

Food and Beverage Business Openings Report



2022-2023

DOWNTOWN SF 
PARTNERSHIP

DOWNTOWN SF

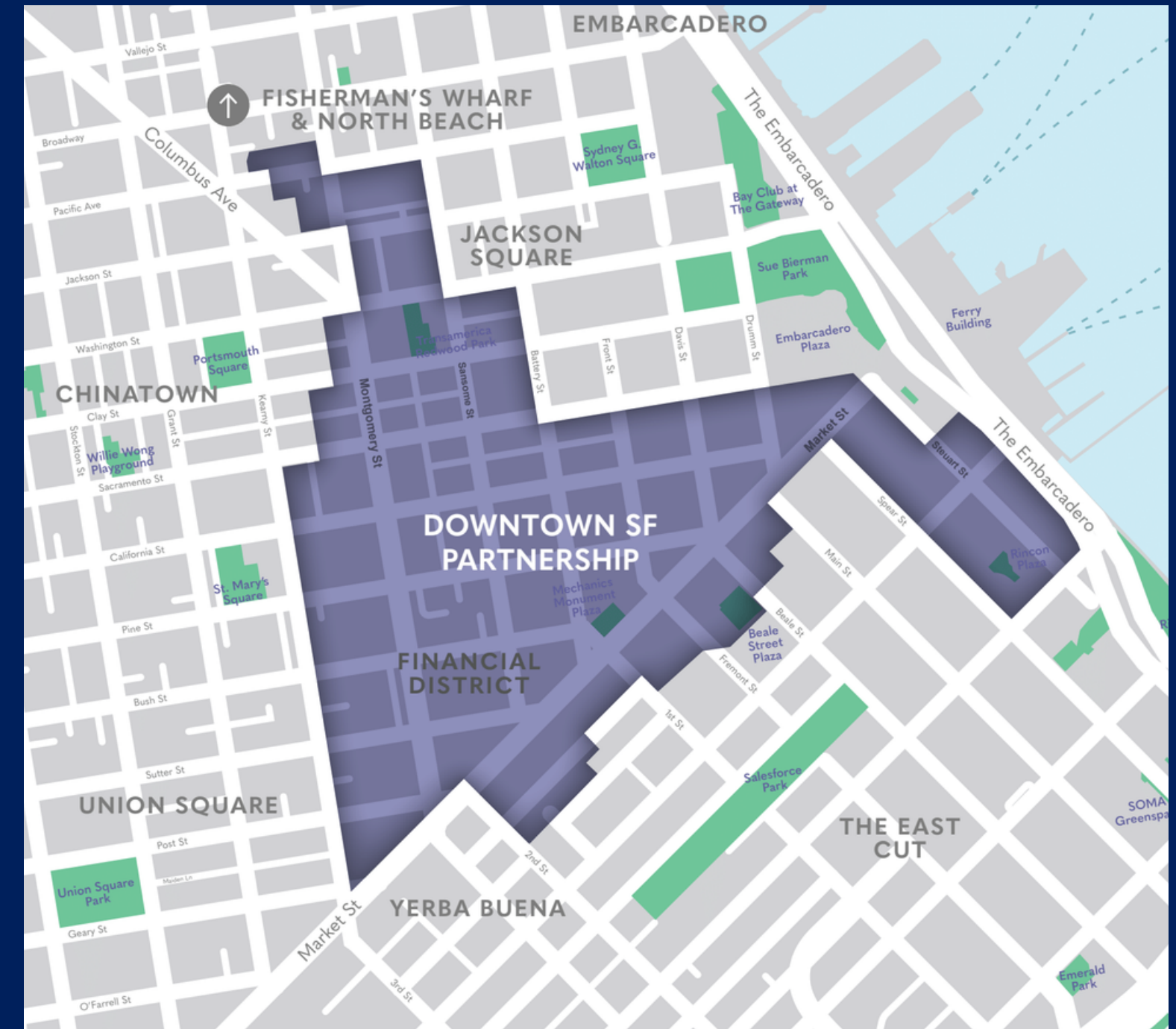
The Downtown SF Partnership (DSFP), established in 2020 as a 501(c)(3) placemaking and place management non-profit organization, is the result of collaboration among property and business owners. Focused on enhancing two of San Francisco's oldest business districts, DSFP operates within a 43-block radius surrounding the Financial District and Jackson Square, supplementing existing cleaning and safety city services with specialized offerings to promote downtown through destination marketing, public realm improvements, events and activations, and economic development.

