

# Legacy Business Registry Staff Report

HEARING DATE JANUARY 22, 2018

## LUCCA DELICATESSEN

*Application No.:* LBR-2017-18-027  
*Business Name:* Lucca Delicatessen  
*Business Address:* 2120 Chestnut Street  
*District:* District 2  
*Applicant:* Paul Bosco and Linda Fioretti, Owners  
*Nomination Date:* November 3, 2017  
*Nominated By:* Supervisor Mark Farrell  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Lucca Delicatessen was opened in 1929 by Michele (Mike) Bosco along with his partners, Chef Maggiore Colona and Italo Cencini. Mike Bosco was born and raised in Glenwood Springs, Colorado. He grew up working on the Denver & Rio Grande Railroad and working at the Star Hotel in Glenwood. Like many other Italians in the years before the Great Depression, he decided to move to San Francisco to start a business and raise his family.

The owners of Lucca Delicatessen sold many imported Italian and French shelf items. They created a kitchen in the rear of the store to cook and produce Italian food. They purchased a machine built in Italy to make ravioli and fresh pasta. The raviolis were so popular that the owners of Lucca Delicatessen decided to start delivering them. One of their first customers was the Fairmont Hotel. As the business and neighborhood grew, deliveries were no longer needed as customers would simply come into the store.

In 1959, Maggiore and Italo sold their ownership in the deli to Mike Bosco. Mike's son Ed Bosco had been working at the deli since he was a young boy. After the sale of the deli to Mike, Mike and Ed worked together to manage the business. In 1968, Ed became the sole owner of Lucca Deli. Ed ran Lucca Delicatessen continuously for 40 years with great success. His commitment to fresh, quality food and customer service was paramount. Business blossomed with his attention to detail, demand of consistency and continental style and service.

In the 1980s, Ed's children Linda and Paul began working at Lucca Delicatessen during summers and some weekends when they were in high school. Both went to college. After they graduated from college and started their own careers, Ed began talking about the possibility of selling the deli. This was a wakeup call for Linda and Paul who couldn't imagine someone else running Lucca's. So after growing up in the deli and working all those summer vacations and holidays – they both decided to come into the business full-time.

Today, owners Linda Bosco Fioretti and Paul Bosco represent a brother and sister team with over 25 years' experience running the shop.



**CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?**

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2120 Chestnut Street from 1929 to Present (88 years)

**CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?**

Yes, the applicant has contributed to the Marina District neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Lucca Delicatessen is associated with the culinary traditions of Northern Italy, originating from the areas of Lucca and Piemonte. The delicatessen makes its own ravioli.
- Lucca Delicatessen has contributed to the identity of the Marina District and to San Francisco's culinary heritage by providing Northern Italian food and recipes originating from the areas of Lucca and Piemonte. The Bosco family helped develop an Italian community in San Francisco.
- The property is located within the California Register-eligible Marina Corporation Residential Historic District. The historic district is bounded by Marina Boulevard to the north, the east side of Scott Street, the west side of Fillmore Street, and the north side of Chestnut Street (not including commercial or mixed-use properties along Chestnut) represents the high volume of initial residential development that took place in the short time following the PPIE (1922-1940) and the unique approach to attracting residents by utilizing and incorporating ideas drawn from previously developed residence parks such as curvilinear streets to provide maximum picturesque views of the bay. The Marina neighborhood is characterized by single-family dwellings with the occasional multi-unit dwelling scattered throughout and commercial corridors along Lombard Street and Chestnut Street. The predominant architectural styles are Mediterranean Revival, Spanish Eclectic, and other Period Revival style buildings. Overall, there is great uniformity in scale, styles and materials throughout the neighborhood. The period of significance is 1922-1939.
- The business has been mentioned in many travel and food destination books and is a Zagat-rated business. The business has been cited in the following publications:
  - SF Chronicle.
  - Marina Times.
  - New York Times.
  - Sunset Magazine.
  - AAA magazine.
  - American Airlines magazine.
  - Hoodline
  - SF Eater.



**CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?**

Yes, Lucca Delicatessen is committed to maintaining the physical features and traditions that define the Italian deli that has served the Marina District since 1929.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Lucca Delicatessen qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Lucca sign.
- Traditional green, red, and white striped awning.
- 1920s black storefront tiles.
- Original storefront windows.
- Original store shelving.
- Ravioli machine.
- Front window displays.
- Hanging cured meats.
- Recipes for ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata, and potato salad.
- Employee training and long-term retention.

**CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Delicatessen.

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Lucca Delicatessen currently located at 2120 Chestnut Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE: JANUARY 22, 2018

LUCCA DELICATESSEN

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

<i>Application No.:</i>	LBR-2017-18-027
<i>Business Name:</i>	Lucca Delicatessen
<i>Business Address:</i>	2120 Chestnut Street
<i>District:</i>	District 2
<i>Applicant:</i>	Paul Bosco and Linda Fioretti, Owners
<i>Nomination Date:</i>	November 3, 2017
<i>Nominated By:</i>	Supervisor Mark Farrell
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR LUCCA DELICATESSEN, CURRENTLY LOCATED AT 2120 CHESTNUT STREET.

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

**WHEREAS**, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the neighborhood's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the physical features and traditions that define the business; and

**WHEREAS**, at a duly noticed public hearing held on January 22, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore







SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Lucca Delicatessen in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED** that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Lucca Delicatessen:

Physical Features or Traditions that Define the Business:

- Lucca sign.
- Traditional green, red, and white striped awning.
- 1920s black storefront tiles.
- Original storefront windows.
- Original store shelving.
- Ravioli machine.
- Front window displays.
- Hanging cured meats.
- Recipes for ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata, and potato salad.
- Employee training and long-term retention.

**BE IT FURTHER RESOLVED** that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Lucca Delicatessen on the Legacy Business Registry:

- Delicatessen.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 22, 2018.

---

Regina Dick-Endrizzi  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2017-18-027  
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**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?       X       Yes                      No

2120 Chestnut Street from 1929 to Present (88 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?       X       Yes                      No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?       X       Yes                      No

**NOTES:** NA

**DELIVERY DATE TO HPC:** December 18, 2017

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 2



City and County of San Francisco

**MARK E. FARRELL**

November 3, 2017  
San Francisco Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate Lucca Delicatessen to the Legacy Business Registry of San Francisco. Lucca's Deli has been a culinary and cultural institution in San Francisco and the Marina community for over 85 years and is a beloved neighborhood institution.

Lucca Delicatessen first opened in 1929 at 2120 Chesnut Street in the heart of the Marina neighborhood and continues to operate at that location without a break in service. Lucca's Deli has remained relatively unchanged in its history, managing to keep the business in the family for three generations. Still retaining the original 1930's tiles and display windows, shelving, cheese rack, and ravioli maker. Well known for fresh, quality food, and familiar faces, Lucca's Deli embodies the definition of a San Francisco neighborhood spot, and is Zagat rated as well as listed in many travel books as a food destination for visitors of the city.

Lucca's Deli has stood out among small businesses for not only their dedication to exemplary customer service, but for also keeping the ingredients and techniques of many recipes the same since opening their doors in 1929. Lucca's Delicatessen's standards that are in place now are being well maintained to ensure the consistency that a strong, loyal, and local clientele deserves.

Sincerely,

A handwritten signature in blue ink that reads "Mark E. Farrell". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark E. Farrell  
San Francisco Supervisor, District 2

## Section One:

### Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business.
- The name, title, and contact information of the applicant.
- The business's San Francisco Business Account Number and entity number with the Secretary of State if applicable.

