

WEEKEND AND HOLIDAY SPECIALS

..	Prawn, Tomato, Mushroom, Fresh Basil, & Provolone Cheese Omelette	17.95
..	Rocco's Special Crab Cake Benedict	16.95
..	Chocolate Chip Pancakes topped w/ Whipped Cream	12.95
..	Traditional Eggs Benedict	14.95
..	Fresh Spinach Eggs Florentine	14.95
..	Joe's Scramble ~ Scrambled Eggs, Spinach, Ground-Round Hamburger & Onions	\$14.95
..	3 Eggs "Spuds a la Rocco", topped w/ Avocado, Marinara & Sharp Cheddar	15.95
..	3 Eggs Poached in a Sweet Tomato, Basil Marinara Sauce w/ Italian Sausage & Warm Italian French Bread	15.95
..	A Better BLTA on sliced toast w/Seasoned Fries or Cottage Cheese	15.95
..	Fresh Homemade Buttermilk Biscuits	2/5.50
..	Seasonal Fresh Fruit	Cup 6.95 Bowl 9.95

all breads are local and baked fresh daily

~ It's Mimosa Time! ~

Champagne w/either Orange, Cranberry or Grapefruit Juice 9

~ serving locally ground 'Caffe Roma' italian coffee ~
and Ghiradelli Hot Chocolate.....

The History of Rocco's Café
Rocco Coscarelli Comes to America

In 1920 a young Italian man named Rocco Coscarelli came to America to pursue his dream. He worked for years in the North Beach institutions Fior d'Italia, Bimbo's 365 Club and The Riviera. Rocco realized his dream when he and his wife Constantina opened their own Italian restaurant in San Francisco's Excelsior District called Rocco's Fine Food. For more than 30 years he ran a successful business where the key ingredients were quality, quantity, and personality. This old-school Italian recipe for success was passed down to his grandson Don, who at the age of 25 (1990) opened Rocco's Café in his honor. The Coscarellis had started a family tradition that would span many generations. In addition to Rocco, his son Lou Coscarelli owned the Monte Carlo restaurant in San Francisco, his daughter Frances Benedetto owned a café in Menlo Park and another daughter 'Nora (Chef Don's mom) still sometimes makes homemade desserts for Rocco's Café.

Rocco's Grandson Don – The Legacy Continues

Don grew up with Italian cooking in his blood. As a young boy, he frequently helped his mom, aunt and uncle cook old-school homemade Italian dishes from scratch. He was always willing to learn and later would cook next to his Uncle Lou at the Italian-American Social Club in San Francisco. In fact Don, his grandfather, aunt and uncle ALL worked at the Italian-American Social Club spanning three generations. At age 18, Don combined this valuable work experience with the work ethic learned from his father Don Sr., and entered the restaurant business as a line cook at an Italian restaurant in North Beach. Don quickly advanced to General Manager. After gaining more experience working in many of S.F.'s most popular restaurants, Don knew some day he would open up his own restaurant just like his grandfather, aunt and uncle before him.

Rocco's Café, A Family Tradition & Neighborhood Favorite

The family tradition lives on as Rocco's Café brings the feeling of old North Beach and the flavor of Italy to the South of Market area (SOMA). Don's cooking can best be described as authentic, home-style Italian food, with such Italian staples as Linguine with Clams in White Cream Sauce, Sautéed Chicken Marsala, and Grilled Polenta with Sautéed Vegetables. When asked what his specialty is, Don replies "everything is special or it shouldn't be there". Each dish is an original cooked with individual attention ... and there is no skimping. And to this day ALL Rocco's Sauces, Salad Dressings, Marinades, and most Desserts are Homemade from scratch!

Today, Rocco's enjoys a loyal following of regular customers, some of whom remember going to his grandfather's and uncle's restaurants, who keep coming back to this neighborhood favorite for good homemade Italian food with a lively atmosphere, quick service, and large portions. Besides cooking at Rocco's you can catch Chef Don cooking up his favorite dishes on local television shows such as KQED's "Check Please" and ABC 7's previous "View from the Bay" also, national tv in June 2009 on The Food Network Channel's "Diners, Drive-ins & Dives", and also selected Rocco's in 2016 for their show "Best Italian". Rocco's is proud to be part of three generations spanning 80 years. Over the years we have amassed a large collection of photos and other San Francisco memorabilia. Enjoy ... and MANGIA!!

www.RoccosCafe.com

"A South of Market Neighborhood Institution since 1990"