



Legacy Business Registry Staff Report

Hearing Date: July 28, 2025

PEASANT PIES

Application No.: LBR-2024-25-043
Business Name: Peasant Pies
Business Address: 1039 Irving St. and 550 Gene Friend Way, #C
District: Districts 7 and 6
Applicant: Ali Keshavarz, Owner
Nomination Date: January 22, 2025
Nominated By: Supervisor Myrna Melgar
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Peasant Pies is a specialized cafe bakery that focuses on creating handmade savory and sweet pies. In addition to that, the bakery offers soups, salads and drinks. Peasant Pies has two locations, one located in Inner Sunset and the other in Mission Bay. Their products are offered in local stores like Whole Foods Market, Rainbow Grocery, and Gus's Community Market. Moreover, people can order on their website, UberEats, Doordash, and Caviar.

Peasant Pies is one of the first healthy fast casual eating establishments in San Francisco. They often serve local neighborhood residents and at the Mission Bay location, UCSF medical center staff, health workers, and students. They also provide catering services focused on office catering for high-tech, biotech and other businesses in the area.

Ali Keshavarz and Gerard Buulong started Peasant Pies at 4108 24th Street in Noe Valley in December 1993. They opened its second location at 4117 18th Street in the Castro in June 1995. Then the third location was opened at 1039 Irving Street in December 1995. The Castro location closed in October 1997. The Mission Bay store opened at 550 Gene Friend Way, #C in December 2008. A location at 303 Sacramento St. opened in September 2014 and closed in March 2016. The Noe Valley location at 4108 24th Street closed in September 2018. The 1039 Irving Street store is the headquarters and production facility for all Peasant Pies products.

Gerard Buulong retired in December 2020, and Ali Keshavarz is the president and the primary business owner/operator.

Peasant Pies have consistently remained open to serve its community since its founding. The business is a part of many community initiatives such as being a sponsor for the Make a Wish Foundation, catering for the annual Brave the Bay event at Aquatic Park, and serving many half marathons in Golden Gate Park. They have remained an affordable healthy fast food option for San Francisco residents. Peasant Pies is a certified "Local Business Enterprise" (LBE) and "Micro Local Business Enterprise." Peasant Pies has been a certified "San Francisco Green Business" since 2020.

Due to changing business conditions, Peasant Pies is considering co-op models like Rainbow Grocery Cooperative or Arizmendi Bakery to incorporate employee ownership of the company.

CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Yes, Peasant Pies has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

4108 24th St. from 1993 to 2018 (32 years)
4117 18th St. from 1995 to 1997 (2 years)
1039 Irving St. from 1995 to Present (30 years)
550 Gene Friend Way, #C from 2008 to Present (17 years)
303 Sacramento St. from 2014 to 2016 (2 years)

CRITERION 2

Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Peasant Pies has contributed to the history and identity of the Inner Sunset and Mission Bay neighborhoods, and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with one of the first healthy fast casual eating establishments in San Francisco in the early 1990s. At the time, "Fast-Food" was very unhealthy, and healthy cuisine was more of a sit-down restaurant format. Peasant Pie introduced healthy fast food in a casual set up.
- Peasant Pies had been part of neighborhood activities. In 2024, there was "Live Music in The Neighborhood," and many music bands played in front of the store. The business regularly contributes to KALW's public radio membership drive by providing food for the volunteers who answer the phone. Peasant Pies has provided food for the UCSF team for AIDS walk. The business also provides many volunteer catering events for the UCSF medical facilities all over the city like Parnassus campus, VA Medical center, Mt. Zion Medical Center, and Mission Bay.
- The two Peasant Pies locations are not listed on a state or federal historic resource registry. It is also not locally listed in Article 10 or 11.
- There have been a number of features and articles on Peasant Pies:
 - "10 Must-Try Pie Shops In San Francisco," Modern Luxury, October 14, 2024.
 - "The Best Pie Shops in San Francisco," Thrillist, November 17, 2022.
 - "Peasant Pies Earns San Francisco Business Diversity Designations," UCSF, May 13, 2022.
 - "Go Eat This Now: Peasant Pies," SF Weekly, October 2, 2019.