NAME OF BUSINESS:

BOSCO'S DEUCATESSON, INC. DBA LUCCA DEUCATESSON

BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)

PAUL BOSCO  
LINDA FIONETTI

CURRENT BUSINESS ADDRESS:

2120 CHESTNUT ST.

TELEPHONE:

415) 921-7873

EMAIL:

WEBSITE:

WWW.LUCCADEUC.COM

FACEBOOK PAGE:

YES

YELP PAGE

APPLICANT'S NAME

APPLICANT'S TITLE

APPLICANT'S ADDRESS:

TELEPHONE:

( )

EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:

SRBH 19-668949 )  
0017459 ←

SECRETARY OF STATE ENTITY NUMBER (if applicable):

C0902495

OFFICIAL USE: Completed by OSR Staff

NAME OF NOMINATOR:

DATE OF NOMINATION:

## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2120 CHESEBROT ST S.F.	94123	08/1929
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	CONTINUOUS	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
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		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:



## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, ~~will not be eligible to apply for the Business Assistance Grant~~ **NOT APPLICABLE**

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory licenses are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

PAUL BOSCO  
Name (Print):

Date:

[Signature]  
Signature:

## **LUCCA DELICATESSEN**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Lucca Delicatessen was opened in 1929 by Michele (Mike) Bosco along with his partners, Chef Maggiore Colona and Italo Cencini.

Mike Bosco was born and raised in Glenwood Springs, Colorado. He grew up working on the Denver & Rio Grande Railroad and working at the Star Hotel in Glenwood. Like many other Italians in the years before the Great Depression, he decided to move to San Francisco to start a business and raise his family. At the time, the Marina District was hardly inhabited. Historic photographs show Chestnut Street and surrounding blocks at the time with many vacant lots. As the neighborhood became more populated, landlords realized that by converting the spaces under their upper-story units to retail they could generate more income. Chestnut Street became a thriving shopping district. This is how Lucca Delicatessen was born – it was originally a parking garage beneath a 6-unit apartment building.

The owners of Lucca Delicatessen sold many imported Italian and French shelf items. They created a kitchen in the rear of the store to cook and produce Italian food. They purchased a machine built in Italy to make ravioli and fresh pasta. The raviolis were so popular that the owners of Lucca Delicatessen decided to start delivering them. One of their first customers was the Fairmont Hotel. As the business and neighborhood grew, deliveries were no longer needed as customers would simply come into the store.

In 1959, Maggiore and Italo sold their ownership in the deli to Mike.

Mike's son Ed Bosco had been working at the deli since he was a young boy. After the sale of the deli to Mike, Mike and Ed worked together to manage the business. As time went on, Mike worked less and Ed worked more. In 1968, Ed became the sole owner of Lucca Deli.

Ed ran Lucca Delicatessen continuously for 40 years with great success. His commitment to fresh, quality food and customer service was paramount. Business blossomed with his attention to detail, demand of consistency and continental style and service.

In the 1980s, Ed's children Linda and Paul began working at Lucca Delicatessen during summers and some weekends when they were in high school. Both went to college. After they graduated from college and started their own careers, Ed began talking about the possibility of selling the



deli. This was a wake-up call for Linda and Paul who couldn't imagine someone else running Lucca's. So after growing up in the deli and working all those summer vacations and holidays – they both decided to come into the business full-time

Today, Linda Bosco Fioretti and Paul Bosco represent a brother and sister team with over 25 years' experience running the shop. They are delighted to share in the deli's wonderful tradition and legacy.

**b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?**

The business has remained open continuously since it was founded.

**c. Is the business a family-owned business? If so, give the generational history of the business.**

Lucca Delicatessen is a family owned business. Following is the ownership history:

Mike Bosco, Maggiore Colona and Italo Cencini: 1929 to 1959

Mike Bosco and Ed Bosco: 1959 to 1968

Ed Bosco: 1977 to 1991

Linda Bosco Fioretti and Paul Bosco: 1991 to Present

**d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.**

N/A

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

N/A. There are additional materials that show Mike Bosco as owner more than 30 years ago, including the Business Tax Registration Certificate.

**f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The building is not included on an historic registry. It is classified by the City as a Category B building (i.e., property requiring further consultation and review) with regard to the California Environmental Quality Act. However, the name "Lucca Delicatessen" is registered with the United States Patent and Trade Office.

## **CRITERION 2**

**Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.**

Mike Bosco and his partners, along with many other Italian immigrants, came to San Francisco and the Marina District and brought with them the Northern Italian food and recipes originating from the areas of Lucca and Piedmonte that their forefathers made before them. By starting Lucca Delicatessen, Mike and his partners gave people jobs, fed hungry stomachs and helped develop an Italian community that was just emerging in San Francisco. Many Italians that settled in the area chose Lucca's as their go-to store where they knew they could get the products for the family recipes that their ancestors made.

**b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?**

Lucca Delicatessen donated food and was still open for business to customers after the Loma Prieta earthquake and on September 11, 2001. The owner was interviewed by CNN after the earthquake as one of the businesses in the area still going strong. Many customers during both of these unfortunate events were able to purchase provisions from us and head to home or shelters.

Lucca Deli also been fortunate to feed customers wanting to celebrate World Series, Super Bowls, NBA championships, birthdays and weddings. During the winning 2010 Giants season, the deli delivered a 7-foot long sub to the Giants clubhouse during the playoffs.

Lucca Delicatessen worked with the San Francisco Yacht Club during the America's Cup, and San Francisco's Fleet Week is one of the busiest weeks along with the December holidays.

**c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?**

Lucca Delicatessen has been written up in the SF Chronicle, Marina Times, New York Times, Sunset Magazine, AAA magazine, American Airlines magazine, Hoodline and SF Eater. The business has been mentioned in many travel and food destination books and are a Zagat-rated business.

**d. Is the business associated with a significant or historical person**

Many politicians and celebrities have come through the doors of Lucca Deli over the years. Some of the names are very identifiable with the history of San Francisco: the Pelosis, the Aliotos, the San Giacomos, the Newsoms and the McGowans. Some of the deli's former and current customers over the years include Joe Montana, Brian Wilson, Pat Burrell, Nicole

Kidman, Sally Field, Danielle Steele, Janet Yellen, Diane Feinstein, Joe DiMaggio and Marilyn Monroe.

**e. How does the business demonstrate its commitment to the community?**

Lucca Delicatessen makes donations of money and food to the community. Most donations are customer based and are usually for fundraising for schools that their sons/daughters are attending. The deli also donates gift baskets and gift cards for fundraising purposes. Lucca Deli has been donating food for the Marin Italian Athletic Club's bocce ball tournament for the last several years for fundraising in order to give kids education scholarships. The deli has also donated gift baskets to supporters of San Francisco Court Appointed Special Advocates (CASA), which works with abused and neglected children involved in deprivation proceedings.

**f. Provide a description of the community the business serves.**

The majority of the customers of Lucca Delicatessen are neighborhood families, up-and-coming young professionals and tourists from around the globe. Many of the business's regulars are known by first name.

There are many San Francisco families that have been shopping with Lucca Delicatessen for generations. There are also many customers who have moved but, when visiting, stop by to say hello and shop as the sights and smells remind them of their past.

**g. Is the business associated with a culturally significant building/structure/site/object/interior?**

N/A

**h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?**

There are only three delicatessens in San Francisco that have been in business since the early 1900s, and Lucca Delicatessen is one of them. Shutting down any of these delis would have an effect on any community. For example, when Panelli Bros and Florence Ravioli Factory and Deli shut down in North Beach, we began to see some of their customers shopping in our place. The same goes for us. If we were to shut down, the authentic deli shopper has to find somewhere else to go.

### **CRITERION 3**

**a. Describe the business and the essential features that define its character.**

Lucca Delicatessen is all about consistency, quality and tradition. This cannot be achieved without crediting the employees. Lucca Deli has been fortunate to have employees who are

committed to this belief. Of the business's 13 employees, several have been with the company for 10 years or more. One of the sandwiches called the Don's Lucca Special was named after a worker who was with Lucca Deli for 30 years.