Our mission is clear:

We lead the way in building a thriving downtown where business gets done, people feel welcome, come to explore, and make memories.

San Francisco has a history of resilience, and in the face of current challenges, the DSFP remains steadfast. We understand that to bolster the vitality of our district, a thorough examination of business dynamics, openings, closures, and market trends is essential.

This report serves as a step towards achieving that objective.



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EXECUTIVE SUMMARY

In 2022 and 2023, our district welcomed the addition of 29 new ground floor businesses, a substantial proportion of which are food and beverage establishments. This reflects the growing allure of downtown for socializing, dining, and community engagement.

This report provides a succinct overview of Downtown San Francisco's food and beverage industry, highlighting its diverse cuisine, restaurant categories, and recent openings and closures.

From traditional American to global flavors, the area boasts a vibrant culinary scene, characterized by dynamic businesses shaped by market competitiveness and consumer dynamics. Stakeholders will find valuable insights into the evolving trends and challenges that define Downtown San Francisco's lively food landscape.



ABOUT THE NUMBERS

The analysis draws data from two primary sources: [Point of Interest data provided by Placer.ai](#) and DSFP's independent tracking of business openings and closures within our district boundaries. Any buildings not delineated in the DSFP District Map were meticulously excluded from the final dataset.

Our data reflects business openings and closings January 1, 2022 through December 31, 2023.

See final page for additional definitions and clarifications.

For clarity:

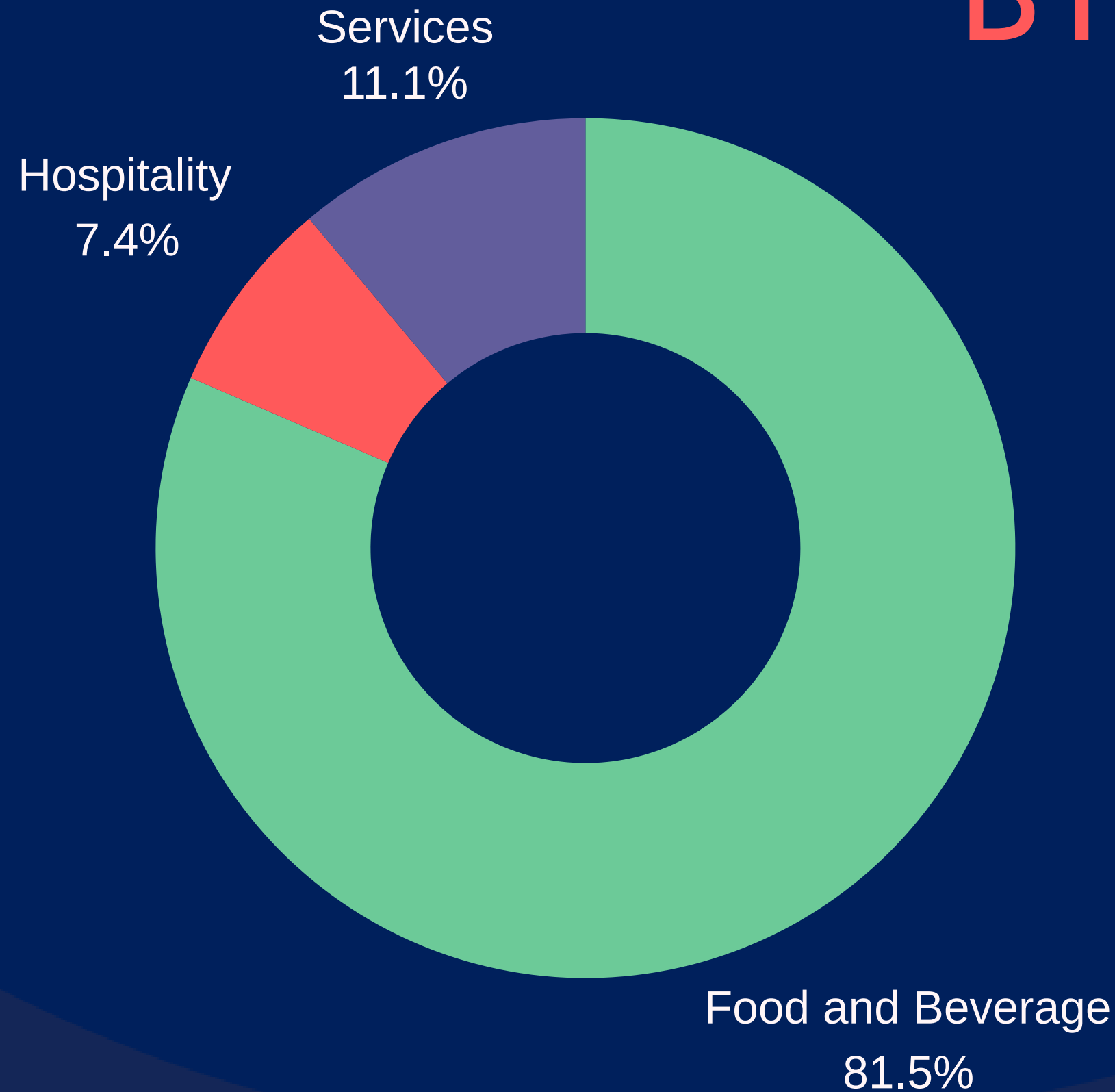
- Our data provides a point in time count of the food and beverage market in our District. This should not be construed as trend or regression data.
- Relocations out of the district are categorized as closures.
- Businesses that both opened and closed within this timeframe were excluded from the dataset.