The Bay Guardian weekly, in their "Best of the Bay" edition, declared Peasant Pie as "The best reason to live in Noe Valley."

- With regard to racial and social equity, Peasant Pies is an immigrant and minority owned business founded by Ali Keshavarz and Gerard Buulong in 1993. It was one of the first healthy fast casual eating establishments in San Francisco in the early 1990s. Peasant Pies has been supporting local neighborhood schools by donating to their fundraising events for many years. They have also provided catering to many local events like the Make a Wish Foundation annual events, San Francisco's half marathons, KALW's public radio, and have provided food for UCSF across the city. Peasant Pies has continually provided and served the people and businesses of San Francisco with quality and healthy fast food. Peasant Pies success is an example of how immigrants enrich our communities.

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CRITERION 3

Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Peasant Pies is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Peasant Pies qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Bakery / restaurant featuring pies and more.
- Specializes in hand-held delicious and affordable sweet and savory pies.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Restaurant featuring pies.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Peasant Pies currently located at 1039 Irving St. and 550 Gene Friend Way, #C in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

July 28, 2025

PEASANT PIES

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Adopting findings approving the Legacy Business Registry application for Peasant Pies, currently located at 1039 Irving St. and 550 Gene Friend Way, #C.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 28, 2025, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Peasant Pies in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Peasant Pies.

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Physical Features or Traditions that Define the Business:

- Bakery / restaurant featuring pies and more.
- Specializes in hand-held delicious and affordable sweet and savory pies.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Peasant Pies on the Legacy Business Registry:

- Restaurant featuring pies.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 28, 2025.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

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CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
_____ Yes _____ No

4108 24th St. from 1993 to 2018 (32 years)
4117 18th St. from 1995 to 1997 (2 years)
1039 Irving St. from 1995 to Present (30 years)
550 Gene Friend Way, #C from 2008 to Present (17 years)
303 Sacramento St. from 2014 to 2016 (2 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
_____ X _____ Yes _____ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?
_____ X _____ Yes _____ No

NOTES: NA

DELIVERY DATE TO HPC: June 18, 2025

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 7



City and County of San Francisco

MYRNA MELGAR

January 21, 2025

TO: Katy Tang, Director, Department of Small Business

Dear Director Tang,

I am writing to nominate Peasant Pies for Legacy Business status in the City & County of San Francisco.

Peasant Pies is a valued community institution that has contributed deeply to San Francisco's culinary community since 1993 and has been enriching the Inner Sunset's flourishing restaurant scene since 1995. They are also a vital member of San Francisco's incredible immigrant- and minority-owned small business community.

Peasant Pies doesn't just serve San Francisco through its two shops, they distribute their delicious sweet and savory pies through healthy markets like Rainbow Groceries, Gus's Community Markets, and Whole Foods Markets. This means their business reaches residents throughout the City, who can enjoy Peasant Pies in their own neighborhoods. Despite the many ups and downs they have experienced, Peasant Pies has continuously brought affordable, hand-sized pies to San Francisco residents for 32 years. This commitment to bringing good, healthy food to San Francisco is not only held by the owners, but also shared by the staff of Peasant Pies, some of whom have been at Peasant Pies for over 25 years.

Granting Peasant Pies legacy business status would acknowledge their contributions to San Francisco and especially District 7, and help them continue serving their beloved pies to generations of San Franciscans to come.

Thank you for your consideration and please do not hesitate to reach out if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Myrna Melgar".