Going to Lucca's is an experience. It has an old-world charm that is unique to the Marina. Folks first see the Lucca sign on the window and the traditional green, red and white striped awning similar to those that hang from many Italian food establishments. Then they see the front windows with all of the different products for sale – pastas, wines, olive oil, vinegars, cookies, torrone, panforte and more. The next thing that brings them in is the smell of the salami hanging on the rack and the prosciutto being sliced on the slicer. Once customers are inside, everywhere they look there is something good to buy – cold cuts, cheeses, olives, bread, roasted chickens, and prepared to go items. It reminds one of taking a mini vacation to Italy. All sorts of smells can be emanating from the kitchen into the front depending on what the chef is up to. It's an old-school, take-a-number-to-get-helped sort of place. On the weekends, things can get a little noisy as there could be up to 10 customers waiting to be served.

Many years ago, there were all Italian men behind the counter, and the housewives' would come in and shop to buy items and go home and cook for the family. Today, ready-to-go food is more important. Originally, all of our sandwiches were only made to order, but a fixed price sandwich menu was created in 2011. Customers now have a list of sandwiches to choose from as well.

Since the internet came along, Linda and Paul created the website, Facebook page and downloadable apps for ordering food without having to wait. Lucca Deli also works with Postmates for customers that prefer delivered food. Lucca also does catering for parties and events.

**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms.**

Lucca's is committed to sourcing products from only the finest purveyors. Many items are imported from Italy and can be difficult to find anywhere else. Lucca's also has certain recipes such as ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata and potato salad that have been handed down from Mike Bosco's era with the commitment of keeping them the same. Lucca Delicatessen's ravioli is arguably the best in San Francisco and is made from the original machine from the 1930s. The recipe and process has not changed since the business was founded. Many delis have abandoned making pasta this way because of the amount of labor that is involved. It takes an employee at least one year to master. One stage of the process uses the machine, but cutting and rolling the ravioli is all done by hand. It's a lost art.

Most of Lucca's cold cuts are purveyed from Molinari and Sons factory in South San Francisco, which has been supplying Lucca's since the beginning. Some of the cheeses and shelf items (like

Rocca Reggiano Parmigiano) can only be found at Lucca Delicatessen and are shipped to different locations throughout the United States. The owners are committed to serving the best, freshest food in the neighborhood, which is why the business is open every day with the exception of only four major holidays.

**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

Lucca Delicatessen still retains the original 1930s tiles and original display windows. The black tiles of the storefront's bulkhead are part of the building's façade from the 1920s era. This includes the apartment door entryway and alley door area. All the shelving inside the store is original, including the cheese rack at the rear of the store. The rack that holds salami over the counter is also original, as is the pasta machine in the kitchen. The awning was recently replaced, but the original colors from the 1930s have been maintained.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

N/A



# CALIFORNIA STATE BOARD OF EQUALIZATION

## Seller's Permit

ACCOUNT NUMBER

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY ILLEGAL DEVICE.

4-64

B-172512

Lucca Delicatessen  
Mike & Edward E. Bosco  
2120 Chestnut St.  
San Francisco CA 94123

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE

Not valid at any other address.

BT-442-R REV. 2 (12-63) EST. 534-BT. 10261 11-63 75M DUP © OSP

Executive Secretary

*W. Freeman*

DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED



04 413

## STATE OF CALIFORNIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL RECEIPT FOR RENEWAL OF ALCOHOLIC BEVERAGE LICENSE

LICENSE

TYPE NUMBER

20 33047

3800

BUSINESS  
LOCATION:

THE LICENSE NUMBER SHOWN ABOVE MUST AGREE WITH THE NUMBER ON THE PERMANENT LICENSE.

OFF SALE BEER & WINE

BOSCO EDWARD & MIKE  
2120 CHESTNUT ST  
SAN FRANCISCO CALIF

FEE PAID

\$\*\*12.00

JUL 1, 1965

1965-66

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CERTIFICATE NO. BRANCH  
REFER TO ABOVE CERTIFICATE  
NUMBER IN ALL CORRESPONDENCE

MR MIKE BOSCO  
LUCCA DELICATESSEN  
2120 CHESTNUT ST

23

*James W. Rungfeld*

TAX COLLECTOR, 107 CITY HALL  
SAN FRANCISCO 2, CALIFORNIA  
PHONE: HE 1-2121

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Fresh RAVIOLI

2120

Lucca Delicatessen

Lucca  
Delicatessen  
SERVING THE MARINA SINCE 1979

LUCCA

delicatessen on wheels

Italian Sandwiches  
Pasta  
Cannelloni  
Pasta





SINCE



LUCCA

*Delicatessen*

1928

*Lucca*  
*Delicatessen*

Hand RAVIOLI 2120 Lucca Delicatessen 2120

OKtoberfest  
celebration  
Sept 28 - Oct 1  
11am - 10pm  
at the  
Muni Center

















# Lucca Delicatessen

SERVING THE MARINA SINCE 1929

Help wanted!!  
Full-time and  
Part-time  
please inquire

Love Lucca's but  
Hate to Wait?  
ORDER ONLINE  
-NO WAIT-

## LUCCA'S

Daily Specials

- Monday: CHICKEN PASTICCINO
- Tuesday: PASTICCINO
- Wednesday: PASTICCINO
- Thursday: PASTICCINO
- Friday: PASTICCINO
- Saturday: PASTICCINO
- Sunday: PASTICCINO

BARACCHI  
Cantina - Italia



















"Sons"  
Sagegino Parmigiano  
(made by the sons of the  
founder)  
\$12.00/lb

"Locatelli"  
Pecorino Romano  
(made only  
traditionally pastured sheep from the grazing  
hills of Rome to southern Italy)  
\$12.00/lb

Dry Jack  
(California's "Parmigiano", made  
with local milk)  
\$12.00/lb

Domestic Parmesan  
\$12.99/lb

Montasio  
(Italian cow's milk with a mild,  
tangy, buttery flavor and  
aroma)  
\$12.00/lb

Grana Padano  
(Italian cow's milk - perfect for  
cooking)  
\$12.00/lb

Pave Vecchio  
(Italian cow's milk - aged 18 months)  
\$12.00/lb

GREAT PRICE  
Aged Asiago  
(Italian cow's milk - aged 18 months)  
\$12.00/lb





Holland Gouda  
Emmentaler  
Brie

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Emmentaler  
Brie









Roasted Peppers

Pasta Salad

Caesar Salad

Fruit Veggie Salad

Greek Salad

Caesar Salad

Greek Salad

Greek Salad

Fruit Salad



McCray











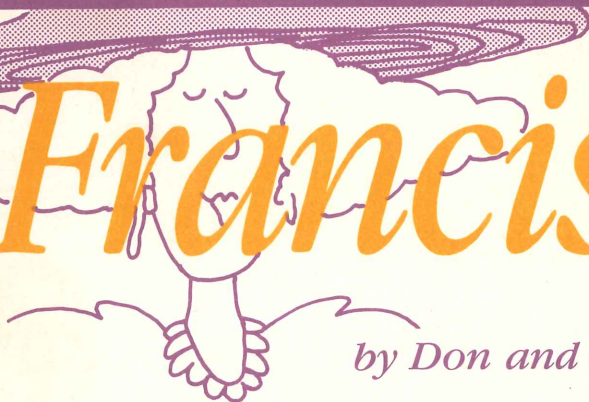






THE BEST OF

# San Francisco



by Don and Betty Martin

*has selected*

## LUCCA DELICATESSEN

*As One of the City's Ten Best Delicatessens*

**LUCCA DELICATESSEN** 2120 Chestnut Street (at Steiner), 921-7873. Italian. Open 10 a.m. to 6:30 p.m. Monday-Friday, 9 a.m. to 6:30 p.m. Saturday, and 9 a.m. to 6 p.m. Sunday. For more than 50 years, this tiny rosticceria and deli has dispensed its famous herb-flavored, vegetable-stuffed roast chicken to the Marina District faithful and to others lured from the city's farthest reaches. Roast beef and turkey also are featured, along with fritattas, salads and a fair assortment of cheeses, spiced meats, sausages, and wines.

