

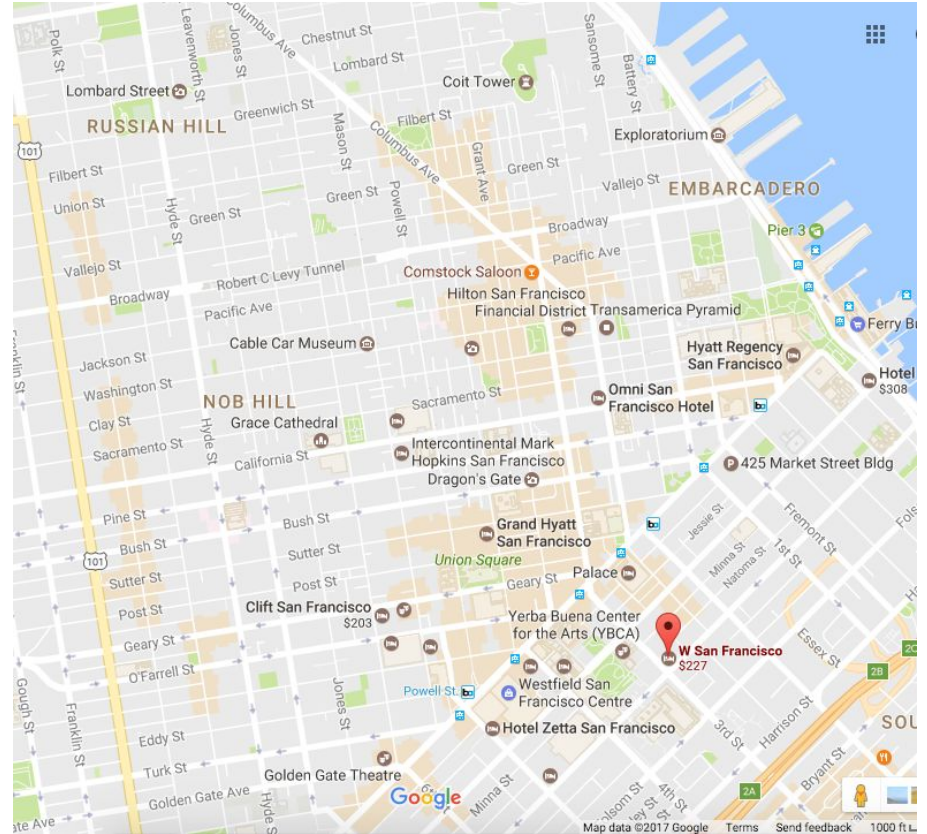


CARMEN WEI & STEVEN NGO

LOCATION

181 3rd St. San Francisco, CA
94103

W Hotel is located in
Downtown SF



RESTAURANTS/CUISINE

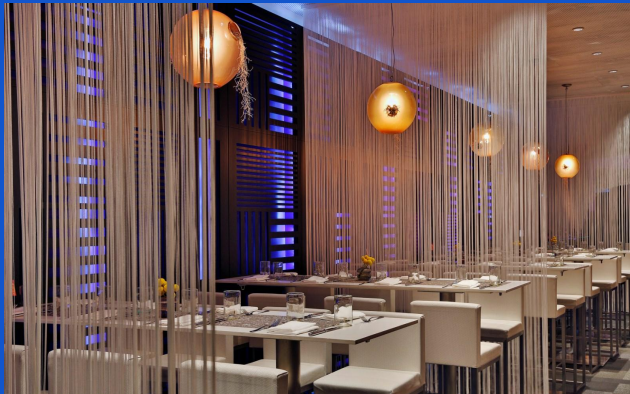
TRACE Restaurant is located inside the W.

They serve with a tasty, fresh, organic California cuisine.

| TRACE BREAKFAST | | |
|---|--|---|
| MARKET SNACKS | SIDES | EGGS AND SPECIALTIES |
| THE W AUSTIN BREAKFAST 18 Two Organic Eggs, Choice of Smoked Bacon, Breakfast Sausage, or Country Ham, Roasted Potatoes and One Day Seasonal Hot Sauce, Toast and Preserves, Fresh Juice and Coffee | ANSON MILLS ORGANIC GRITS 12 | STONE GROUND GRITS 12 Chorizo Butter, Seared Shrimp, Cotija Cheese, and Scallions |
| THE PANTRY | TOASTED BAGEL 5 Made in Austin | MARKET OMELET 13 Three Organic Eggs, Roasted Mushrooms, Gruyere, Cured Ham, and Squash |
| ORGANIC CEREALS 8 O's, Chex's, Wafers, or Mix Your Choice of Milk with Bananas | TOAST AND JAMS 4 | EGG WHITE OMELET 13 Roasted Spinach, Peppers, Feta, and Olives |
| YOGURT PARFAIT WITH HOMEMADE GRANOLA 9 Organic Yogurt, Citrus Blend and Coconut Oil Granola | ROASTED POTATOES 5 | CORNED BEEF HASH 14 Corned Beef, Softy Tomato Relish, Caramelized Onions, and Potatoes, Two Poached Eggs, and Anavale |
| WINTERS' FRUIT SALAD 11 Lemon Curd, Madeleine Crumble | SMOKED BACON 5 | STEAK AND EGGS 16 Grilled Sirloin, Winter Ratatouille, Fried Organic Egg and Charred Country Bread |
| HOMESTEAD STEEL-CUT OATS 9 Cinnamon Toasted Nuts, and Dried Fruit | COUNTRY HAM 5 | BRICHOE FRENCH TOAST 12 Housemade Ricotta, Preserved Berries, Honey, and Orange |
| WHOLE GRAIN PANCAKES 10 Brown sugar pear preserves, sweet butter | BREAKFAST SAUSAGE 5 | |
| | BEVERAGES | |
| | FONTE COFFEE 4 | |
| | ZHI TEA 4 | |
| | JUICES - ORANGE, GRAPEFRUIT 5 | |
| | APPLE, CRANBERRY 4 | |
| | ESPRESSO OR CAPPUCCINO 5 | |

THE TRACE MISSION:
Trace is committed to creating an enticing and thoughtful culinary experience by fusing the vibrant, local personality with our commitment to integrity and socially responsible food. Our high-quality, conscious cuisine is prepared from locally-sourced and sourced, sustainable ingredients — or obtained through national partners with well-known sustainable practices. We hope you'll enjoy your meal, which can be confidently traced back to its natural origins.

FARMED | FORAGED | CRAFTED | HUNTED | SHARED



Amenities

The W Hotel include great features such as ...

- “Living Room” Bar
- Fitness Center
- Spa
- Hotel dining - TRACE
- Flat screen TV in rooms
- Laundry/Valet service
- Wifi & Internet access

Price range from \$313 to \$1000 depending on room



ACTIVITIES

Yerba Buena

SFMOMA

Shopping Downtown

Explore Union Square



DEMOGRAPHICS

- **Couples**
- **Business people**
- **Weekend getaway**





Thank You!