Myrna Melgar
Member of the Board of Supervisors, District 7
City & County of San Francisco



Legacy Business Registry Application



Business Information

Business name: Peasant Pies

Business owner name(s): Ali Keshavarz

Identify the person(s) with the highest ownership stake in the business

Current business address: 1039 Irving St., San Francisco, CA 94122

Telephone: (415) 731 – 1978

Email:

Mailing address (if different than above):

Website: www.peasantpies.com

Facebook: www.facebook.com/PeasantPies

Other: www.instagram.com/peasantpies

7-digit San Francisco Business Account Number (BAN): 0 3 5 3 2 5 9

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☒ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☒ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Ali Keshavarz

Contact person title: Owner

Contact telephone: () –

Contact email:

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 4108 24th St. **Zip Code:** 94114

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 12/1993 To: 09/2018

Other address (if applicable): 4117 18th St. **Zip Code:** 94114

Dates at this location: From: 06/1995 To: 10/1997

Other address (if applicable): 1039 Irving St. **Zip Code:** 94122

Dates at this location: From: 12/1995 To: Present

Other address (if applicable): 550 Gene Friend Way, #C **Zip Code:** 94158

Dates at this location: From: 12/2008 To: Present

Other Address (if applicable): 303 Sacramento St. **Zip Code:** 94111

Dates at this location: From: 09/2014 To: 03/2016

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Applicant Disclosures

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

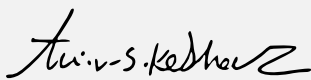
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name: Ali Keshavarz

Signature:



Date: 12/30/2024

PEASANT PIES

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Peasant Pies is a café bakery specializing in hand-held savory and sweet pies. In addition to pies, the bakery offers soup, salads, drinks, and coffee. Peasant Pies has two retail stores in San Francisco, as well as a wholesale and catering business.

b. Describe whom the business serves.

Peasant Pies has two brick-and-mortar retail stores in San Francisco—one in the Inner Sunset and the other in Mission Bay. Besides the residents of these two neighborhoods, Peasant Pies offers its products in many of San Francisco's gourmet supermarkets, such as Rainbow Grocery, Whole Foods Market, and Gus's Community Markets. Also, San Francisco residents can order Peasant Pies through the store's online store, Door Dash, Uber Eats, and Caviar. The catering business focuses on office catering for high-tech, biotech, and other businesses in the Bay Area. The general demographics of the average customers are local neighborhood residents aged 16 to 70. Mission Bay's average customer is UCSF medical center staff, health workers, and students. The office catering clients are mostly young tech workers.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Hand-held savory pies.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Ali Keshavarz and Gerard Buulong started Peasant Pies at 4108 24th Street in Noe Valley in December 1993.

Peasant Pies opened its second location at 4117 18th Street in the Castro in June 1995. Then the third location was opened at 1039 Irving Street in December 1995. The Castro location closed in October 1997. The Mission Bay store opened at 550 Gene Friend Way, #C in December 2008. A location at 303 Sacramento St. opened in September 2014 and closed in March 2016. The Noe Valley location at 4108 24th Street closed in September 2018.

The 1039 Irving Street store is the headquarters and production facility for all Peasant Pies products.

Gerard Buulong retired in December 2020, and Ali Keshavarz is the president and the primary business owner/operator.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1993 to 2020: Ali Keshavarz; Gerard Buulong
2020 to Present: Ali Keshavarz

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Peasant Pies has consistently remained open since it was founded.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Peasant Pies was one of the first healthy fast casual eating establishments in San Francisco in the early 1990s. At the time, “fast-food” was very unhealthy, and healthy cuisine was more of a sit-down restaurant format. Peasant Pies introduced healthy fast food in a casual set up. The Bay Guardian weekly, in their “Best of the Bay” edition, declared Peasant Pies as “The best reason to live in Noe Valley.”

b. Is the business associated with significant people or events, either now or in the past?

Peasant Pies sponsors the Make a Wish Foundation and usually caters their annual Brave the Bay event at Aquatic Park. Peasant Pies has served many of San Francisco’s half marathons in Golden Gate Park. Ali Keshavarz of Peasant Pies is one of the judges of the annual Inner Sunset merchant’s pie contest.

c. How does the business demonstrate its commitment to the community?