The place has that special cluttered look of a good Italian deli, with overflowing food cases and counters, and fat sausages dangling from the ceiling. Lucca modestly calls itself "The tastiest little deli in the world." That may sound a bit brash, but withhold judgment until you savor the roast chicken.

## Chronicle Books

*The Best of San Francisco* by Don and Betty Martin is published by Chronicle Books and is available at bookstores everywhere.



## San Francisco

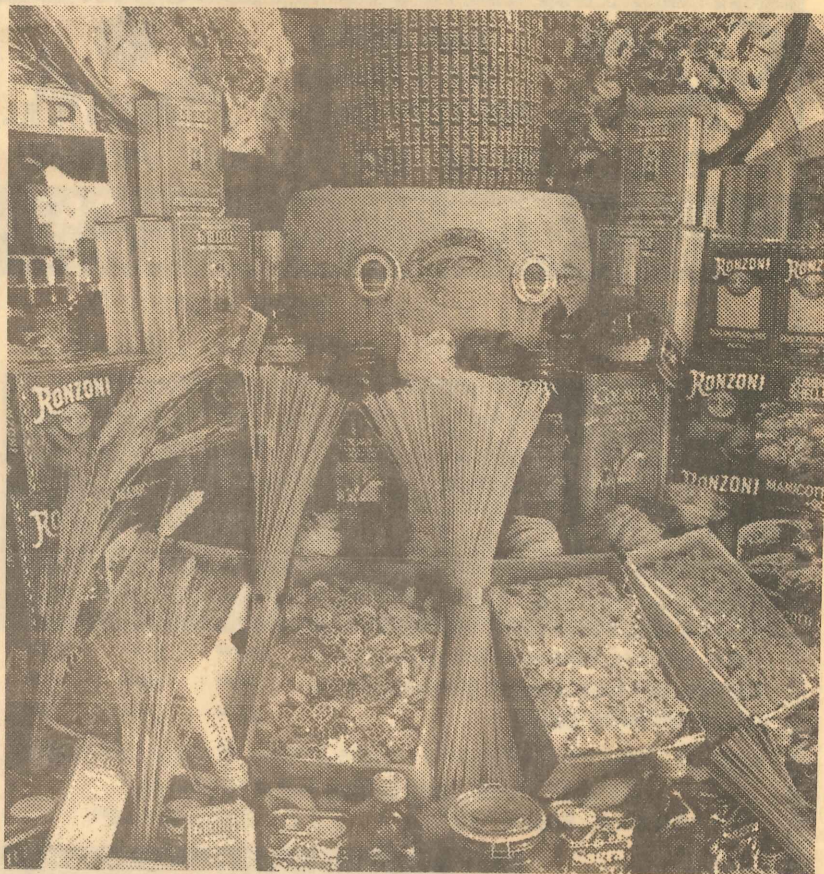
**C**HESTNUT STREET between Pierce and Steiner Streets is a cozy, aromatic stretch of 50-year-old Italian delis and 100-year-old bakeries. Although the Oct. 17 earthquake caused extensive damage as close as a block away, business on this Marina District street recovered quickly, as soon as power was restored.

People are again coming to Chestnut Street from all over for prepared foods, holiday treats and entire take-home Italian dinners. With a good parking place and a few well-chosen stops, it is possible to pick up everything from soup to nuts or, more precisely, from minestrone to pignoli.

In fact, the minestrone at the family-owned Lucca Deli, 2120 Chestnut, is a secret of the chef, Steve Magnani, who has been making it here for 12 years. He also directs the near-balletic choreography of ravioli making. Tomato sauces, with or without meat, may accompany any of their 30 fresh or dried pastas, or the freshly made gnocchi. Lucca's chicken is either roasted with vegetables and peppers or sautéed with artichokes and olives. The deli carries Acme Bread and three kinds of Italian mineral waters. The phone number is 415-921-7873.

Across the street at 2231, the Chestnut Street Grill offers multi-ethnic, carry-out selections: spinach- and ricotta-stuffed cannelloni, rigatoni and sausages, mulligan stew and a Bavarian sausage plate. The grill makes an unbelievable 111 different sandwiches, each named for a favorite patron. The self-styled San Francisco king of Buffalo chicken wings, the Grill serves 24,000 a year. The number is 415-922-5558.

Desserts proliferate on Chestnut Street. La Seine, at 2150, displays its



The New York Times/Terrence McCarthy

### A window display at the Lucca Deli on Chestnut Street.

jewel-box arrangements of petit fours, madeleines, chocolate triangle tea cakes and raspberry butter cookies. Its specialty, Opera Cake, layers of coffee butter cream and chocolate ganache, is just as tempting as the mocha roulade or chocolate-topped marjolaine (415-921-8833).

Epler's Bakery, 2317, is a favorite of those nostalgic for jelly doughnuts, bear claws, old-fashioned cheese Danish and black-and-whites, cookies frosted half with chocolate, half with vanilla. Specialties of this 1880's-era bakery include fudge-drizzled shad-

ow cake, raspberry wreaths and lemon dobosh. Among the excellent breads are oat bran, butter crust and European milled herb grain bread fragrant with such unusual herbs as nettle leaves, chamomile and thorn (415-931-1036).

The hand-lettered easel outside Wineshop at 2175 lists the day's wine buys, all under \$6 (415-922-8448). And at Growing Concern, is always an inexpensive white mums or mixed table (415-922-8448).

JEANNETTE F.



# San Francisco Examiner



## Grid grub

Where to get the best takeout  
for your playoff party

### Italian deli

All right, maybe you're up to a little bit of cooking. I suggest picking up the delicate cheese and spinach-filled ravioli from **Lucca Delicatessen** (2120 Chestnut St., at Steiner, 415-921-7873). These ravioli are made with the tenderest noodle dough, and the fillings — especially the ricotta, Parmesan and chard — are always fresh and delicately seasoned. An \$8.49 box serves three to four.

All you have to do is bring a large pot of salted water to a boil, carefully add the ravioli, bring the

water back to the simmer and gently cook them for three or four minutes. I scoop them out of the water with a Chinese mesh strainer on a bamboo stick. The trick is to drain them well. Then you can drizzle them with melted butter and grated Parmesan, sold by the hunk or pre-grated at Lucca, or with Lucca's exceptional Bolognese sauce (\$4.75 a pint).

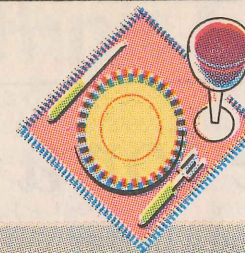
### Antipasti

Begin the meal with antipasti selected from Lucca's counter — thinly sliced prosciutto from Parma, olives, a very decent calamari salad, a marinated vegetable salad with artichoke hearts and hunks of avocado, and bread sticks. The house-made minestrone is also excellent. A meal catered from Lucca adds up quickly, but the quality is high.



San Francisco Chronicle

## FOOD



DINING OUT Page 7

QUICK COOK Page 8

WINE Page 4

San Francisco Edition

## Cookware Manufacturers Are Happy To See Red

BY KAROLA SAEKEL

Chronicle Staff Writer

**R**ed is hot. The old kitchen blues — those deep-cobalt pots, canisters, heavy-duty mixers and even trash cans — enlivened our cooking areas for years.

