

*Experience*

# SAN FRANCISCO

*Storytelling Through Food*



avital: LOCAL TASTES  
LOCAL TOURS

a:

## THE AVITAL PHILOSOPHY

*Our mission is to help people experience the world differently through storytelling and food.*

### A COLLECTION OF EXPERIENCES

Each 4-course progressive meal starts with appetizers, then an entree and finally dessert with each course served at a different restaurant. Along the way, our expert guides will provide a snapshot of an iconic neighborhood by telling its authentic story through its people and great food (and drink, of course!) **#BuildAwesomeExperiences**

### DISCOVER NEW PLACES & REDISCOVER OLD FAVORITES

We pride ourselves on working with the best quality restaurants in each neighborhood ranging from hidden gems to local favorites. Let us tell you their story! **#CreateCommunity**

### QUALITY NOT QUANTITY

We choose restaurant partners for their quality and stories. Yes, you'll leave satisfied, but we want you to taste and experience food in a new way – and to us its about the quality and flavor — and quality isn't cheap. **#BreatheCuriosity**

### BUILT BY LOCALS FOR LOCALS

Our goal is that someone who lives in the Mission comes on our Mission Progressive Meal and learns something about her own neighborhood – exploring her own backyard through curious eyes. Ask lots of questions and take the experience to new levels for yourself. **#SeizeOwnership**

### BEST DARN GUIDES OUT THERE!

We are energetic, fun and quirky — and are ridiculously passionate about everything edible we put in our mouths. And most importantly, we will make you laugh! **#EmbraceQuirky**

A FEW OF  
OUR CLIENTS:

Google

Genentech

yelp

Shutterfly

**“I CONTINUE TO RECEIVE  
MANY COMPLIMENTS ABOUT  
YOUR TOUR, AND MY TEAM IS  
SAYING THIS IS PROBABLY THE  
BEST TEAM BUILDING WE’VE  
EVER HAD!”**

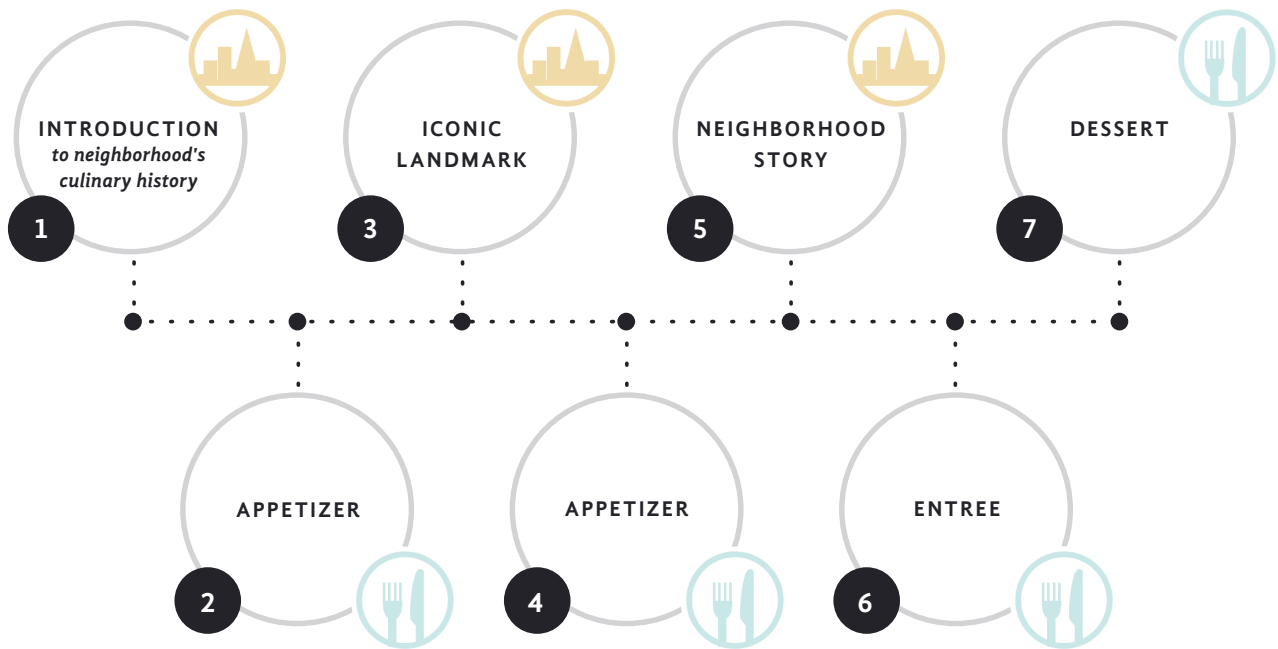
*We really enjoyed every aspect of the tour, from your charisma and energy describing the murals, to the flavor and quality of the food and drinks at every stop. The Mission is a new destination for locals and out-of-towners from our group, for sure! Thank you so much, for a wonderful event, and also the little detail of remembering how much Lee loves karaoke. ;-)*