Peasant Pies support local neighborhood schools by donating to their fundraising events. The business is part of the Inner Sunset Merchant Association and participates in their neighborhood activities. In 2024, there was “Live Music in The Neighborhood” and many music bands played in front of the store. Peasant Pies regularly contributes to KALW’s public radio membership drive by providing food for the volunteers who answer the phone. Peasant Pies has provided food for the UCSF Team for AIDS Walk. The business also provides many volunteer

catering events for the UCSF medical facilities all over the city like Parnassus campus, VA Medical Center, Mt. Zion Medical Center, and Mission Bay.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Following are examples of Peasant Pies featured in the media.

- **10 Must-Try Pie Shops In San Francisco**
Modern Luxury
October 14, 2024
<https://www.modernluxury.com/best-pies-san-francisco/>
- **The Best Pie Shops in San Francisco**
Thrillist
November 17, 2022
<https://www.thrillist.com/eat/san-francisco/best-pie-shops-in-san-francisco>
- **Peasant Pies Earns San Francisco Business Diversity Designations**
UCSF
May 13, 2022
<https://campuslifeserviceshome.ucsf.edu/retail/news/peasant-pies-earns-san-francisco-business-diversity-designations>
- **Go Eat This Now: Peasant Pies**
SF Weekly
October 2, 2019
https://www.sfweekly.com/dining/go-eat-this-now-peasant-pies/article_94cb324c-c65e-50b5-8b1f-31855ae8fa81.html

e. Has the business ever received any awards, recognition, or political commendations?

- SF Bay Guardian: Best of The Bay
“Best Reason to Live In Noe Valley”
- San Francisco Magazine
“Best Cheap Eats”

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Peasant Pies is a certified “Local Business Enterprise” (LBE) and “Micro Local Business Enterprise.” Peasant Pies has been a certified “San Francisco Green Business” since 2020.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Peasant Pies is one of the few affordable healthy fast-food options in San Francisco. The business had their nutritional information billboard in the store when it opened its door in 1993. At the time, there were not many food establishments that provided such information. Peasant Pies has continued providing healthy menu items such as vegetarian and vegan pies at affordable prices (currently at \$5.85/pie). Pies could be refrigerated and/or frozen for later use. Since pies are fully cooked, a simple warming up will quickly prepare breakfast, lunch, or dinner. That and the portability aspect make it a very convenient choice for a quick, healthy, and satisfying meal. There are not that many locally hand-made fresh food items that capture all the above aspects.

San Francisco's New Bohemia Signs made the hand-painted Peasant Pies sign at the Irving Street location in 1996. The company told Peasant Pies that the person who painted the sign had moved to New York and has become a famous artist. They told Peasant Pies that it will become very valuable if she signs the board!

b. In a few words, describe the main business activity you commit to maintaining.

Peasant Pies has and will continue to provide healthy, hand-made savory and sweet pies at affordable prices to everyone in San Francisco.

c. What is the plan to keep the business open in the long term beyond the current ownership?

Peasant Pies does not plan to sell the business at any time. Since most company team members are loyal employees or family members, the plan is to keep the same tradition. In the long run, Peasant Pies is considering co-op models like Rainbow Grocery Cooperative or Arizmendi Bakery to incorporate employee ownership of the company.

d. What challenges is the business facing today?

The current trend of ghost kitchens is a massive threat to small local brick-and-mortar food establishments. These ghost kitchens, which use relatively small spaces and incorporate 10 to 30 food concepts, cut business costs considerably. They intend to replace small mom and pop food establishments through an aggressive online ordering system.

The other challenge is third-party delivery platforms such as DoorDash, UberEats, Caviar, GrubHub, etc. These companies charge a service fee of 20%-30% for online orders. With the rise of online food orders, losing such a considerable percentage has become difficult.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Restaurant featuring pies.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of the building at 1039-1041 Irving Street is "C - No Historic Resource Present."