Then, about a half dozen years ago, we saw the greening of our kitchens — forest-green everything. Now, several firms, led by cookware manufacturer Chantal, have banded together in the Chili Red Alliance to bring us hot-red skillets and pitchers, pots, blenders, even side-of-sink water filters.

The red revolution has been evident at the San Francisco Gourmet Products Show, a trade show that winds up its four-day run at Moscone Center today. Chantal's whole line of heavy enameled carbon steel cookware is available in the flaming new hue.

### Bright Accents

If you don't want to upset your kitchen's color scheme, don't worry — blue, green and traditional white are still around. But a few red pieces might perk up your *batterie de cuisine*. Baking dishes with black interior are particularly handsome. And there is something fetching about a red tea kettle.

Vitrex also coats some of its steel cookware with a red porcelain finish. But the big display of Mamma Ro Italian red earthenware — plates, cups, saucers and more — isn't new at all. "Red's been our best-seller for 15 years," said a company representative. This year's color challenger: *melanzane* (eggplant, of course).

But red quite literally made a splash in Farberware's large demonstration kitchen, where

# ALL IN THE FAMILY



**SQUARING OFF:** Luigi DiGrande hand-rolls ravioli at Lucca Delicatessen in San Francisco

PHOTOS BY CHRIS STEWART/THE CHRONICLE

## Small neighborhood delis offer handcrafted ethnic favorites

BY KAROLA SAEKEL



trasted with fire-engine-colored sinks. The advantages of Farberware's newest pans were demonstrated here by Rubicon restaurant's pastry chef, Elizabeth Falkner, who treated showgoers to baby Dutch pancakes with sauteed fruit and then distributed recipes.

Falkner hasn't been the only well-known chef to lend class to this for-the-trade-only show.

Most notably, there is the Wolfgang Puck Professional Cookware booth, featuring the pots used in Puck's kitchens here, at Postrio, and in Southern California at Spago, Chinois on Main, and Puck's cafes.

### Triple-Ply Construction

Puck says construction of Tri-Ply steel with its aluminum core ensures even heat distribution over the whole surface of the pans, which translates into faster, even cooking. Despite Puck's upscale image, the cookware isn't astronomical in price; a set of three pots with see-through lids and a skillet will retail for about \$200 (and you can find it at places like Price-Costco).

Puck plans to expand the line to include bake ware, nonstick saute and omelet pans, a pasta cooker, a pizza set and more.

In the ballroom of cavernous Moscone Center, yet another celebrity chef drew a crowd. That

Chronicle Staff Writer

**D**ELICATE, DELICIOUS, DELICATESSEN, deli: The very words go down like ripe Brie on a slice of baguette.

Visiting a deli has little in common with grocery shopping, which is not among most people's Top 10 favorite things to do. For entertainment value, loading a shopping cart with potatoes, cabbage,

milk and raw chicken is on a par with emptying the dishwasher.

But a deli offers a different experience altogether. These dispensaries of cold cuts, roasted meats and poultry, cheeses, salads, pasta dishes, sauces, dips, spreads, pickles —

and more, more, more — are bucking a national trend. Many single-focus independent stores — from butcher shops to ice cream parlors, hardware stores to haberdashers — have disappeared, unable to compete with the mega stores, the chains and the discounters.

Not so delis — nor, for that matter, their beloved first cousin, the corner bakery. A far cry from the

**DELIS:** Page 2

Old favorites



More delis around the bay

Page 6

## NOSHING IN THE CITY

**T**he logical place to launch a San Francisco deli roundup is in North Beach, the neighborhood whose Italian heritage is preserved in a triumvirate of delis within a couple of blocks of one another — all thriving and all family-run. The owners of each will tell you their store's the best — statements that speak of pride rather than braggadocio.

**■ MOLINARI'S** claim to being the oldest Italian deli around can hardly be disputed. This busy store, nearly 100 years old, has been on its present corner since 1912. It benefits, too, from its famous name: Molinari salami and other made-in-San Francisco sausages are known far and wide.

The sausage-making operation long ago outgrew the North Beach venue, and the Molinaris have been out of the picture for more than 30 years. About half of what's sold in the store is made in-house: two kinds of ravioli, tortellini, sauces and salads — “We have a full kitchen,” says owner Joe Mastrelli.

Sandwiches made on hot rolls (de-



**MEAT A LA MIDWEST:** Owner Joe Sattler at Chicago-style Moishe's Pippic

livered twice each day) are big business. Mastrelli finds that health concerns have changed patrons' buying patterns: “You don't sell a lot of big chunks of cheese. People now want little slices.”

*Molinari Delicatessen, 373 Columbus Avenue (at Vallejo); (415) 421-2337.*

**■ At PANELLI BROS.,** Richard Panelli says, “This is the best sand-

wich in town,” as he piles salami, mortadella, ham, cheese, peppers and more onto a roll (the Panelli combination, \$3.95, plus 30 cents for tomato and lettuce).

He and brother Bob are not the brothers for whom the store was named. Their uncle, Edigio Panelli, opened a store on Grant Avenue in 1920. When he moved to Stockton

**ROUNDUP:** Page 3

**PRODUCTS:** Page 2



BY LEA SUZUKI/THE CHRONICLE; STYLING BY DAN BOWE

**SPARKLING WITH HEAT:** Coconut milk spiked with ginger and spices coats curried clams

## A Culinary Passage Through India

Coastal-region cooks make the most of fish

BY LAXMI HIREMATH

Special to The Chronicle

**W**ith more than 4,000 exotic miles of coastline — along the Arabian Sea, the Indian Ocean and the Bay of Bengal — and numerous inland lakes and rivers, it's hardly surprising that Indians have evolved a cuisine that uses fish and seafood in hundreds of creative ways.

Whether it's a lobster steamed with mint and cilantro in banana leaves or a gingery salmon braised in coconut milk — or even the Bombay “duck,” a bony smoked fish prized as an appetizer — Indian cooks know how to enhance the qualities of the seafood they love.

To Western tastes, the resulting curries are nearly always haunting and exotic — even when the preparation is surprisingly easy. India has hundreds of fish recipes, countless local variations, innumerable family specialties. Even less known in the West are the creations of the fishermen and boatmen themselves — sometimes simple and mild, sometimes recklessly pungent.

Here's a quick cruise along India's dramatic coastline.

Near Bombay, the gateway of India, numerous fishing communities dot the coast of the Arabian Sea, each with its own atmosphere.

Let's start with that Bombay “duck.” Of course, it is not a duck. It is a small fish, *bommaloe macchi*, that likely got

its Anglicized name because its Indian name was too hard for the British to pronounce. Dried in the sun on wide bamboo frames, it ends up resembling crispy bacon.

More mainstream is pomfret, a salmonlike fish that's a coastal favorite. I like it stuffed with fresh coconut and herbs, then slowly steamed in banana leaves. The bright green packets make an attractive presentation at the table, and guests can assemble their own spicy salsa as an accompaniment.

### GOA

Farther down the emerald coast is Goa, a tiny peninsula lush with jungles, beaches and palm groves — and a remarkable cuisine that combines Indian

**INDIA:** Page 5



# DELIS: Mouth-Watering Sights and Smells

From Page 1

fluorescent delicatessen departments of supermarkets, with their homogeneous offerings, old-fashioned delis appeal to all the senses. Like general stores of old, a fine deli does not need to be as gleaming as an auto showroom. A little clutter — boxes of pasta, bins of legumes, simple shelves laden with canned antipasti, grape leaves or sauerkraut — only adds to the appeal.

There's no presliced, prepacked lunch meat; it takes a little longer, but the meat is sliced just for you, as thick or thin as you like it. Usually, that first slice is held out to you on a piece of parchment: "That about right?"