Should you have questions regarding our data and analysis, please don't hesitate to contact us at info@downtownsf.org.



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NEW BUSINESS BREAKDOWN BY CATEGORY



Of the 29 new ground floor businesses that opened in our district in 2022 and 2023, 22 are food and beverage establishments.

This represents 81.5% of all ground floor businesses that entered our CBD in the past two years.



IN 2022 AND 2023, OUR DISTRICT WELCOMED 22 NEW FOOD AND BEVERAGE SPOTS:

Bini's Kitchen
Bowl'd Acai Cafe
Cenote Mexican Kitchen & Watering Hole
Cento Coffee Système D Cafe
Chicken G's
Flywheel Coffee
Heartwood
Hed Verythai
Holbrook House
Holy Nata
Il Porcellino Grasso

Incantations by Voodoo Love
Nick the Greek
Orafo
Penelope's Coffee & Tea
Postscript
Ramen Hiroshi
Seoul Soup Company
Super Kitchen 80
Superfine Kitchen
Terrene
The Third Floor at The Jay Hotel



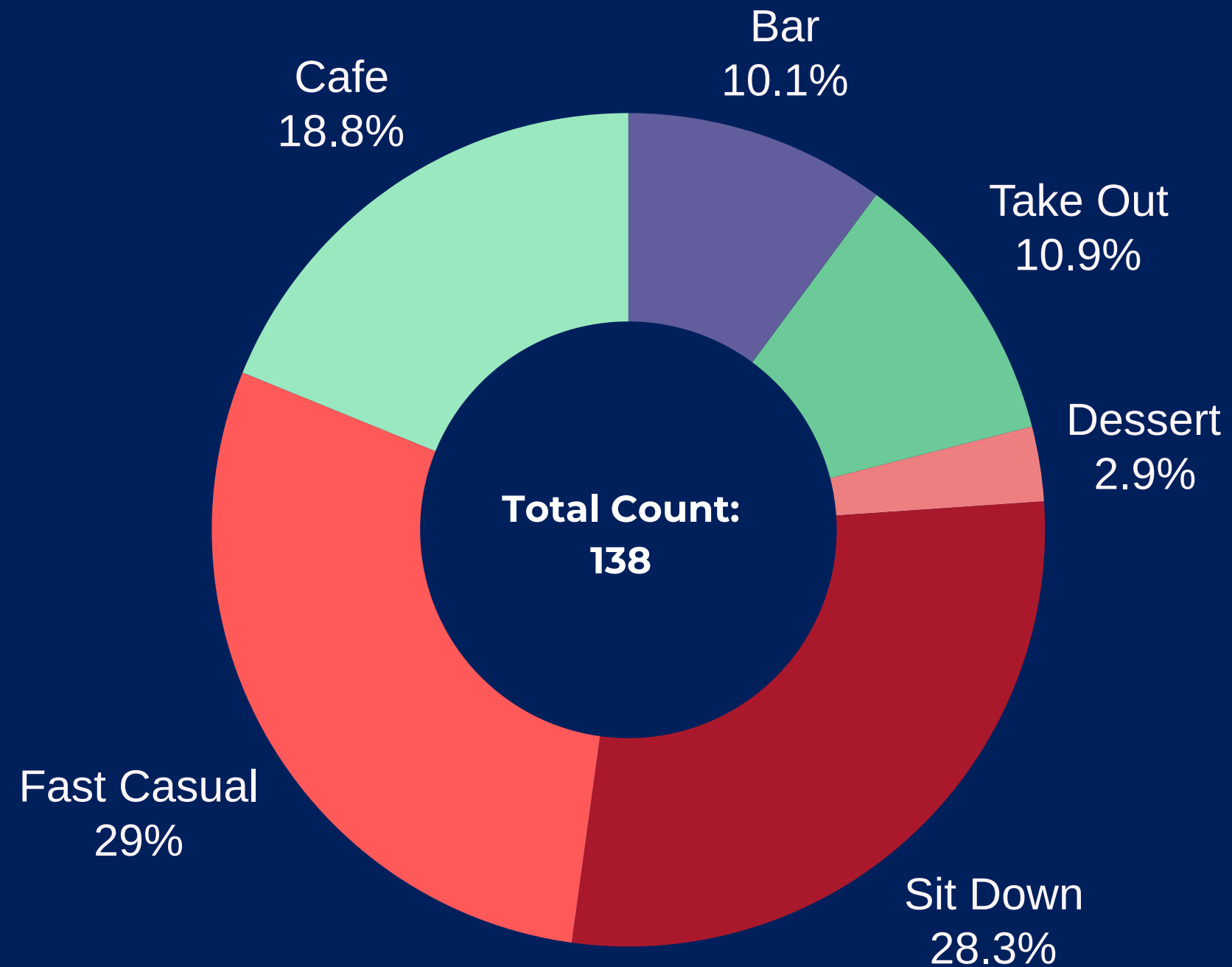
BREAKDOWN OF OUR NEW RESTAURANTS BY CATEGORY