**- NANCY SLATER, GENENTECH**

# HOW IT WORKS

- ✓ **3 HOURS**
- 📍 **4-COURSE PRIX FIXE MENU WITH GUIDE**
- 👥 **8-30 PEOPLE**

*Our 4-course progressive meal visits 4 restaurants – two appetizers, one entree, and one dessert, with a sprinkling of culinary history and stories in between.*



## WHAT'S OUR VALUE:

- Expert and fun guide to tell culinary history and chef stories of the neighborhood
- Thoughtfully Curated experience at SF's best restaurants
- Team Building facilitation with #EmbraceQuirky game
- Seamless Logistics where tables are reserved and guests are seated upon arrival and food is already ordered so you can focus on your colleagues
- Map of 100 Best Restaurants in San Francisco and access to restaurant concierge text line
- Lifetime discount on all future public culinary experiences in SF and LA



## MISSION DISTRICT FOOD TOUR

*Come taste the flavors of the Mission District — A Latin neighborhood transformed through culinary innovation featuring Mexican cuisine and hidden gem local restaurants with unique flavor combinations.*

### POSSIBLE TASTINGS: (EACH TOUR FEATURES 4 RESTAURANTS!)

- Artisan American Cheese Flight with unique Belgian beer pairing at a New York Times acclaimed chic cheese bar (Mission Cheese)
- Juicy Ham and oyster with optional seasonal cocktail at San Francisco's first ham and oyster bar with Award-winning chefs at the helm (Hog & Rocks)
- Sample West coast cult favorite Rebel Within, a cheese and sausage muffin with an oozing soft boiled egg inside, from innovative pastry chef William Werner paired with refreshing Rhone Wine taste (Craftsman & Wolves)
- Taco duo with Margarita pairing at trendy Taco bar with over 350 different types of tequila (Tacolicious)
- Seasonal Sweet Potato Quesadilla from innovative Mexican vegan restaurant (Gracias Madre)
- Traditional Grilled Chicken Burrito at authentic taqueria inventor of the Mission-style burrito. Taste history! (Taqueria La Cumbre)
- Go behind-the-scenes into a commercial chocolate kitchen to learn how truffles are made and sample a truffle and Gelato Pop (Sixth Course Chocolates)
- Famous Salted Caramel Ice Cream voted by GQ Magazine as one of the top 5 desserts in America from San Francisco's best loved ice cream scoop shop (Bi Rite Creamery)
- Savor Tyler's grandmother's Sourdough Bread Pudding or freshly made hot churros at a Southwestern Family-owned Restaurant from the winner of Season 9 of the Amazing Race (West of Pecos)

OFFERED				
MON	TUE	WED	THU	FRI
noon, 3pm, 4pm, 5pm, 6pm	noon, 3pm, 4pm, 5pm, 6pm	noon, 3pm, 4pm, 5pm, 6pm	noon, 3pm, 4pm, 5pm, 6pm	noon, 3pm, 4pm, 5pm, 6pm

**Want a different start time or a weekend?** Ask your private tour representative if we have a guide available for your experience.





