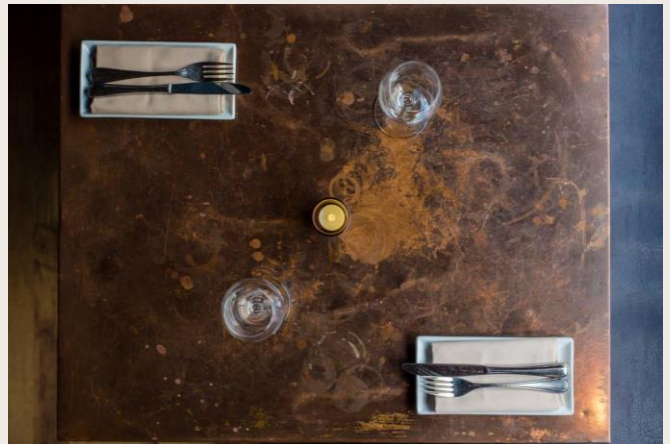




# PRIVATE DINING & *Special Events*

at First Crush

- New American Cuisine
- Boutique California Wines and Beers
- Customized Service From Top Rated Wine Bar



Thank you for considering *First Crush!*

We bring the same **ATTENTION TO DETAIL, CARE and HOSPITALITY** for our private events as we do for all of our guests. Our goal is to create a **UNIQUE and MEMORABLE** experience tailored to your needs.

We are looking forward to working with you!

Event inquiries - please contact our Event Manager  
Andy Correa | 415.982.7875 | [andy@firstcrush.com](mailto:andy@firstcrush.com)

**FIRST CRUSH**

*Restaurant & Wine Bar*

# PRIVATE ROOM

## *Wine Cellar*

Our Wine Cellar serves as the perfect space for reception and dinners. We offer full bar service while your guest enjoy your event and indulge in our New American California cuisine.

*Available for you:*



Menu adopted to **fit your needs**

Full Service Bar  
Sommelier Selected Wine Pairing  
Wine Tender Assistant  
Decorations  
Flower Arrangement  
High Top Table Bar  
Wi-Fi  
Music  
AV Equipment  
Designated Registration Area  
Coat Check  
Local Artist's Exhibition



Up to **75 guests** seated



Standing reception up to **200 guests**

**FIRST CRUSH**

*Restaurant & Wine Bar*

# SEMI PRIVATE ROOM

## *Wine Cellar*

Our Wine Cellar provides curtained-off seating for up to 75 guest. For groups who still want privacy and need less space, our stage curtains make a great alternative.



Wine **inspired** food

### *Available for you:*

- Full Service Bar
- Sommelier Selected Wine Pairings
- Wine Tender Assistant
- Coat Check
- Wi Fi
- Music
- Conversation Areas
- Local Artist Exhibition



**3 semiprivate** sections available



**Cozy curtains** and smart acoustic system

**FIRST CRUSH**

*Restaurant & Wine Bar*

# STREET LEVEL DINING

## *Available For Private Events*

Our main dining room with the street level viewing offers an intimate cocktail reception space. Host a wine and food reception for up to 50 guests with space for guests to sit and chat, network or enjoy a plate of delicious wine-paired food.

For an exclusive experience, you can combine our bi-level restaurant to include dining room and wine cellar – Full Buyout.



**Perfect** for hosting any reception

### *Available for you:*

Full Service Bar  
Sommelier Selected Wine Pairings  
Wine Tender Assisted  
Coat Check  
Wi Fi  
Local Artist Exhibition  
Music  
Conversation Areas



Turn our Bi-level space into your show plan



The heart of **Union Square** adjacent to top rated hotels, BART accessible

# FULL BUYOUT

## *Bi-Level: Wine Cellar & Street Level*

The Full Buyout at First Crush Restaurant and Wine Bar represents the perfect wine experience with the convenience of never having to leave the city. Your group will have full access to 4 fully staffed wine tasting bars, Private Dining Room and multiple lounge areas in addition to many intimate corners for conversation and wine tastings.



Accommodates up to **200 people** seated

Our first floor can also serve as a bar, with passed glasses of sparkling wine, greeting each guest upon arrival. Music, DJ services and multiple entertainment options are available upon request.



### **Varietal Bars:**

Sparkling/Light White Bar, Pinot Noir,  
Blends & Full Bodied Reds



**Full Bar** with *premium liquor* is  
available per request

# DAYTIME USE

*Breakfast | Brunch | Lunch*

Need a gorgeous, inspiring space for a breakfast meeting, offsite team building event, working lunch or afternoon wine and cheese pairing? First Crush is your answer. We offer a myriad of non-traditional meeting and dining options for groups of any size and will elevate any meeting or daytime function.