Aside from the visual delights, a real deli is a sniffer's paradise, with the pungent aroma of pickles, the rich scent of tomato sauce with herbs and notes of garlic and roasting meats.

The most appealing delis are shops where owners oversee everything from purchasing to

the making of foods-to-go. The stores reflect the tastes of their owners and often their backgrounds as well. Delis have attitude and identity, whether they are New York style, kosher style, or Middle Eastern, German or Italian.

As a result, they enjoy a loyalty that many of the big guns in the food business can't even dream of. Patrons who have moved to other cities won't let a visit to the Bay Area go by without getting ravioli from Lucca, matzo ball soup from Shenson's, bratwurst from Speckmann's or a sandwich from Oakland's Genova.

In delis, ethnic or cultural heritage plays big. If you grew up in a Jewish household, *gehackte leber* (chopped liver) may be your culinary nirvana. For others, it may be hummus, liverwurst, pickled vegetables or marinated squid, all "old-country" food, whatever that old country may be.

One delightful story — about the families of

British soldiers stationed in Germany after World War II — sums up the pull of ethnic food. During the war years, British bangers, a sausage traditionally made with a goodly amount of breadcrumbs, had become even heavier on the cereal and lighter on the meat. The British soldiers' wives, the story goes, petitioned the post's commanding officer to get them sausages from England. They shouldn't have to eat German sausages, they said: Those were practically nothing but meat.

In the Bay Area's true delis, you'll find foods from bangers to knackwurst, and everything in between.

There are so many delis, we're happy to report, that it would take a small book to list them all. But we have rounded up some favorites that happily celebrate their ethnic and neighborhood traditions (see Pages 3 and 6). And it's likely that you have favorites of your own.

large bottom pot, beef tenderloin with caramelized vegetables in the next, salmon in the third — all without water, fat or salt.

This handsome equipment doesn't come cheap — about \$550 for a starter set.

Not all introductions at the show were in the upper reaches of cooking implements.

## New and Improved

There were improvements on existing equipment: Kaiser's 13-inch-long bread pan and charlotte bundt cake pan; a slew of microwave utensils, including a corn popper and several rice cookers (none much above \$10); Sunbeam's revival of the '60s upright rotisserie (still convenient and space-saving, but now with a kebab holder); Villa Ware pizzelle irons that bake two large cookies at a time; and two models of Betty Crocker's mini muffin bakers that pop out five or six little pastries in five minutes.

that's so electronically perfected it even compensates for fluctuations in electric current; Farberware introduced a unit that serves as a bread box and slicing guide combined.

## Little Gizmos

And then there were the fun things, the gizmos that may just make kitchen life a little easier.

Extra Hands are a series of plastic servers for pie, spaghetti, salads and more — all shaped like hands. Pyrex has splendid picnic packs of large, lidded bake-serve dishes in their own carrying case with microwavable hot packs or freezer-activated cold packs.

A soap-bar-shaped metal gadget called Nonion is guaranteed to take the smelly oils of onions, garlic and fish off your hands (just rub under running water), and a grater with a bottom lid and one see-through side marked with measurements is called — what else? — the Greater Grater.

When it comes to Medicare, don't get stuck in a gap.

Call to find out about health coverage beyond traditional Medicare.

Many Medicare supplements come with a very serious gap — they may not cover preventive care. Get sick, and they'll cover you (but probably not 100%). Want to stay well? Sorry, you may be on your own.

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Marie Callender's  
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Daly City

May 16  
Thursday, 10:00 a.m.  
Marie Callender's  
5B Serramonte Center  
Daly City

May 21  
Tuesday, 2:30 p.m.  
Applebees  
311 Lake Merced Blvd.  
Daly City

May 8  
Wednesday, 2:30 p.m.  
Davies Medical Center  
Castro & Duboce  
San Francisco

May 15  
Wednesday, 2:30 p.m.  
Applebees  
311 Lake Merced Blvd.  
Daly City

May 20  
Monday, 2:30 p.m.  
Davies Medical Center  
Castro & Duboce  
San Francisco

May 22  
Wednesday, 2:30 p.m.  
Old Krakow Cafe  
385 West Portal Avenue  
San Francisco

**Aetna Senior Choice**

SFNU

All residents of Alameda, Contra Costa, Marin, San Francisco, San Mateo and Santa Clara counties enrolled in Medicare Part B, including the disabled, may be eligible for Senior Choice. You must continue to pay regular Medicare premiums; some co-payments may apply. Prescription maximum may vary by county. Aetna Health Plans of California, Inc. ("Aetna Health Plans"), a federally qualified health maintenance organization, is a Medicare contractor. \*A

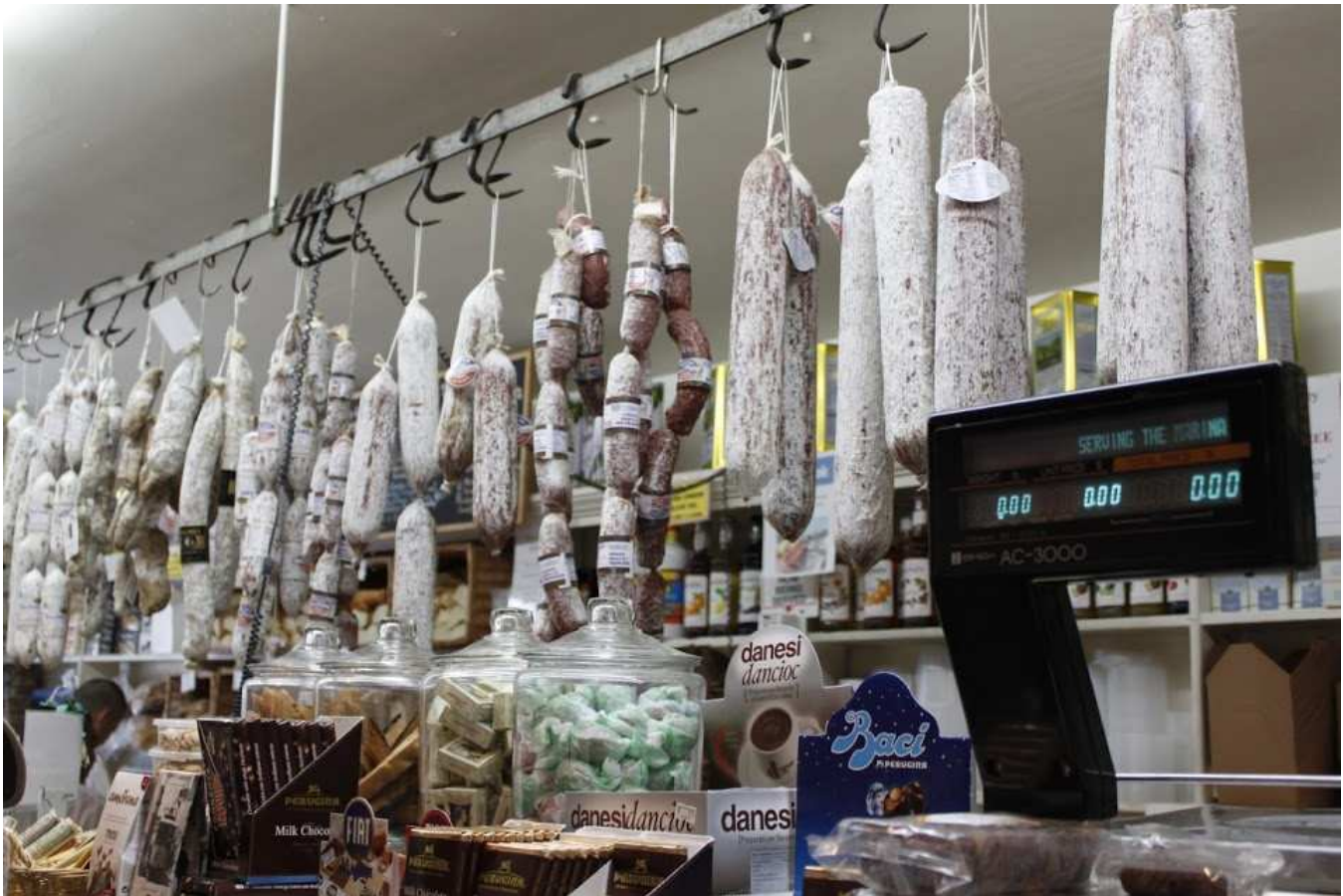


# MarinaTimes

Celebrating our 33rd Year!