## NORTH BEACH FOOD TOUR

*Come taste the flavors of North Beach. Explore the Italian restaurant scene and former Barbary Coast - known as the most notorious neighborhood in America during the Gold Rush!*

### POSSIBLE TASTINGS: (EACH TOUR FEATURES 4 RESTAURANTS!)

- Housemade charcuterie tasting in historic former Purple Onion Comedy Club where Phyllis Diller, The Kingston Trio, The Smothers Brothers and Maya Angelou got their start (Doc Ricketts)
- Sip on a specialty Pimm's Cup cocktail in an alleyway trendy cocktail den featuring in the New York Times paired with an delicious croquettes (15 Romolo)
- Enjoy famous tomato based seafood stew Cioppino invented in San Francisco by Italian Fisherman (Sotto Mare)
- Handmade kale chips and vegan sampler at Bolivian music venue located in the former Amelio's, known for hosting Joe DiMaggio and Marilyn Monroe's wedding dinner. Meet Quentin the owner and hear how she met her husband, a two time Latin Grammy nominated musician, and fell in love before opening their food & music venue together (Pena Pachamama)
- Authentic Italian Wood-fired Pizza from the oldest pizza oven on the West Coast – Voted No. 3 Best Pizza in the US according to People Magazine's Pizza Search. Pizza paired with a glass of private-label Syrah (Tommaso's)
- Hearty Eggplant Parmesan at old-time historical Italian red sauce restaurant Original Joe's. Entree paired with glass of Sangiovese wine (Original Joe's)
- Enjoy your own delicate cannoli with an Italian expert cannoli maker at a historic 1880 Italian bookshop turned dessert café (A. Cavalli Cafe)
- A trio of Gelato tastes featuring partnerships with local food purveyors—TCHO Chocolate, St. George Spirits, Numi Tea or Fiddyment Farm Pistachios (Gelateria Naia)

OFFERED				
MON	TUE	WED	THU	FRI
11am, noon, 3pm	11am, noon, 3pm	11am, noon, 3pm	11am, noon, 3pm	11am, noon, 3pm

**Want a different start time or a weekend?** Ask your private tour representative if we have a guide available for your experience.



## UNION SQUARE COCKTAIL TOUR

*Drink delicious, well-balanced libations from the nation's top mixologists in Union Square. Learn about San Francisco's integral role in the revival of the cocktail culture, as well as the origins of the spirits in the cocktails.*

### POSSIBLE TASTINGS: (EACH TOUR FEATURES 3 BARS!)

- The ghost haunted Vanishing Lady Gin-based cocktail at 1930s Post Prohibition art deco themed bar. Taste Creme de Mure and see how it influences the final cocktail. (Stookey's Club Moderne)
- The famous Mr. Jones at Bourbon & Branch's newest trendsetting bar with barrel aged spirit program. Sip Whiskey on the side (Tradition)
- Spicy Tequila-based Poquito Picante cocktail at charming historic speakeasy. Taste Aperol on the side and understand its many uses (Burritt Room)

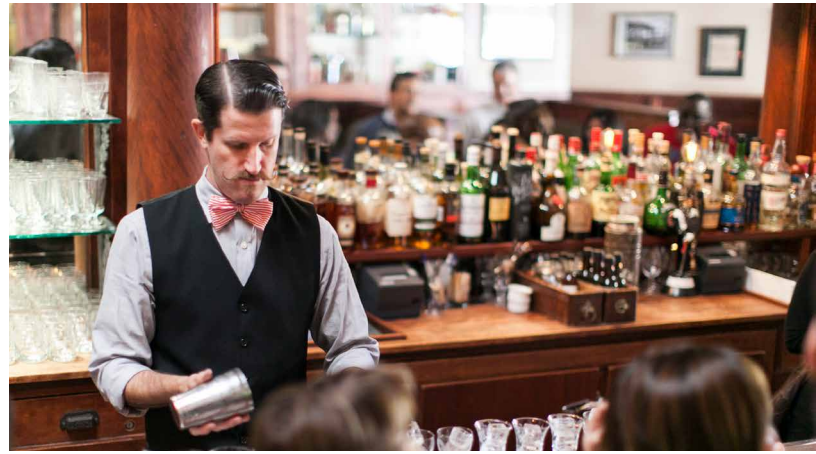
OFFERED				
MON	TUE	WED	THU	FRI
4pm, 5pm, 6pm, 7pm	4pm, 5pm, 6pm, 7pm	4pm, 5pm, 6pm, 7pm	4pm, 5pm, 6pm, 7pm	4pm, 5pm