Let us help you customize a day of pleasurable and productive work with a delicious wine and food pairing reception that everyone will enjoy.



Work stations & AV friendly space



Custom tailored, **Instagram** favored, **breakfast**, **brunch**, and **lunch** menu

# NOT-FOR-PROFIT

## *Helping Society*

Not for profit organizations are welcome to host their events at First Crush Restaurant and Wine Bar, with 10% of proceeds from event area going back to their chosen 501(c)3. First Crush will reserve one of our rooms for this purpose for up to three hours.

The following rules apply to not-for-profit interested in hosting its event:

- \* Event to be held on a **mutually agreeable**, non-convention day.
- \* *One drink minimum* per guest
- \* Signed contract, credit card, and 501(c)3 required at time of booking



*The change* starts with **you.**



## FREQUENTLY ASKED QUESTIONS

*We know how much of your time and consideration goes in to planning an event. In order to ease your burden, we are here any time to address any of your concerns. However, you may find all the answers you may need on this page. Please read below for answers to some commonly asked questions:*

1. Where are you located?

101 Cyril Magnin Street between Powell and Mason Street.

2. Do you offer valet parking?

Valet parking is permitted on Mason and Powell Street. Garage parking is available on the block. LUXE valet parking is a valued partner of First Crush – pick up and drop off car service at our front door.

3. Do you provide flower arrangements?

Yes. We can arrange your floral requirements and the arrangements are yours to keep, or give to your guests, at the conclusion of your function. The cost will be added to your final bill.

4. What if I need to do a presentation?

In our private dining room, visual presentations are facilitated by custom selected AV equipment. For visual presentations in the main dining rooms we can rent AV equipment to suit your specific needs.

5. Can I bring my own music?

Yes. If you are booking a private event you may bring your own playlist. Our system supports CDs, iPods.

6. Are you handicap accessible?

Yes.

7. How long does dinner usually take?

Two to two and a half hours is the average for seated 3 course dinner service.

8. If I do not want to hold my event at First Crush Restaurant and Wine Bar, can you cater to my event?

Yes. We would be happy to accommodate your dining and beverage needs outside of your restaurant.

9. What about the bill?

The bill must be settled the day of the event by cash or credit card. You may also pay in advance with a check.

10. Do I have to order off the special events menu or can I order a la carte?

For gatherings of 8 guests, we can create a special menu for you or you may order off our dinner menu. For gatherings above 8 guests we create a customized event menu from which your guests order based on their preferences.

# FIRST CRUSH

*Restaurant & Wine Bar*

11. What if there are dietary restrictions in my party?

We take dietary restrictions very seriously and will most certainly accommodate them. Foreknowledge of guest dietary restrictions is greatly appreciated.

12. What about hors d'oeuvres?

Hors d'oeuvres are optional however they are frequently opted for during pre-dinner cocktail hour and almost always opted for cocktail only events.

The average guest consumes 2-3 pieces prior to a seated dinner and 4-6 pieces during cocktail only events.

13. What if I want more dessert options? Do you offer custom desserts/cakes?

If you would like more options for dessert, most of the desserts on our regular dessert menu can be offered for your party. In certain cases, an additional fee may apply.

14. Can I bring my own cake? What is your cake cutting fee? Do I have to order dessert?

Dessert is included in the three and four course menu packages. If you would like to cancel dessert, replace it with a custom cake, or bring your own cake we can accommodate you. For hosts who bring their own cake, our cake cutting fee is \$4 per slice.

15. What if I would like to arrange a tasting menu, instead of ordering off of the special events menu?

The special events coordinator, chef, and pastry chef would be more than eager to work with you to create a tasting menu. Our sommelier is also available to customize coursed wine pairings. After a contract and banquet confirmation.

16. Can I bring my own wine? What is your corkage fee?

If our 200+ bottle wine list does not feature the bottles you would like to enjoy during your event you may bring your own wine. Our corkage fee is \$25 per bottle.

17. Can you help me select wines? Should I select my wines in advance?

Yes. Our sommelier would be more than happy to send you wine recommendations or meet with you for a consultation, all we ask is that you give us parameters (tasting notes, price range per bottle). Pre selecting wines for events allows us to ensure that we have sufficient quantities of the exact wine you would like for your event.

18. I see that you offer a fixed per person per hour price for cocktails and wine, can you explain that?

This is a great package for festive cocktail events in which the average guest would be consuming two or more drinks an hour. Per person per hour cocktail and wine package allows the host to control and predict alcohol costs and in some cases may be favorable over an open bar scenario.

19. Can I order liquor and wine by consumption? What is an open bar?

Yes. An open bar refers to scenarios where, usually during cocktail hour or receptions, standing guests order by consumption from the bar. The charges incurred for these drinks are included on the host's bill.

