

FOOD AND BEVERAGE

## Barneys extends Freds presence to San Francisco

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*Freds new location in San Francisco*

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By STAFF REPORTS

Department store chain Barneys New York is recreating its iconic New York restaurant in San Francisco, but with a distinct local feel.

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The new Freds location in the San Francisco Barneys location will reflect what guests love about the New York restaurant, while also including dishes with fresh local ingredients. The new spot overlooks the San Francisco cityscape and joins other extensions of the restaurant such as locations in Beverly Hills and Chicago.

### Freds in San Francisco

Barneys has extended its well-known in-store restaurant beyond its flagship Madison Avenue store to other locations in the United States. It is now debuting Freds in San Francisco.

In addition to offering new local recipes, the location will also include San Francisco twists on some of its iconic menu items, created by executive chef Mark Strausman.

For instance, the Lobster Club has gotten a West Coast twist, named the San Francisco Club. The sandwich replaces lobster with shrimp and Dungeness crab, which are native to the West Coast.

The historical Ferry Building in San Francisco will provide Acme breads for Freds. The new eatery also uses Dungeness crab in its crab crake.



*Barneys new Freds locale. Image credit: Barneys*

"It's the food and wine city of America," Mr. Strausman said in a statement on Barneys' content site The Window. "A lot of our customers have already been to Madison Avenue over the years. We've been there over 23 years.

"Also, each of the restaurants have an alluring cityscape view in common," he said. "Fred's San Francisco is set up on the top floor overlooking the city and particularly O'Farrell Street."

Last year, Barneys announced it is opening its first store in Florida in 2023, which will also include a Fred's location.

The retailer signed a long-term lease with Bal Harbour Shops for a 53,000-square-foot store, which will anchor the mall's upcoming expansion. This retail placement was years in the making, and shows the retailer's continued investment in bricks-and-mortar ([see story](#)).

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