*Refer to “definitions” of terms at the end of this report

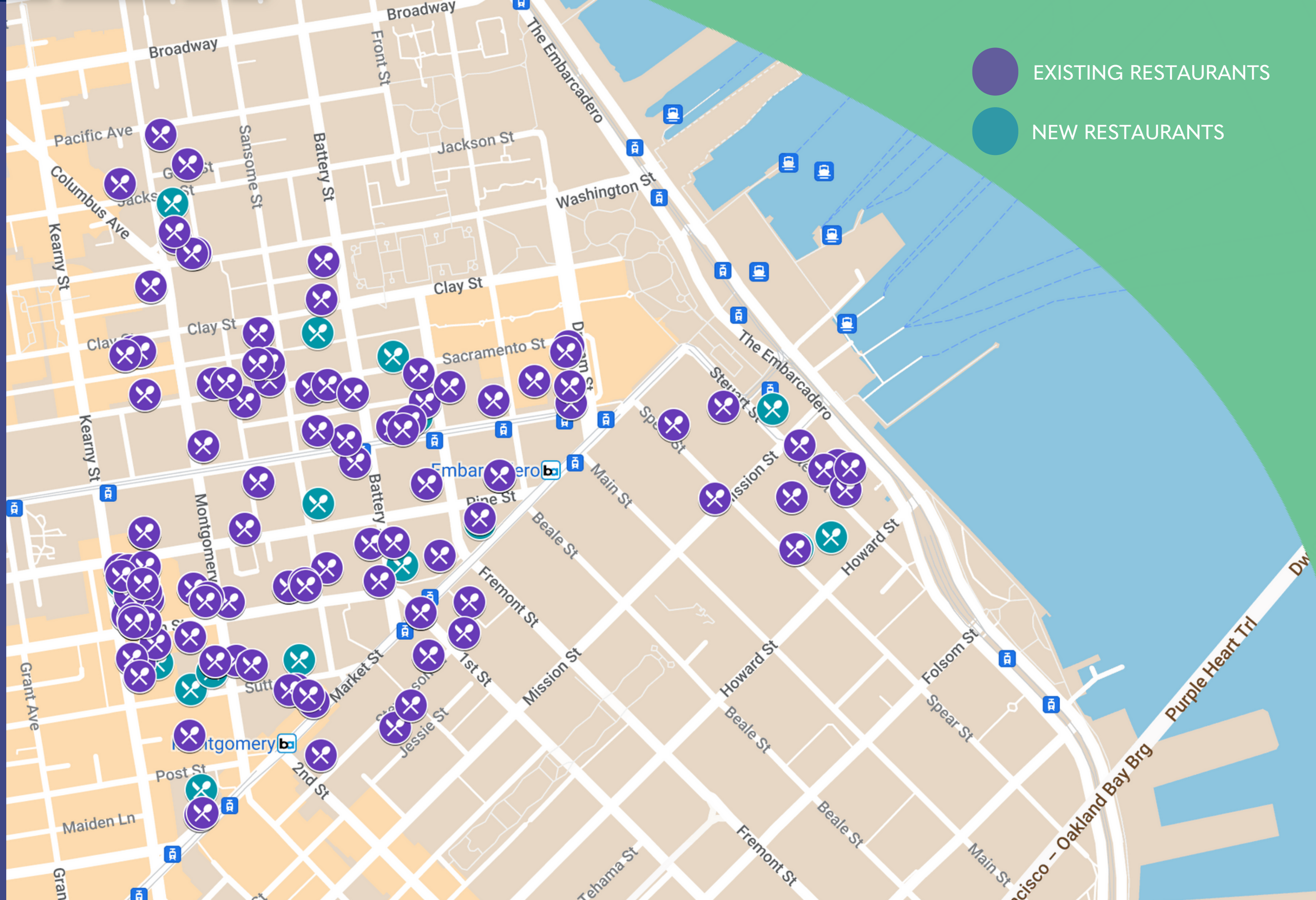


HERE ARE ALL OF OUR FOOD AND BEVERAGE SPOTS BY TYPE:

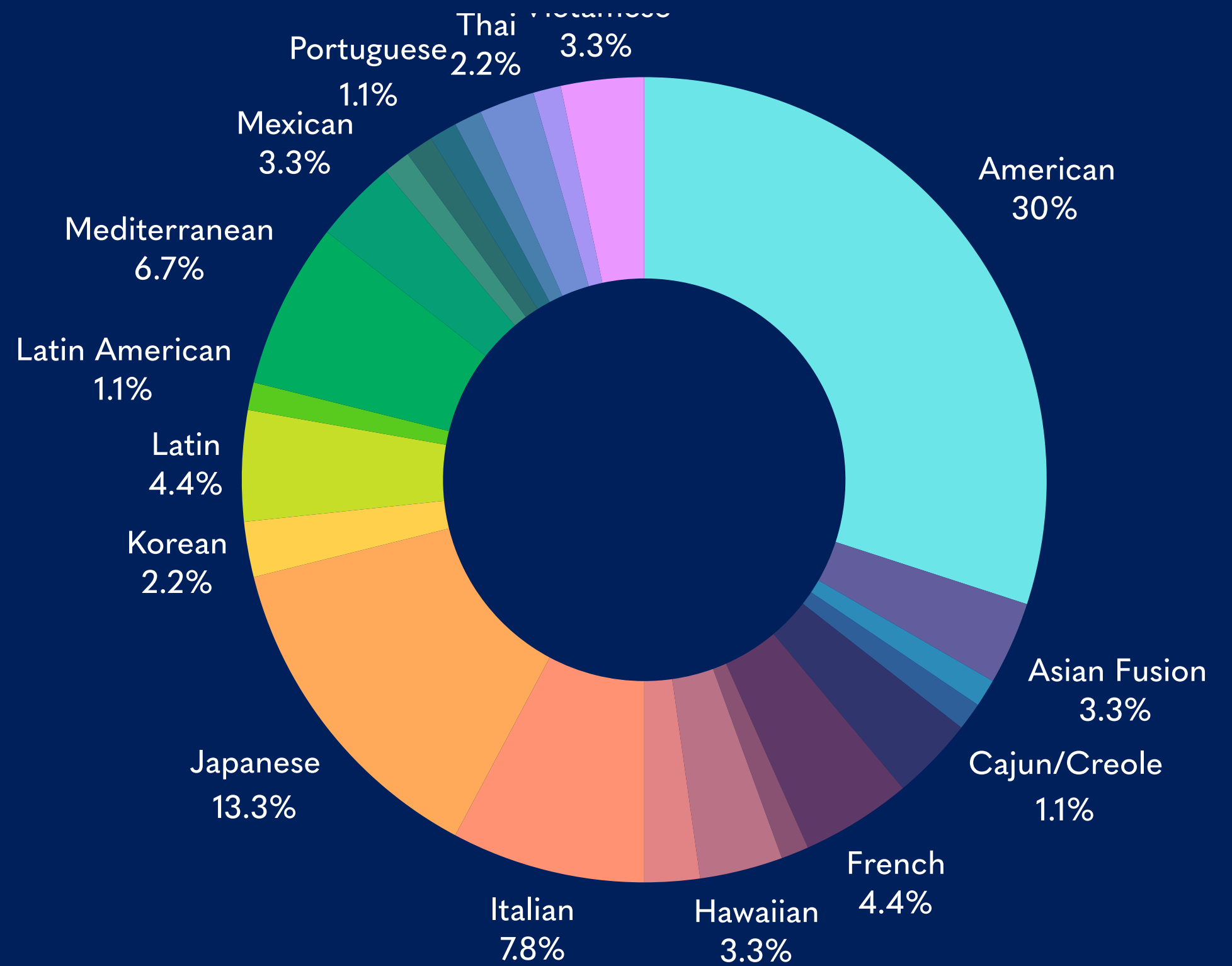


The breakdown of our market reveals that fast casual spots and cafes cater primarily to workers and lunchtime crowds, while the surge in bars and dine-in restaurants indicates downtown's emergence as a post-work destination, drawing visitors from across the Bay to immerse in our vibrant district, spend, and reconnect in person amidst our hybrid reality.