**Want a different start time or a weekend?** Ask your private tour representative if we have a guide available for your experience.



## WANT TO MAKE YOUR EXPERIENCE MORE HANDS-ON?

Nerd-out with master bar-tenders about spirits and mixology while stirring and shaking with your team! Get your hands dirty as you hand roll your own chocolate truffles. Ask your private tour curator about building an awesome experience!



## HANDS-ON MIXOLOGY ADD ON

*Learn about the spirits in your cocktails, their origins and backstories and how to mix them. This one-hour mixology add on has you drinking a flight of one spirit and stirring cocktails with your group.*



## HANDS-ON DESSERT ADD ON

*Learn about the ingredients in your dessert and how to make them. This one-hour dessert making add on has you eating and rolling or stuffing with your group.*

\*Add-ons start at \$25 per person and may be combined or substituted with your 4-course meal to create an experience for your budget and goals



# PRICING

## MISSION DISTRICT FOOD TOUR

 **3 HOURS**

 **4 STOPS**

**TOUR:**

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**Tasting Option:** \$84 per person

**Deluxe Option:** \$104 per person

**PRIVATE TOUR GRATUITY:**

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\$14 per person

**2 DRINK ALCOHOL ADD ON:**

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**Tasting Option:** \$18 per person

**Deluxe Option:** \$32 per person

## NORTH BEACH FOOD TOUR

 **3 HOURS**

 **4 STOPS**

**TOUR:**

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**Tasting Option:** \$89 per person

**Deluxe Option:** \$109 per person

**PRIVATE TOUR GRATUITY:**

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\$14 per person

**2 DRINK ALCOHOL ADD ON:**

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**Tasting Option:** \$16 per person

**Deluxe Option:** \$28 per person

## MORE ADD ONS

- **Hands-on add on:** \$25+ per person
- **Additional guide for groups over 16 guests:** \$150
- **Meet at Union Square Hotel:** \$150
- **Transportation:** Based on distance and time. Ask for quote.

## FEES

- **\$150 rush fee** added for tours booked and paid for 2 weeks or less in advance.
- **\$10 charge per tasting for accommodating dietary restrictions** that were not previously reported 3 days prior to tour.
- **\$150 rescheduling fee** for changing tour date or tour start time or neighborhood.

## FAQs

### **Do you accommodate dietary restrictions?**

Yes, we are able to accommodate dietary with advance notice.

We are able to accommodate the following dietary restrictions on our tours: Vegetarian, Pescetarian, No Red Meat, No Pork, No Red Meat, No Seafood, Gluten Free (Mission) and Pregnant guests. The North Beach Progressive meal is not recommended for dairy-free or gluten-free guests, though we will accommodate them.

We do not put our brand behind specific tastings for other restrictions including Vegan, Dairy-free, or other restrictive foodways such as paleo or macrobiotic diets, but we do our best.

While we love all the diverse ways folks choose to eat, we strive to highlight the very best and most distinctive food at each of our restaurants and sometimes there just isn't a "next-best" option.

Once the tour is booked, you will receive an email to report your dietary restrictions to us, which is due 3 business days before your tour.

### **Some people in my group don't drink alcohol. What should I do?**

You have two options: 1) You can purchase the alcohol pairing for everyone in the group, and let us know how many people are not drinking as a dietary restriction, and we will have non-alcoholic beverages available (i.e. soda, juice, agua fresca, etc.) so that they can still cheers with the group 2) You can tell us the exact number of people who you want to pay for, and we will have that many pairings available. The other guests will have water available.

