

## SWEETS & PASTRIES

**BABKA** Guittard chocolate or cinnamon slice *4* loaf *13*

**RUGELACH** chocolate, cinnamon-walnut, or apricot *1.25*

**RAINBOW SPRINKLE COOKIE** *1.5*

**COCONUT MACARON** *2*

*Take Home*

**WISE  
SONS**

**JEWISH RYE** 7

**TOP SEEDED WHEAT** 7

**CHALLAH**

loaf 6 braided *7.25* raisin *7.5*

**WISE SONS BABKA**

bittersweet chocolate or cinnamon  
slice *4* loaf *13*

**SMOKED SALMON\***

*sliced by the half pound*

double cured *22*

pastrami crusted *22*

**SMOKED TROUT SALAD**

our take on whitefish 1/2 pint *10*

**CHOPPED LIVER** 1/2 pint *10*

**SLICED DELI MEAT**

*no hormones or antibiotics, ever!*

pastrami or corned beef *12.25*

**PICKLES** from the barrel *9*

**PICKLED VEGGIES** pint *9*

**BAGEL CHIPS** bag *7*

**CHICKEN SOUP** quart *10*

each handmade matzo ball *2*



*Since 5771*

## CATERING

*ask about our full assortment of home and office catering options, for events of all sizes!*

### DOZEN BAGELS & SHMEAR BOX

choice of assorted bagels with 1 pint of whipped cream cheese.

### DELUXE DOZEN BAGEL & SHMEAR BOX

assorted bagels plus your choice of any 3 varieties of our half-pint shmears.

### THE CONTINENTAL BAGEL BREAKFAST BOX

choice of assorted bagels, plus cream cheese, butter, preserves and fruit salad.

MANY OTHER OPTIONS AVAILABLE: *call 415-992-NOSH for info*

**1520 FILLMORE STREET @ GEARY**

**(415) 872-9046**

MON-FRI: 7AM-3PM; SAT-SUN: 8AM-3PM

**WWW.WISESONSDELI.COM**

our bagels are mixed with five simple ingredients,  
cold-retarded for 36 hours, & boiled in barley malt

**EVERYTHING** ♦ **SALT**  
**POPPY SEED** ♦ **SESAME**  
**PLAIN** ♦ **ONION BIALY**

EACH 2 HALF DOZEN **10**  
BAKER'S DOZEN **18**

## SHMEARS

on a toasted bagel / half pint to-go

<b>UNSALTED BUTTER</b>	<b>3 / 5</b>
<b>HOUSE FRUIT PRESERVES</b>	<b>3.5 / 5</b>
<b>PLAIN CREAM CHEESE</b>	<b>3.5 / 4.5</b>
<b>SCALLION SHMEAR</b>	<b>4 / 5</b>
<b>SPICY HARISSA SHMEAR</b>	<b>4 / 5</b>
<b>HORSERADISH-DILL SHMEAR</b>	<b>4 / 5</b>
<b>SMOKED SALMON* SHMEAR</b>	<b>4.5 / 6</b>
<b>HOUSEMADE HUMMUS</b>	<b>4 / 5</b>
<b>SMASHED AVOCADO</b>	<b>4</b>
<b>ALFIERI ALMOND BUTTER</b>	<b>4.5</b>

*add* sliced apples & wildflower honey **+1.5**

## PIZZA BAGEL

fresh mozzarella, tomato sauce & fresh basil; pizza anytime! **9**  
*add* crumbled pastrami sausage **+3**

\* CONSUMING RAW OR UNDERCOOKED SEAFOOD  
MAY INCREASE RISK OF FOODBORNE ILLNESS

4% SURCHARGE ADDED TO ALL PURCHASES IN RESPONSE TO SAN FRANCISCO EMPLOYER MANDATES

## TOASTED BAGEL SANDWICHES

### CLASSIC SMOKED SALMON\*

with capers, red onions & whipped cream cheese on a plain bagel  
closed **10** / open-faced **13**

### PASTRAMI SMOKED SALMON\*

pastrami crusted salmon layered with cucumber, tomato, onions &  
scallion shmear on a sesame bagel closed **10.5** / open-faced **13.5**

### SMOKED TROUT SALAD

with horseradish-dill shmear, tomato, &  
butter lettuce on a sesame bagel **10**

### WEST COAST VEGGIE VEGAN

house-made hummus, roasted trumpet,  
cremini, and maitake mushrooms, pickled  
onions & greens mix on a poppy seed bagel **8**

### EAST COAST VEGGIE VEGETARIAN

english cucumbers, radish, hothouse  
tomatoes, red onions, hippie greens mix &  
scallion shmear on an everything bagel **8**

*add* smashed avocado **+2**  
crispy pastrami **+2.5**

### 24TH STREET TURKEY CLUB

smoked diestel ranch turkey, crispy pastrami, butter lettuce, onion,  
tomatoes, avocado, & horseradish-dill shmear on a salt bagel **11**

### HOT BRISKET

slow roasted beef brisket served hot with spicy harissa shmear, hippie  
greens, shaved cucumber & red onion on a sesame bagel **10**

#### Add a Side:

a whole dill pickle **+1**  
bagel chips & choice  
of shmear to dip **+3**

#### "Drag it Through the Garden"

hippie greens mix,  
cucumber, pickled  
onion, radish **+2**

## ASK ABOUT OUR SOUP OF THE DAY SPECIAL

### BODEGA EGG & CHEESE

with melted cheddar & aioli on a bialy! **7**

*add* crispy pastrami **+2.5** smashed avocado **+2**  
pastrami breakfast sausage **+3** brisket **+4**