MANY PLACES TO EXPLORE



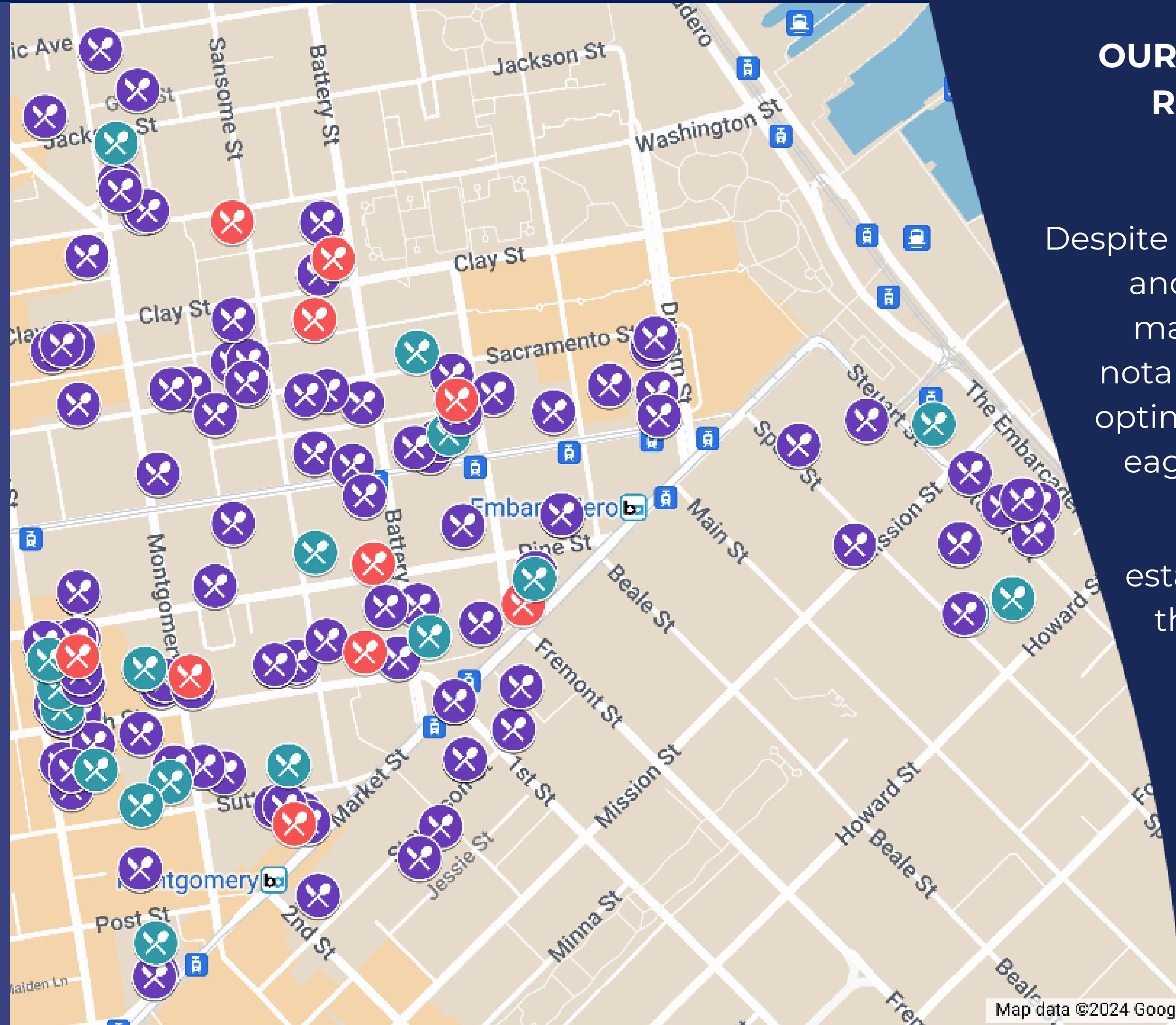
DIVERSITY OF CUISINE



NONDESCRIPT BARS AND CAFES REMOVED FOR CLARITY



FOOD AND BEVERAGE BUSINESS CLOSURES



OUR BUSINESSES ARE STILL REBOUNDING FROM THE PANDEMIC.

Despite the closure of eleven food and beverage spots, twice as many opened, showcasing a notable trend of resilience and optimism among new vendors eager to enter downtown SF.

The closure of certain establishments swiftly paved the way for the emergence of new businesses, driven by an eagerness and confidence in revitalizing the downtown area.

- EXISTING RESTAURANTS
- NEW RESTAURANTS
- CLOSED RESTAURANTS

CONCLUSIONS

- The surge in food and beverage businesses signifies downtown's transformation into a post-work destination, drawing visitors from across the Bay to immerse in our vibrant district, spend leisure time, and reconnect in person amidst our hybrid reality.
- With nearly 30% of restaurants in Downtown SF being dine-in establishments, it's evident that Downtown is more than just a transit center or a point to pass through; it's a destination where people intentionally choose to be.
- The rising demand for fast casual spots and cafes underscores the continued presence of workers downtown, as they seek convenient options to fulfill their lunchtime needs and facilitate collaboration and meetings with colleagues.
- Additionally, workers are staying downtown for lunch and even returning to the office for lunchtime meetings, signaling a shift towards a more integrated work and leisure experience in the downtown area.
