
SWEETS & PASTRIES

BABKA Guittard chocolate or cinnamon *slice 4 loaf 13*

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

RAINBOW SPRINKLE COOKIE *1.5*

Take Home

**WISE
SONS**

JEWISH RYE 8

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 $\frac{1}{2}$ pint *10.5*

CHOPPED LIVER $\frac{1}{2}$ 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
SAN FRANCISCO, CA 94115**

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 **11**
BAKER'S DOZEN **20**

HOUSE-MADE SHMEARS on a bagel / half-pint

BUTTER	3 / 5
HOUSE PRESERVES	3.5 / 5
PLAIN SHMEAR	3.5 / 4.5
SCALLION SHMEAR	4 / 5
HORSERADISH-DILL SHMEAR	4 / 5
SPICY HARISSA SHMEAR	4 / 5
BERRY SHMEAR	4 / 5
SMOKED SALMON* SHMEAR	4.5 / 6
HOUSEMADE HUMMUS	4 / 5
SMASHED AVOCADO	4
CINNAMON TOAST (MELTED BUTTER AND CINNAMON-SUGAR)	4.5
ALFIERI ALMOND BUTTER	4.5

MATZO BALL SOUP
not as good as your bubbe's
8

*CONSUMING RAW OR UNDERCOOKED SEAFOOD MAY INCREASE RISK OF FOODBORNE ILLNESS
3% SURCHARGE ADDED TO ALL PURCHASES TO CONTRIBUTE TO EMPLOYEE HEALTH COVERAGE.

SERVED ON YOUR CHOICE OF TOASTED BAGEL OR BIALY
add smashed avocado **+2** / crispy pastrami **+2.5** / pastrami sausage **+3**

ALL-DAY EGG SANDWICHES

BODEGA EGG & CHEESE with melted cheese & aioli **7**
SPICY EGG with spicy harissa shmeat & hippie greens **7**
L.E.O. pastrami spiced salmon with scallion shmeat & egg **11**

SMOKED FISH SANDWICHES

CLASSIC SMOKED SALMON
with capers, red onions & classic shmeat **closed 10 / open 13**
PASTRAMI SALMON pastrami-spiced smoked salmon with
cucumber, tomato, onions & scallion shmeat **closed 10.5 / open 13.5**
SMOKED TROUT SALAD SANDWICH
with horseradish-dill shmeat, tomato, & butter lettuce **11**

TOASTED BAGEL SANDWICHES

EAST COAST VEGGIE VEGETARIAN scallion shmeat, radish,
cucumbers, tomatoes, onions, & hippie greens **closed 8 / open 10**
WEST COAST VEGGIE VEGAN
hummus, roasted mushrooms, pickled
onions & hippie greens **closed 8 / open 10**
HOT PASTRAMI #19 BAGEL
sliced pastrami served hot with coleslaw,
Russian dressing & Swiss cheese **11**

24TH STREET TURKEY CLUB
smoked turkey, crispy pastrami, butter
lettuce, onion, tomatoes, avocado &
horseradish shmeat **11**

SPICY BRISKET slow roasted beef
brisket with spicy harissa shmeat, hippie
greens, cucumber & red onion **10**

PIZZA BAGEL

plain shmeat, tomato sauce, fresh mozzarella & basil **9**

**"Drag it Through
the Garden?"**

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

Add a Side

whole dill pickle **+1**
bagel chips with
shmeat to dip **+3**