### **What is the difference between tasting and deluxe options?**

We say that our 3-hour tasting tour is a light meal for an average sized eater, but if you want to have more than enough food or have some larger eaters in your group, we recommend our deluxe tour option with larger food portion sizes.

The alcohol tasting option is a small tasting at 2 restaurants that provides a perfect complement to your food for a cheers (but you will not feel drunk), while our deluxe option is 2 full-sized drinks so your group leaves a bit happier!

Please keep in mind that we are providing a culinary experience: a guide, seamless logistics and a space for curiosity and team building, among other things. If you are looking for a sit down meal where you are receiving dollar for dollar of food (i.e. tour is \$100, I want \$100 in food), then this is not the experience for you. We are happy to recommend private dining rooms in the area.

### **Can we order additional food and drinks on the tour?**

We spend about 20-30 minutes at each restaurant which is not enough time to place an order, for the kitchen to make the food, and for the guest to eat it before we have to leave and head to the next restaurant. We encourage you to purchase the correct tasting or deluxe package for your group ahead of time.

## FAQs (continued)

### **Do I choose my own restaurants?**

Part of our job is to curate a fun and unique experience for our guests, taking into consideration your group goals. We choose your restaurants from our list of partners (all of the best in San Francisco!) in order to provide a holistic story of the neighborhood telling both its culinary history and sampling its highlights. We also take into account your tour date, start time and group size. Some of our restaurants are tiny, so groups over 14 guests may not visit those restaurants. If you want to break up your larger group into 2 smaller groups to visit those restaurants, we can include a second guide for an additional fee.

We ask our guests to trust us - this is a fun eating adventure. We know when a restaurant owner or chef is at a specific restaurant, and will switch your route to give you the best possible experience.

If you want your final itinerary, you can email [info@avitaltours.com](mailto:info@avitaltours.com) 3 business days beforehand, and we will provide it to you.

### **Can I change my headcount once its booked?**

Yes. At the time of booking, we ask for an initial headcount. This is the headcount that you are paying for and guaranteeing our restaurants. You may add up to 3 guests up to 3 business days before the tour. For example, if you have an estimated headcount of 15 guests, but think 1 or 2 people might not come, book for 12 guests and add more guests later. All tickets booked and paid for are non-refundable, so its easier to add a chair at our restaurants than take away, since that seat has been reserved for you for weeks at our restaurants.

### **How much walking is there?**

Each route is about 1 mile long and mostly flat. There may be slight hills or stairs in North Beach.

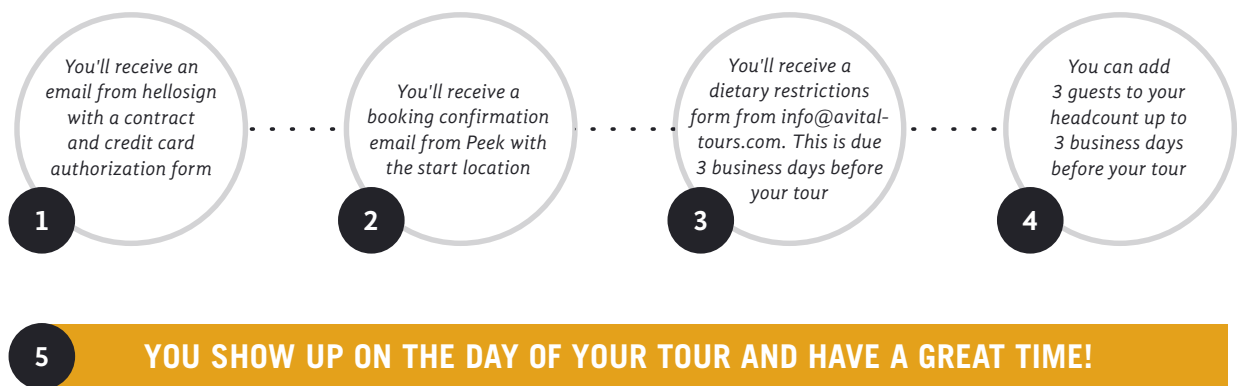


## HOW DO I BOOK?

If you'd like to book a tour with us, choose from our menu of options and send to [groups@avitaltours.com](mailto:groups@avitaltours.com):