- Downtown SF's diverse culinary landscape, ranging from traditional American to global flavors, ensures inclusivity and representation, making it a city where everyone can find something to enjoy and feel at home.



WHAT DOES THIS MEAN FOR DOWNTOWN SF?

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Downtown's surge in food and beverage businesses, including a significant number of dine-in restaurants, signals its transformation into a vibrant post-work destination, attracting visitors for leisure and socializing. With workers opting to stay downtown for lunch and meetings, coupled with its diverse culinary landscape, Downtown SF emerges as a dynamic hub for gathering, celebration, and community engagement.

Check out all of food and beverage spots here:

[DINE DOWNTOWN](#)

DEFINITIONS

Bar: An establishment focusing on alcoholic beverages as its primary offering, accompanied by snacks or "bar food."

Cafe: A venue primarily serving coffee, tea, and light pastries in a relaxed atmosphere.

Dessert: A specialized establishment offering confections and treats such as ice cream, pastries, bakery items, or candy.

Dine-In Restaurant: A dining establishment where customers are seated by staff, provided with menus, and served by a waiter.

Fast Casual: A restaurant where customers order at a counter and have the option to dine in or take their food to go.

Data encompasses the 43-block district managed by the Downtown SF Partnership serving the **Financial District and Jackson Square.**

The data **does not** include include the Embarcadero Center or Union Square which is located outside of the Downtown SF Partnership boundaries. Refer to the district boundary map on page 2.

The data **does not** include pop-ups, only longer term leases.