SHORT BITES

## Lucca Deli



*Lucca Delicatessen*

**by Susan Dyer Reynolds**

**MARCH 2013**



Lucca is a Marina staple, serving up delicious sandwiches, salads and entrées as well as selling meats, cheeses, pastas, and dry goods from their old-fashioned deli counter.

Opened in 1929 by Mike Bosco and partners Maggiore Colona and Italo Cencini, Lucca is still family owned and operated today with the same pride and care by Bosco's grandchildren, Paul Bosco and Linda Bosco Fiioretti. Each sandwich is made (and priced) to order from a great selection of cured meats and cheeses, and they roast their own beef, turkey, chicken, and ham. Whole imported Italian marinated red and yellow peppers make their trademark pepper spread, rolls are delivered fresh, and even the pickles are sliced daily.

**Tip:** Order your lunch from the website ahead of time to avoid the long lines.

**Not to miss:** Porchetta, hot coppa, bresaola, rosemary prosciutto cotto, white cannellini bean soup, house-made pastas and meatballs, ceci bean salad, Fra'Mani classic Italian sausage



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2120 Chestnut Street (near Steiner)

415-921-7873

[www.luccadeli.com](http://www.luccadeli.com)

Monday–Friday 9 a.m.–6:30 p.m., Saturday–Sunday 9 a.m.–6 p.m.

Tags: [Lucca Deli](#)

<http://hoodline.com/2016/03/meet-paul-bosco-of-chestnut-street-s-lucca-delicatessen>



## Meet Paul Bosco Of Chestnut Street's Lucca Delicatessen



Photos: Stephen Jackson/Hoodline  
Fri. March 4, 2016, 9:55am

by Stephen Jackson

Location  
2120 Chestnut Street, San Francisco, CA 94123



*Hoodline doesn't yet officially cover the Marina/Cow Hollow, but from time to time, we may share important stories from the area. Want to help us expand to more neighborhoods? We're looking for writers (and yes, we pay!)*

In 1929, Mike Bosco moved to San Francisco from Glenwood Springs, Colorado and, along with two partners, opened [Lucca Delicatessen](#). Nearly 90 years later, Lucca is still a small, family-run business that serves as a hub for food and conversation in the heart of Chestnut Street.

Today, the business is run by Mike's grandson Paul and his sister Linda, who inherited the business from their father, Ed Bosco. (The Chestnut Street Lucca has no relationship to the other Lucca on Valencia Street in the Mission.) The real jewel of Lucca is arguably its handmade ravioli, which were once dined upon by patrons at the Fairmont Hotel, and are still made using the same machine Mike Bosco shipped to San Francisco from Italy back in the 1930s.

We were lucky enough to catch up with Paul Bosco the other day and talk about the neighborhood, tradition, and his genuine love of the family business.

**Tell us a bit about your relationship to the Marina.**

Well, I grew up going to work in this neighborhood. My sister and I would come down from Marin with my father when we were kids. We would help out during the summer, when we were in high school. We grew up around food.

This neighborhood, specifically, still had a lot of Italians in it. The Italians started out in North Beach, but as things started to expand in San Francisco, a lot of them migrated to this area. My [maternal] grandfather's house was behind the deli and over one house to the right, and his brother lived across the street. It was a small, tight-knit community, where everyone kind of knew everyone.

**Your family has a lot of culinary roots in the city.**

Yes. My grandfather on my mom's side and his two brothers started [Columbus Salame](#). Then they sold that company years and years ago ... Columbus Salame's first location was down in North Beach, then they sold it out to one guy, then that guy sold it out to someone else. Now it's a huge company.

My grandfather who started [Lucca] moved to San Francisco from Glenwood Springs, Colorado, probably in the early '20s. He started the deli with two other guys, Maggiore Colona--who was a really good cook--and Italo Cencini. He was partners with them, and after a certain amount of time, he bought them out.





*Lucca cofounder Mike Bosco (back) and his son Ed Bosco (far right) with other employees.  
(Photo: Courtesy of Lucca Delicatessen)*

**What does a delicatessen like yours bring to a neighborhood?**

Obviously, there's the food end of it. But I think it gives people a sense of comfort, a place they can go. It comes down to value, really. Where can I go to get the freshest ingredients and bang for my buck?

Nothing against them, but there's a sandwich place around the corner, and I see the people who go in there are just out of college. I think our customers are a bit more refined. People who want something they know is good, is going to taste good, is healthy, and has quality ingredients. I think that's what the majority of people are looking for. I also think part of it is people wanting to come in and BS a bit with the people behind the counter, stuff like that.

It really comes down to tradition. You know, we have a tradition that we're maintaining in the neighborhood. We try to keep what we've established going. It's a family atmosphere. Instead of just going into some place that might only be there for, say, five years, our place is more of an institution.





**What do you like most about your job?**

I used to be more behind-the-scenes; I used to do a lot of cooking, a lot of kitchen work and things like that. But I'm basically getting a little bit too old. Now, I like being up front, I like waiting on customers. I totally like taking care of them, slicing meat and all that stuff. Taking a half pound of prosciutto and slicing it for somebody is totally my deal.

**What about the act of slicing meat do you love so much?**

Aw, man, just the smell of the meat. I just love food. I'm always thinking one meal to the next. When you're in the food business, you're just constantly thinking about food all the time.





**What it was like in this neighborhood when you were growing up?**

Well, I've been coming down here since I was six years old, back in the '70s. There were a bunch of characters, really. It was funny. That Noah's Bagels across the street used to be a donut shop. You'd go in there in the morning and there'd be just a bunch of crazy characters. At like six in the morning, it would just be packed with people ordering donuts and coffee, and everybody knew everybody else. Then me and my father would walk down the street and see the garbage men and talk to them. It's kind of still the same, in some ways.

**How is it the same?**

Well, in terms of our customers. There are people we see every day that are regulars, that come in all the time, once a week, twice a week or whatever. You get to know everybody. It's good that way.

But yeah, it was all just mom-and-pop businesses. For example, that Pottery Barn? That was a supermarket. Across the street was a five-and-dime. Over there, you had a stereo store called The Good Guys. They were all just single-owner types of places.









*Paul's father, Ed Bosco. (Photo: Courtesy of Lucca Delicatessen)*





**How many boxes of ravioli do you sell a year?**

Thousands. We sell about a hundred boxes a week, minimum. We make them fresh twice a week, on Mondays and Fridays.

**What does the future look like for Lucca? Anything new on the horizon?**

We're going to keep doing what we're doing right now. It all comes down to maintaining what I have.

**Do you have any children you're planning on passing the business down to?**

Well, I'm married with no kids. My sister has two daughters, but they haven't really worked here, so I don't know what we're going to do. We haven't really figured that part out. It's hard to say!

