

## **BOUDIN BAKERY: AN ANECDOTAL CHRONOLOGY**

- 1835:** William A. Richardson builds the first permanent residence at Yerba Buena cove.
- 1846:** Capt. John Montgomery of the USS Portsmouth seizes Yerba Buena as U.S. territory.
- 1847:** Yerba Buena officially named San Francisco. The population numbers about 1,000.
- 1848:** Gold is discovered on the American river, and thousands of adventurers crowd into San Francisco.
- 1849:** The Boudin French Bakery is established, one of more than 60 bakeries in the city. San Francisco's population swells to 20,000 by the end of the year.
- 1850:** Boudin bread quickly wins the hearts of city-dwellers and prospectors alike, who line up each morning for a fresh-baked loaf of Sourdough French bread.
- 1852:** Boudin French Bakery moves to 319 Dupont (now Grant Avenue) in North Beach.
- 1868:** Despite the introduction and wide-spread use of Fleischman's cake yeast, the Boudin family continues to use the time-honored method of leavening the bread with a wild yeast starter, or "mother" dough.
- 1873:** Isidore Boudin marries Louise Erni at Notre Dame des Victoires in San Francisco. Boudin bread is home-delivered by horse-drawn wagon.
- 1890:** Louise and her daughter Lucie continue to run the bakery following Isidore's death in 1887. Operations expand to meet the bakery's ever-increasing popularity, while the bakery stays true to its original sourdough baking process. The bakery moves to a new location at 815 Broadway.
- 1900:** Introduction of motorized delivery trucks.
- 1906:** The Great Earthquake and Fire. Louise Boudin saves the original "mother dough" in a bucket. The bakery moves to its current 10th Avenue location.
- 1909:** At age 29, Charles Boudin, youngest son of Isidore and Louise, marries Lizabelle Pomeroy. "Mr. Boudin is a member of the San Francisco firm of Boudin Brother, owners of extensive flour mills," writes one newspaper. "The Boudins have long held an influential place in the life of the metropolis, and Mrs. Louise Boudin, mother of the groom, is the social leader of the French colony."
- 1910:** Louise retires. Her sons Charles and Jules take over the expanded baking company.
- 1913:** Steve Giraudo, Sr. is born in San Francisco.

- 1919:** The Girardo family leaves for Italy, where Steve’s mother teaches him to bake bread using a pre-fermented starter.
- 1926:** At the age of thirteen, Steve Girardo, Sr. leaves the family farm in Busca to apprentice at a local bakery. After one year, he finds a job as a baker at the Boulangerie Hugo in Toulon, in the South of France.
- 1928:** The Boudin Bakery at Tenth Avenue undergoes an extensive renovation. Ansel Adams is commissioned to create Boudin’s first commercial portrait.
- 1931:** Competition from large mechanized bakeries drives thousands of small bakeries out of business. Boudin remains true to its original baking traditions, and falls on financially hard times.
- 1935:** Steve Girardo, Sr. returns to San Francisco. Now an accomplished baker, he finds work at Boudin Bakery.
- 1941:** Boudin faces bankruptcy. Now the Master Baker, Steve Girardo Sr., soon to be known as “Papa Steve,” purchases the bakery from the granddaughter of Isidore and Louise Boudin, with the family’s full support. The San Francisco sourdough baking tradition is saved.
- 1952:** At the age of 6, Lou Girardo, Papa Steve’s younger son, helps out at the bakery by packing breadsticks.
- 1960:** Boudin is among a small minority of San Francisco bakeries staying true to the original artisan sourdough recipe: just unbleached flour, water, salt, and a portion of mother dough. In spite of prevailing baking trends, no fats, sugars, preservatives, or dough conditioners are ever introduced at Boudin.
- 1962:** Steve Girardo Jr., Papa Steve’s older son, begins working at the bakery full-time.
- 1974:** Boudin commissions Primo Angeli to design its unique logo, which blends American style and European heritage. The logo becomes an instant classic, winning awards and wide-spread acclaim.
- 1975:** Lou Girardo plans and leads the opening of Boudin’s first retail demonstration bakery on Fisherman’s Wharf. Visitors can watch the baking process from beginning to end.
- 1978:** In response to tourists’ overwhelming requests for home-delivery of the original San Francisco Sourdough French bread, Boudin launches its mail-order business, which becomes an over-night success.
- 1983:** Papa Steve adopts Sharon Duvall as an honorary member of the Girardo family and partner in the Bakery.

- 1984:** Boudin's wholesale grocery business is discontinued; emphasis is placed on development of Bakery-Cafés.
- 1990:** San Franciscans vote Boudin their favorite Sourdough French bread. "Fresh cracked crab with Boudin's round 'dark bake' sourdough and a well-chilled bottle of California Chardonnay is still the quintessential S.F. meal," writes columnist Herb Caen.
- 1997:** San Franciscans gather to mourn the death of Papa Steve, age 84. Master Baker Fernando Padilla carries on the San Francisco Sourdough French bread tradition.
- 1999:** Boudin's 150th anniversary. The bakers continue to hand craft each loaf, using a portion of the original mother dough to start each day's batch of sourdough bread.
- 2004:** On January 4, a groundbreaking ceremony is held to celebrate the start of construction on Boudin's new 26,000 square foot flagship location at Fisherman's Wharf.
- 2005:** On May 11, Boudin at the Wharf opens to the public. The 26,000-square-foot facility serves as an exciting new San Francisco destination, featuring a demonstration bakery; Bakers Hall market; Boudin Café; Bistro Boudin, a full-service restaurant and private dining room; and Boudin Museum & Bakery Tour.
- 2006:** On July 6, Boudin SF opens at South Coast Plaza in Costa Mesa. A welcoming, fun and family-friendly restaurant, Boudin SF serves freshly-made breakfasts, lunches and dinners in the popular Boudin San Francisco tradition. All Boudin SF locations will mix, shape, score and bake bread throughout the day, every day.