

# WEEKEND AND HOLIDAY SPECIALS

- ◆ Prawn, Tomato, Mushroom, Fresh Basil,  
& Provolone Cheese Omelette .....15.95
- ◆ Rocco’s Special Crab Cake Benedict ..... 14.95
- ◆ Chocolate Chip Pancakes topped w/  
Whipped Cream

10.95

- ◆ Traditional Eggs Benedict .....  
13.95

- ◆ Fresh Spinach Eggs Florentine.....13.95

- ◆ Joe’s Scramble ~ Scrambled Eggs, Spinach,  
Ground-Round Hamburger & Onions ..... 13.95

- ◆ 3 Eggs “Spuds a la Rocco”, topped w/  
Avocado, Marinara & Sharp Cheddar ..... 14.95

- ◆ 3 Eggs Poached in a Sweet Tomato, Basil  
Marinara Sauce w/ Italian Sausage &  
Warm Italian French Bread .....14.95

- ◆ A Better BLT ~ Bacon, Lettuce, Tomato and  
Avocado w/Fries or Cottage Cheese ..... 13.95

- ◆ Fresh Homemade Buttermilk Biscuits ..... 2/4.95

- ◆ Seasonal Fresh Fruit ..... Cup... 4.95 Bowl..... 7.95

~ It’s Mimosa Time! ~

Champagne w/either Orange, Cranberry or Grapefruit Juice ..... 7.95

~ 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 25 years ago opened Rocco's Cafe 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, his aunt, and his uncle ALL worked at the Italian-American Social Club spanning five 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 ABC 7's "View from the Bay" and on national television starting in June 2009 on The Food Network Channel's "Diners, Drive-ins & Dives". Over the years we have amassed a large collection of photos and other San Francisco memorabilia. Enjoy ... and MANGIA!

**[www.RoccosCafe.com](http://www.RoccosCafe.com)**

"A South of Market Neighborhood Institution Since 1990"