The Planning Department Historic Resource Status of the building that houses Peasant Pies at 550 Gene Friend Way in Mission Bay is "B - Unknown / Age Eligible."



SAVORY PIES
BAKED FRESH DAILY
Café & Takeout
PEASANT PIES
SWEET PIES
COFFEE AND JUICES
Since 1993



BREAKFAST PIES
SAVORY PIES
SWEET PIES
Open 8-3pm
Monday-Friday
PEASANT PIES

PEASANT PIES
ESPRESSO
ORGANIC COFFEE & TEA
BREAKFAST PIES
SAVORY PIES

NG KITCHEN
Asian Fusion
-379-4674

1035
1037

SAVORY PIES
BAKED FRESH DAILY
Cafe & Takeout



SWEET PIES
COFFEE AND JUICES

Since 1993

PEASANT PIES





PEASANT PIES



PEASANT PIES



















The City & County of
San Francisco recognizes

Peasant Pies

as a San Francisco Green Business

July 2017

https://www.sfweekly.com/dining/go-eat-this-now-peasant-pies/article_94cb324c-c65e-50b5-8b1f-31855ae8fa81.html

Go Eat This Now: Peasant Pies

BY RYAN BASSO
Oct 2, 2019



Photo by Ryan Basso
BY SOPHIA VALDES

It's officially one of the most wonderful times of year, Fall. First semester is in full swing, we have set sail into football season, and Halloween is less than one moon cycle away. With the celebrations that will ensue over the last quarter of the year also comes the wonderful world of breads, muffins, cookies, and pies!

So many pies! Pies that come in all shapes and sizes with savory and sweet fillings that warm the soul at dessert with a late harvest Grenache or on an early morning commute with an oat chai. This autumn, it's all about one pie in particular, the hand pie.

Hand pies, at times circular and at others semilunar, are a pastry formed by placing a dollop of filling onto a circular piece of biscuit-style dough that's either folded or crimped shut, then baked or fried. Since 1993 we've had very special hand pies right here in the city, and they're all ours.

Peasant Pies has two locations, one in Mission Bay and the other in the Inner Sunset specializing in their adorable palm-sized pastries. Business partners Ali Keshavarz and Gerard Buulong wanted to produce a fast, cheap, and delicious alternative to other "fast food" choices incorporated into the hustle and bustle of city life. Thus, the San Francisco peasant pie was born.

These pies were inspired by French fishermen who would stew fish, tomato, and garlic for a night before baking dough around the mixture in the morning, according to Peasant Pies' website.

With about 12 different types of savory pies, the ham, egg, and cheese is the best place to start. The classic blend of savory and creamy flavors are perfectly encapsulated in the crumbly pie crust. With each bite the cheese ruptures out of the pastry's sides, as the inside's eggy steam billows into little clouds. This pie is built for a cold rainy Muni ride into the office.

The next savory pie that stands alone in its category is the seafood pie stuffed with clams and tomato sauce. The chopped and simmered baby clams are briny and coriaceous, softened by the sauce's tangy flavors of tomato and garlic. Each bite is slightly fishy and sweet on the tongue, while aromas of crushed red pepper travel through my olfactory system. If this pie doesn't make you want to hoist the anchor and charge full steam ahead into the cold, choppy Pacific, nothing will.

Lastly, we finish off with a sweet pie. With about 10 options on the menu, these are more like little tarts than pies. The mixed berries and flan have no dough covering them, exposing their beautiful texture and colors. Now that we are in the year's colder months the pumpkin pecan pie is available. This pie is sweet and spicy with that irresistible pecan crunch.

After about 25 years of pie making under their belt, Peasant Pies can also be found in markets around the city like Whole Foods and Rainbow Grocery. So your pies can be brought home and reheated for when you want to hunker down on those cozy nights. What Peasant Pie has managed to do over the last two and a half decades is no easy task. For the most part they specialize in only one item that they've made uniquely San Franciscan, and what's even more impressive, they've stayed open.

Peasant Pies

550 Gene Friend Way

and 1039 Irving St.

(415) 731-1978



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JULY 16, 2025

Filing Date: June 18, 2025
Case No.: 2025-005806LBR
Business Name: Peasant Pies
Business Address: 1039 Irving St.
550 Gene Friend Way, #C
Zoning: Inner Sunset Neighborhood Commercial District
Mission Bay Redevelopment District
Cultural District: Not Applicable
Block/Lot: 1766/045
8709/025 and 8711/007
Applicant: Ali Keshavarz
Nominated By: Supervisor Myrna Melgar
Located In: Districts 7 and 6
Staff Contact: Heather Samuels - 628-652-7545
Heather.Samuels@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Peasant Pies is a specialized cafe bakery that focuses on creating handmade savory and sweet pies. In addition to that, the bakery offers soups, salads and drinks. Peasant Pies has two locations, one located in Inner Sunset and the other in Mission Bay. Their products are offered in local stores like Whole Foods Market, Rainbow Grocery and Gus's Community Market. Moreover, people can order on their website, UberEats, Doordash and Caviar. Peasant Pies is one of the first healthy fast casual eating establishments in San Francisco. They often serve local neighborhood residents and at the Mission Bay location, UCSF medical center staff, health workers, and students. They also provide catering services focused on office catering for high-tech, biotech and other businesses in the area.

Ali Keshavarz and Gerard Buulong started Peasant Pies at 4108 24th Street in Noe Valley in December 1993. Peasant Pies opened its second location at 4117 18th Street in the Castro in June 1995. Then the third location was opened at 1039 Irving Street in December 1995. The Castro location closed in October 1997. The Mission Bay store opened at 550 Gene Friend Way, #C in December 2008. A location at 303 Sacramento St. opened in September 2014 and closed in March 2016. The Noe Valley location at 4108 24th Street closed in September 2018. The 1039 Irving Street store is the headquarters and production facility for all Peasant Pies products.

Gerard Buulong retired in December 2020, and Ali Keshavarz is the president and the primary business owner/operator.

Peasant Pies have consistently remained open to serve its community since its founding. Peasant Pies is a part of many community initiatives such as being a sponsor for the Make a Wish Foundation, catering for the annual Brave the Bay event at Aquatic Park, and serving many half marathons in Golden Gate Park. They have remained an affordable healthy fast food option for San Francisco residents. Peasant Pies is a certified “Local Business Enterprise” (LBE) and “Micro Local Business Enterprise.” Peasant Pies has been a certified “San Francisco Green Business” since 2020.

Due to changing business conditions, Peasant Pies is considering co-op models like Rainbow Grocery Cooperative or Arizmendi Bakery to incorporate employee ownership of the company.

Staff Analysis

Review Criteria

1. When was the business founded?

The business was founded in 1993.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes. Peasant Pies qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Peasant Pies has operated continuously in San Francisco for 32 years.
- b. Peasant Pies has contributed to the history and identity of the Noe Valley and Inner Sunset neighborhoods and throughout San Francisco.
- c. Peasant Pies is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art / craft / cuisine / tradition?*

Yes. The business is associated with one of the first healthy fast casual eating establishments in San Francisco in the early 1990s. At the time, “Fast-Food” was very unhealthy, and healthy cuisine was more of a sit-down restaurant format. Peasant Pie introduced healthy fast food in a casual set up.