**Video:**

[How Lucca Deli Makes Bosco's Famous Fresh Ravioli](https://youtu.be/1yDUP_M9KYg)

[\(https://youtu.be/1yDUP\\_M9KYg\)](https://youtu.be/1yDUP_M9KYg)



<https://www.timeout.com/san-francisco/shopping/lucca-delicatessen>



# Lucca Delicatessen

Posted: Tuesday May 2, 2017



Lucca Delicatessen

Photograph: Courtesy Lucca Delicatessen



## Details

<b>Venue name:</b>	Lucca Delicatessen
<b>Contact:</b>	<b>Visit Website</b> ( <a href="http://www.luccadeli.com/">http://www.luccadeli.com/</a> ) <b>Call Venue</b> (415-921-7873)
<b>Address:</b>	2120 Chestnut St San Francisco
<b>Opening hours:</b>	Mon-Fri 9am-6:30pm, Sat-Sun 9am-6pm

## Time Out says

Mike Bosco opened Lucca in 1929 in the former garage of a three-story apartment building. It's now run by his grandchildren, Paul Bosco and Linda Bosco Fioretti, but the look and feel of the narrow, old-school Italian deli remains very much the same. Prosciutto and salami still hang from the ceiling and adorn the front window. (They even age cheeses on the same rack.) Follow the store-spanning deli case to the back, where you'll find a display laden with Rocca Parmigiano-Reggiano and Locatelli Pecorino Romano. Peruse the marble board filled with over 50 kinds of cheeses from Denmark, Italy, Vermont, and Wisconsin. The spot takes pride in sourcing organic cheese from makers that avoid genetically-engineered hormones, like Straus Creamery, Sierra Nevada Cheese Company, Springhill Cheese, Organic Valley, and Cowgirl Creamery.



*Filing Date:* December 18, 2017  
*Case No.:* 2017-016399LBR  
*Business Name:* Lucca Delicatessen  
*Business Address:* 2120 Chestnut Street  
*Zoning:* NC-2 (Neighborhood, Commercial, Small-Scale)  
80-E Height and Bulk District  
*Block/Lot:* 0486A/018  
*Applicant:* Paul Bosco and Linda Fioretti, Owners  
2120 Chestnut Street  
San Francisco, CA 94123  
*Nominated By:* Supervisor Mark Farrell, District 2  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Lucca Delicatessen was opened in 1929 by Michele (Mike) Bosco along with his partners, Chef Maggiore Colona and Italo Cencini.

Mike Bosco was born and raised in Glenwood Springs, Colorado. He grew up working on the Denver & Rio Grande Railroad and working at the Star Hotel in Glenwood. Like many other Italians in the years before the Great Depression, he decided to move to San Francisco to start a business and raise his family. At the time, the Marina District was hardly inhabited. Historic photographs show Chestnut Street and surrounding blocks at the time with many vacant lots. As the neighborhood became more populated, landlords realized that by converting the spaces under their upper-story units to retail they could generate more income. Chestnut Street became a thriving shopping district. This is how Lucca Delicatessen was born – it was originally a parking garage beneath a 6-unit apartment building.

The owners of Lucca Delicatessen sold many imported Italian and French shelf items. They created a kitchen in the rear of the store to cook and produce Italian food. They purchased a machine built in Italy to make ravioli and fresh pasta. The raviolis were so popular that the owners of Lucca Delicatessen decided to start delivering them. One of their first customers was the Fairmont Hotel. As the business and neighborhood grew, deliveries were no longer needed as customers would simply come into the store.

In 1959, Maggiore and Italo sold their ownership in the deli to Mike Bosco. Mike's son Ed Bosco had been working at the deli since he was a young boy. After the sale of the deli to Mike, Mike and Ed worked together to manage the business. In 1968, Ed became the sole owner of Lucca Deli. Ed ran Lucca Delicatessen continuously for 40 years with great success. His commitment to fresh, quality food and customer service was paramount. Business blossomed with his attention to detail, demand of consistency and continental style and service.

In the 1980s, Ed's children Linda and Paul began working at Lucca Delicatessen during summers and some weekends when they were in high school. Both went to college. After they graduated from college



and started their own careers, Ed began talking about the possibility of selling the deli. This was a wake-up call for Linda and Paul who couldn't imagine someone else running Lucca's. So after growing up in the deli and working all those summer vacations and holidays – they both decided to come into the business full-time. Today, Linda Bosco Fioretti and Paul Bosco represent a brother and sister team with over 25 years' experience running the shop.

Lucca Delicatessen is located on the north side of Chestnut Street between Pierce Street and Mallorca Way in the Marina District. Its building is a contributor to the California Register-eligible Marina Corporation Residential Historic District. The subject business is located within the NC-2 (Neighborhood, Commercial, Small-Scale) Zoning District and an 80-E Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

15. *When was business founded?*

Lucca Delicatessen was founded in 1929.

16. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes, Lucca Delicatessen qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- vii. The business has operated continuously by the Bosco family for 89 years as Lucca Delicatessen.
- viii. Lucca Delicatessen has contributed to the identity of the Marina District and to San Francisco's culinary heritage by providing Northern Italian food and recipes originating from the areas of Lucca and Piedmonte. The Bosco family helped develop an Italian community in San Francisco.
- ix. Lucca Delicatessen is committed to maintaining the physical features and traditions that define the Italian deli that has served the Marina District since 1929.

17. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes, the business is associated with the culinary traditions of Northern Italy, originating from the areas of Lucca and Piedmonte. The delicatessen makes its own ravioli.

18. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. The property is located within the California Register-eligible Marina Corporation Residential Historic District. The historic district is bounded by Marina Boulevard to the north, the east side of Scott Street, the west side of Fillmore Street, and the north side of Chestnut Street (not including commercial or mixed-use properties along Chestnut) represents the high volume of initial residential development that took place in the short time following the PPIE (1922-1940) and the unique approach to attracting residents by utilizing and incorporating ideas drawn from previously developed residence parks such as curvilinear streets to provide maximum picturesque views of the bay. The Marina neighborhood is characterized by single-family dwellings with the occasional multi-unit dwelling scattered throughout and commercial



corridors along Lombard Street and Chestnut Street. The predominant architectural styles are Mediterranean Revival, Spanish Eclectic, and other Period Revival style buildings. Overall, there is great uniformity in scale, styles and materials throughout the neighborhood. The period of significance is 1922-1939.

19. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

20. *Is the business mentioned in a local historic context statement?*

No.

21. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes, the business has been cited in numerous publications, including Lucca Delicatessen has been written up in the SF Chronicle, Marina Times, New York Times, Sunset Magazine, AAA magazine, American Airlines magazine, Hoodline, and SF Eater. The business has been mentioned in many travel and food destination books and is a Zagat-rated business.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 2120 Chestnut Street

#### **Recommended by Applicant**

- Lucca sign
- Traditional green, red, and white striped awning
- 1920s black storefront tiles
- Original storefront windows
- Original store shelving
- Ravioli machine
- Front window displays
- Hanging cured meats
- Recipes for ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata, and potato salad
- Employee training and long-term retention

#### **Additional Recommended by Staff**

- No additional recommendations



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: JANUARY 17, 2018

*Filing Date:* December 18, 2017  
*Case No.:* 2017-016399LBR  
*Business Name:* Lucca Delicatessen  
*Business Address:* 2120 Chestnut Street  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LUCCA DELICATESSEN, CURRENTLY LOCATED AT 2120 CHESTNUT STREET, (BLOCK/LOT 0486A/018).**

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business has contributed to the Marina District's and City's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the traditions that define the business; and



WHEREAS, at a duly noticed public hearing held on January 17, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that the Lucca Delicatessen qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for the Lucca Delicatessen.

*Location (if applicable)*

- 2120 Chestnut Street

*Physical Features or Traditions that Define the Business*

- Lucca sign
- Traditional green, red, and white striped awning
- 1920s black storefront tiles
- Original storefront windows
- Original store shelving
- Ravioli machine
- Front window displays
- Hanging cured meats
- Recipes for ravioli, Bolognese sauce, Pomodoro sauce, minestrone soup, frittata, and potato salad
- Employee training and long-term retention

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-016399LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 18, 2018.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: