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## SWEETS & PASTRIES

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

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

**RAINBOW SPRINKLE COOKIE 2**

*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*

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## CATERING

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

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### 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

<b>BUTTER</b>	<b>3 / 5</b>
<b>HOUSE PRESERVES</b>	<b>3.5 / 5</b>
<b>PLAIN SHMEAR</b>	<b>3.5 / 4.5</b>
<b>SCALLION SHMEAR</b>	<b>4 / 5</b>
<b>HORSERADISH-DILL SHMEAR</b>	<b>4 / 5</b>
<b>SPICY HARISSA SHMEAR</b>	<b>4 / 5</b>
<b>BERRY 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>
<b>CINNAMON TOAST</b> (MELTED BUTTER AND CINNAMON-SUGAR)	<b>4.5</b>

**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, shawarma roasted squash, 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**

**"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**

**PIZZA BAGEL**

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