4. *Is the business or its building associated with significant events, persons, and / or architecture?*

Yes. Peasant Pies had been part of neighborhood activities. In 2024, there was “Live Music in The Neighborhood” and many music bands played in front of the store. Peasant pie regularly contributes to KALW’s public radio membership drive by providing food for the volunteers who answer the phone. Peasant Pies has provided food for the UCSF team for AIDS walk. The business also provides many volunteer catering events for the UCSF medical facilities all over the city like Parnassus campus, VA Medical center, Mt. Zion Medical Center, and Mission Bay.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No. the two Peasant Pies locations are not listed on a state or federal historic resource registry. It is also not locally listed in Article 10 or 11.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. There have been a number of features and articles on Peasant Pies, like : “10 Must-Try Pie Shops In San Francisco”, Modern Luxury, October 14, 2024, “The Best Pie Shops in San Francisco”, Thrillist, November 17, 2022, “Peasant Pies Earns San Francisco Business Diversity Designations”, UCSF, May 13, 2022, and “Go Eat This Now: Peasant Pies”, SF Weekly, October 2, 2019. The Bay Guardian weekly, in their “Best of the Bay” edition, declared Peasant Pie as “The best reason to live in Noe Valley.”

Racial and Social Equity Analysis

On July 15, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department’s Racial and Social Equity Initiative. This is also consistent with the Mayor’s Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco’s cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize

longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Peasant Pies is an immigrant and minority owned business founded by Ali Keshavarz and Gerard Buulong in 1993 with an initial location in Noe Valley. It was one of the first healthy fast casual eating establishments in San Francisco in the early 1990s. Currently Peasant Pies has locations in the Inner Sunset and Mission Bay, offering its products in many of San Francisco's gourmet supermarkets. Peasant Pies has served many of San Francisco's half marathons in Golden Gate Park. Peasant Pies has been supporting local neighborhood schools by donating to their fundraising events for many years. They have also provided catering to many local events like the Make a Wish Foundation annual events, San Francisco's half marathons, KALW's public radio, and have provided food for UCSF across the city. Peasant Pies has continually provided and served the people and businesses of San Francisco with quality and healthy fast food. Peasant Pies success is an example of how immigrants enrich our communities.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1039 Irving Street (1995 – Present)
- 550 Gene Friend Way #C (2008 – Present)

Previous (No Longer Extant) Locations:

- 303 Sacramento st (2014 – 2016)
- 4117 18th st (1995 – 1997)
- 4108 24th st (1993-2018)

Recommended by Applicant

- Bakery / restaurant featuring pies and more
- Specializes in hand-held delicious and affordable sweet and savory pies

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO.

HEARING DATE: JULY 16, 2025

Case No.: 2025-005806LBR
Business Name: Peasant Pies
Business Address: 1039 Irving Street
550 Gene Friend Way, #C
Zoning: Inner Sunset Neighborhood Commercial District
Mission Bay Redevelopment District
Block/Lot: 1766/045 AND 8709/025
Applicant: Ali Keshavarz
Nominated By: Supervisor Myrna Melgar
Located In: Districts 7 and 6
Staff Contact: Heather Samuels - 628-652-7545
Heather.Samuels@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PEASANT PIES CURRENTLY LOCATED AT 1039 IRVING ST (PRIMARY ADDRESS), BLOCK/LOT 1766/045; 550 GENE FRIEND WAY #C, BLOCK/LOT 8709/025.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on July 16, 2025, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Peasant Pies at 1039 Irving Street and 550 Gene Friend Way, #C qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for 1039 IRVING ST.

Location(s):

Current Locations:

- 1039 Irving St. from 1995 to Present
- 550 Gene Friend Way, #C from 2008 to Present

Previous (No Longer Extant) Locations:

- 4108 24th St. from 1993 to 2018
- 4117 18th St. from 1995 to 1997
- 303 Sacramento St. from 2014 to 2016

Physical Features or Traditions that Define the Business:

- Hand-held delicious and affordable sweet and savory pies

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in Case No.: 2025-005806LBR to the Office of Small Business on July 16, 2025.

Jonas P. Ionin
Commission Secretary

AYES:

Resolution No. ###
July 16, 2025

2025-005806LBR
1039 IRVING ST. / 550 Gene Friend Way, #C

NOES:

ABSENT:

RECUSE:

ADOPTED: July 16, 2025