20. Can I limit what my guests drink?

Yes. This can be done in a number of ways. You may host an open bar for a cocktail event but ask that bartenders not offer top shelf liquor, or wine and cocktails over a certain dollar amount. We can also provide drink tickets to set expectations with your guests, based on your business needs.

# FIRST CRUSH

*Restaurant & Wine Bar*

21. Can my guests pay for their own drinks?

Yes. We call this a cash bar. Pre tax and pre gratuity sales from the cash bar apply to your food and beverage minimum.

22. What about delivery and storage?

Should you require printed materials, gifts or other items to be shipped to First Crush in advance of your event, please send them c/o First Crush 101 Cyril Magnin St San Francisco, CA 94102 , Attn: Private Events/Andy Correa, and clearly indicate the name and date of your event.

23. What about coat check?

Coat check is always available and is complimentary.



# FIRST CRUSH

*Restaurant & Wine Bar*

## OPTION 1

### PRIVATE DINING MENU

#### FIRST COURSE

*(please select one of the following)*

##### DAILY SOUP

chef's freshest daily ingredients

##### CHOPPED SALAD

little gem & iceberg lettuce • garbanzo beans • english cucumber •  
cherry tomatoes • salami • feta cheese • white wine vinaigrette

##### LOCAL PEAR SALAD

mendocino county pears • frisee • baby arugula • pine nuts • blue cheese • lemon mustard vinaigrette

#### SECOND COURSE

*(please select 3 of the following)*

##### BUTTERNUT SQUASH RISOTTO

##### STUFFED PORTOBELLO MUSHROOM

organic quinoa • green lentils • red pepper hummus • roasted peppers • zucchini •  
peeled toybox tomato • curry oil • balsamic syrup

##### ORGANIC AIRLINE CHICKEN

butternut squash risotto • roasted bell pepper • dino kale • parmesan • natural au jus

##### GRILLED WILD COHO SALMON

white quinoa • baby carrots • chinese long beans • lobster sauce

#### THIRD COURSE

*(please select one of the following)*

##### WHITE CHOCOLATE BREAD PUDDING

blueberry compote • vanilla ice cream

##### LAVENDER CRÈME BRÛLÉE

berries • shortbread cookie

##### CHOCOLATE DECADENCE

raspberry sauce • vanilla gelato

##### SEASONAL SORBET

# OPTION 2

## PRIVATE DINING MENU

**FIRST CRUSH**  
*Restaurant & Wine Bar*

### FIRST COURSE

*(choose one of the following)*

#### DAILY SOUP

chef's freshest daily ingredients

#### CHOPPED SALAD

little gem & iceberg lettuce • garbanzo beans • english cucumber • cherry tomatoes • salami • feta cheese • white wine vinaigrette

#### LOCAL PEAR SALAD

mendocino county pears • frisee • baby arugula • pine nuts • blue cheese • lemon mustard vinaigrette

### SECOND COURSE

*(please select three of the following)*

#### BUTTERNUT SQUASH RISOTTO

#### STUFFED PORTOBELLO MUSHROOM

organic quinoa • green lentils • red pepper hummus • roasted peppers • zucchini • peeled toybox tomato • curry oil • balsamic syrup

#### ORGANIC AIRLINE CHICKEN

butternut squash risotto • roasted bell pepper • dino kale • parmesan • natural au jus

#### GRILLED WILD COHO SALMON

white quinoa • baby carrots • chinese long beans • lobster sauce

#### GRILLED GRASS-FED ANGUS RIBEYE STEAK

roasted marble potato • brussel sprout leaves • asparagus • pancetta • cabernet blackberry demi glace

### THIRD COURSE

*(choose one of the following)*

#### WHITE CHOCOLATE BREAD PUDDING

blueberry compote • vanilla ice cream

#### LAVENDER CRÈME BRÛLÉE

berries • shortbread cookie

#### CHOCOLATE DECADENCE

raspberry sauce • vanilla gelato

#### SEASONAL SORBET

# FIRST CRUSH

*Restaurant & Wine Bar*

## OPTION 3

### PRIVATE DINING MENU

#### FIRST COURSE

*(choose one of the following)*

##### DAILY SOUP

chef's freshest daily ingredients

##### CHOPPED SALAD

little gem & iceberg lettuce • garbanzo beans •  
english cucumber • cherry tomatoes • salami • feta cheese • white wine vinaigrette

##### LOCAL PEAR SALAD

mendocino county pears • frisee • baby arugula • pine nuts • blue cheese • lemon mustard vinaigrette

