00	\$10.75	2 DAYS	16oz	wheat flour, water, cage-free eggs, canola oil, wildflower honey, egg yolks, sugar, yeast, sea salt and sesame seeds
GROCERY					
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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