1. Tour date:
2. Tour start time:
3. Initial Headcount:
4. Tour Neighborhood (Mission, North Beach):
5. Tour option (Tasting or Deluxe):
6. 2 drink Alcohol pairing (yes or no):
7. Alcohol option (Tasting or Deluxe):

## WAHOO! YOU BOOKED! NOW WHAT?



# TERMS & CONDITIONS

**All information in this contract is subject to the following terms & conditions:**

**Payment:** This document outlines the terms and agreement of payment. A 100% non refundable balance is required to hold the tour date and tour guide. We can accept all major credit cards or check.

**Headcount:** The final headcount is due 3 business days prior to the tour. You can add up to 3 guests up to three business days before the tour. Tour tickets already purchased are non-refundable.

**Dietary Restrictions:** Dietary restrictions are due 3 business days prior to the tour. If they are not accurately reported to us and changes must be made while on the tour, there will be an additional \$10 charge per tasting for that person since we will have to re-order additional food to accommodate them.

**Incidentals:** Your credit card on file will be charged post tour incidentals for re-ordered food and accommodations or fees.

**Weather:** The Client understands that the tour will run rain or shine. In the event of inclement weather, all efforts will be made by Avital Tours to minimize guest exposure to the elements. No discounts or refunds will be issued.

**Mediation:** If a dispute arises relating to this agreement, the parties will follow this procedure before pursuing any other remedy:

1. The parties will promptly meet to attempt in good faith to negotiate a resolution of the dispute.
2. If, within 30 days after that meeting, the parties have not resolved the dispute, they will submit the dispute to a mediator appointed by Avital Tours and both parties will bear the costs equally.
3. After a mediator is appointed, the parties will participate in good faith in the mediation. If the dispute is not resolved within 30 days, it will be settled by arbitration and judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction.

**Cancellations:** Client cancellation, rescheduling, or postponement for any reason of a program within 3 business days of the tour is subject to a 50% non-refundable booking fee. In the unlikely event that Avital Tours must cancel the scheduled event date the Client may either:

1. Receive a refund of all payments made to Avital Tours for this scheduled event. Avital Tours will fully refund monies owed within 2 weeks of the cancellation, thereby releasing Avital Tours of further liability to perform the services outlined in the original contract. OR
2. Reschedule the program. If the client chooses to reschedule at the time of the cancellation, payments made to Avital Tours for this scheduled event will not be refunded and will apply as payment towards the program on the rescheduled date. The remaining total balance is due upon receipt of services.

**Liability Release:** The Client hereby voluntarily releases, discharges, waives and relinquishes any and all actions or causes of action for personal injury, property damage or wrongful death occurring to any participants arising as a result of engaging in [or receiving instructions in] the Avital Food Tour or activities incidental hereto, wherever or however the same may occur and for whatever period said activities, or instructions may continue, and the Client, does for him/herself, his/her heirs, share holders, executors, administrators and assigns hereby release, waive,

discharge and relinquish any action or causes of action, aforesaid, which may hereafter arise for the Client, and agrees that under no circumstances will he/she or his/her heirs, executors, administrators and assigns prosecute or in any way whatsoever, present any claim for personal injury, property damage or wrongful death against Avital Tours, or any of its officers, agents, servants or employees.

The Client shall indemnify and hold harmless Avital tours, its officers, directors and employees from any and all claims, liability, damages, costs or expenses that may incur as a result or in connection with any claim, demand, action or other proceeding arising from the actions of the Client or any third party retained or utilized by the Client in connection with the performance of Avital Tours and it's services.

The Client acknowledges that he/she has read the foregoing two paragraphs of the liability release, has been fully and completely advised of the potential dangers incidental to engaging in an Avital Tour, and is fully aware of the legal consequences of signing this instrument.