#### SECOND COURSE

*(please select three of the following)*

##### BUTTERNUT SQUASH RISOTTO

##### STUFFED PORTOBELLO MUSHROOM

organic quinoa • green lentils • red pepper hummus • roasted peppers • zucchini •  
peeled toybox tomato • curry oil • balsamic syrup

##### ORGANIC AIRLINE CHICKEN

butternut squash risotto • roasted bell pepper • dino kale • parmesan • natural au jus

##### GRILLED WILD COHO SALMON

white quinoa • baby carrots • chinese long beans • lobster sauce

##### GRILLED GRASS-FED ANGUS RIBEYE STEAK

roasted marble potato • brussel sprout • asparagus • pancetta • cabernet blackberry demi glace

##### PAN ROASTED FILET MIGNON

roasted marble potato • brussel sprout leaves • asparagus • pancetta • cabernet blackberry demi glace

#### THIRD COURSE

*(choose one of the following)*

##### WHITE CHOCOLATE BREAD PUDDING

blueberry compote • vanilla ice cream

##### LAVENDER CRÈME BRÛLÉE

berries • shortbread cookie

##### CHOCOLATE DECADENCE

raspberry sauce • vanilla gelato

##### SEASONAL SORBET

# FIRST CRUSH

*Restaurant & Wine Bar*

## HORS D'OEUVRES SELECTIONS

(AVAILABLE AS TRAY-PASSED  
OR FOOD STATIONS)

### PRE-DINNER:

(select 4 items)

### RECEPTION:

(select 4 items)

SPICY TUNA TARTARE  
taro chips

DUNGENESS CRAB SALAD  
cucumber and mango salsa

ANSON MILLS CRISPY POLENTA  
kalamata olive tapenade

SWEET CORN AND SHRIMP FRITTERS  
(available without shrimp)

KOBE BEEF SLIDERS  
sauce a la first crush

SMOKED SALMON AND CREAM CHEESE TARTLETS  
capers • red onion • tomato • alfalfa sprouts

TWICE BAKED POTATOES

SMOKED GRAVLAX FILET MIGNON  
cabernet onion compote • horse radish cream sauce • crostini

CHEDDAR CHEESE BISCUIT *(1 per person)*  
jalapeño jelly

DEVILED EGG WITH CAVIAR *(1 per person)*  
truffle oil • reggiano cheese

CHICKEN SKEWERS STEAK

AHI TUNA LOLLIPOPS  
seared • cajun sauce

CABERNET MARINATED LAMB LOLLIPOPS  
mushroom polenta • cabernet lamb demi glace

A SELECTION OF ARTISANAL CHEESES  
(based on a minimum of 25 guests)

FIRST CRUSH SEASONAL VEGETABLE PLATTER  
SERVING 25 GUESTS

FRUIT PLATTER  
SERVING 25 GUESTS

ARTISANAL CHARCUTERIE PLATER  
SERVING 25 GUESTS

# FIRST CRUSH

*Restaurant & Wine Bar*

## BEVERAGE PACKAGES

(BASED ON 3 HOUR EVENT)

Sommelier selected boutique  
California wines and beers. \*

### ~ THE GRAPE VINE ~

1 White  
2 Red  
+ beer

Kenneth Volk un-oak Chardonnay, Central Coast  
Pine & Brown Sauvignon Blanc, Napa Valley  
Pavi Pinot Grigio, Napa Valley  
William Hill Cabernet Sauvignon, Central Coast  
60 North Merlot, Oakville

### ~ POISED TO POUR ~

SPARKLING

J Vineyards Cuvee Brut, Russian River Valley

WHITE

(choose 2)

Meiomi Chardonnay

Pip Chardonnay, Sonoma Coast

Rocky Hill Pinot Gris, Sonoma County

Pine & Brown Sauvignon Blanc, Napa Valley

RED

(choose 2)

Jelly Jar Zinfandel, Lake County

Meiomi Pinot Noir, Central Coast

Branham "Resolution" Cabernet Sauvignon

Enkidu Cabernet Sauvignon, Sonoma County

+ beer

### ~ STOMPIN' & SIPPIN' ~

SPARKLING

Roederer Estate Brut Rosé, Carneros

WHITE

(choose 2)

Cade Sauvignon Blanc, Napa Valley

Ancien Chardonnay, Carneros

Talley Chardonnay, Central Coast

The Prisoner "Blindfold" White Blend, Napa Valley

RED

(choose 2)

Talley Pinot Noir, Central Coast

J Vineyards Pinot Noir, Sonoma County

Bella Zinfandel, Dry Creek Valley

Ehlers Cabernet Sauvignon, Napa Valley

Tamber Bey Meritage, Napa Valley

+ beer

Full Bar with *premium liquor* is  
available per request

\*Due to end of vintage and supplier  
availability, comparable wines may be  
substituted for those listed here