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C A F E

Rocco's Café is named after Rocco Coscarelli,  
who emigrated here from Northern Italy in 1920.  
Rocco was known for his incredible cooking and generous portions.  
His entertaining character and positive attitude kept customers  
coming back day after day, year after year.

KEEPING THE TRADITION ALIVE!

SALUTE!



Serving Breakfast & Lunch 7 Days a Week,  
Now Serving Dinner **Tuesday** ~ **Saturday** Nights til 10 PM

CATERING & PRIVATE PARTIES AVAILABLE

Rocco's Café  
1131 Folsom Street San Francisco CA 94103  
Phone: (415)-554-0522 Fax: (415)-554-0531

[www.RoccosCafe.com](http://www.RoccosCafe.com)  
"A South of Market Neighborhood Institution Since 1990"

## STARTERS

Grilled Prawns Antipasto 11.00  
Rocco's Famous Garlic Fries 4.50  
Polenta Sticks w/ Pesto Sauce 7.50  
Crab Cakes w/ Home-Made Thousand Island 9.00  
One Dozen Steamed Clams in a Garlic & Butter Sauce 10.00  
Garlic Bread w/ Fresh Tomato, Basil & Parmesan Cheese 5.50  
Deep Fried Calamari w/ Lemon & Homemade Cocktail Sauce 12.00  
Homemade Grilled Polenta w/ Marinara Sauce & Garlic Grilled Tomatoes 7.50  
Prosciutto-Wrapped Cantaloupe w/ Salami, Provolone, Olives & Pepperoncinis 9.00

## SOUPS & SALADS

Bowl of Minestrone 5.00    Cup 3.50  
Bowl of Pastina 4.00    Cup 2.50  
Caesar Salad 11.00    Small 6.50  
Chicken Caesar Salad 13.00    Small 8.00  
Calamari Salad (Seasonal) 13.00    Small 8.00  
Marinated Grilled Chicken Salad 12.00    Small 7.00  
Small Dinner Salad 4.00    ...w/ Crumbled Blue Cheese 4.50  
Rocco's House Salad 5.50    ...w/ Crumbled Blue Cheese 6.50  
Grilled Prawn Caesar Salad w/ Sun-Dried Tomatoes & Avocado 15.00  
Crumbled Blue Cheese Salad w/ Sun-Dried Tomatoes & Walnuts in Vinaigrette 13.00  
    ...w/ Chicken 15.00  
Dressings: Italian, Ranch, & Thousand Island (all Homemade)

## PASTAS

Calamari Sauté Over Linguine 18.50  
Sautéed Prawns Gamberoni Over Linguine 19.50  
Linguine w/ Clams in Marinara Sauce 17.00    ...in White Cream Sauce 18.50  
Angel Hair with Fresh Basil, Tomato & Garlic 15.00    ...w/ Grilled Chicken 17.00  
Pasta Primavera in Marinara 14.00    ...in White Cream Sauce 15.50    ...Add Chicken 2.00  
Pesto Primavera 15.50    ...w/ Homemade Meatballs 18.00  
Ravioli with Homemade Meatballs 15.50  
Gnocchi w/ Sun-Dried Tomatoes & Cream Sauce 16.50  
Pasta with Bolognese or Marinara 11.00    ...w/ Homemade Meatballs 13.50  
Four Season Penne w/ Sun-Dried Tomatoes, Basil & Grilled Chicken 17.00  
Italian Sausage in an Onion, Bell Pepper Marinara Sauce w/ Penne Pasta 15.50  
Sautéed Sausage in Garlic Bolognese w/ Penne Pasta 15.50  
Half Pasta in Pesto or Cream Sauce & Half Vegetables 12.00  
Pasta al Pesto 13.00    ...topped w/ Grilled Chicken 15.00  
Add Grilled Chicken, 2.00    Add Grilled Prawns, 4.00    Add Meatballs, 2.50  
Substitute Ravioli or Gnocchi, 2.00    Substitute Pesto Sauce or White Cream Sauce, 1.50

## ENTREES

- Sautéed Chicken Piccata 18.00  
Sautéed Chicken Marsala 18.50  
Sautéed Chicken Scallopine 18.50  
Sautéed Chicken Parmigiana 17.50  
Sautéed Calamari in White Wine & Marinara Sauce 19.00  
Petrale Sole Piccata Sautéed in White Wine, Lemon & Capers 19.50  
Prawns Gamberoni Sautéed in White Wine, Garlic, Tomato & Mushrooms 19.50  
14 Oz. Grilled USDA Choice All Natural Rib Eye Steak Topped w/ Sautéed Mushrooms 23.00  
Thick Center Cut Cross Rib USDA Choice Roast Beef w/ Au Jus 19.50  
Rocco's Traditional Garlic Rosemary Roast Pork w/ Au Jus 18.00  
Rocco's House Marinated Grilled Chicken Breast\* 14.50  
Eggplant Parmigiana Sautéed in Marinara & Melted Provolone\* 15.50  
Hand-Made Choice Ground Round Hamburger Steak Smothered w/ Grilled Onions\* 15.00  
Substitute Ravioli or Gnocchi, 2.00 Substitute Pesto Sauce or White Cream Sauce, 1.50  
All Entrees Served w/ Choice of Pasta, Vegetables or French Fries AND Small Dinner Salad or Cup of Soup  
Entrees marked \* Served w/ Choice of Pasta, Vegetables or French Fries Only

## ROCCO'S LOCAL FAVORITES

- Chicken Marsala w/ Pasta Pesto 19.50  
Sautéed Prawns Gamberoni over Linguine 19.50  
Grilled Petrale Sole w/ Fresh Grilled Vegetables 19.50  
Double D's Chicken "A Lotta Piccata" 18.00 Served w/ Pasta Marinara  
Double D's Filet of Sole "A Lotta Piccata" 19.50 Served w/ Pasta Marinara  
Thick Center Cut Cross Rib USDA Choice Roast Beef w/ Fresh Sautéed Spinach 19.50  
3/4 lb. Hand-Made Ground Round Naked Cheeseburger w/ Garlic Fries\* 11.75  
Four Season Penne w/ Sun-Dried Tomatoes, Basil & Grilled Chicken\* 17.00  
Grilled Polenta w/ Sautéed Vegetables in a Pesto Sauce\* 13.00  
All Rocco's Local Favorites except \* served w/ Small Dinner Salad or Cup of Soup

## SANDWICHES

- Roast Pork Sandwich Au Jus 11.00  
Italian Sausage w/ Grilled Peppers & Onions 10.50  
Hot French Dip Roast Beef w/ Melted Provolone 11.50  
3/4 lb. Hand-Made Choice Ground Round Hamburger 10.50  
Rocco's Famous Cheeseburger ~ Danish Blue, Provolone, or Sharp Cheddar 11.00  
Rocco's Famous Cheeseburger ~ w/ Smoked Bacon & Avocado 13.00  
Garden Veggie Burger (Sliced Breads Only) 9.50 ...w/ Cheese 10.00  
Homemade Meatball Sandwich w/ Provolone & Parmesan Cheese 10.50  
Marinated Grilled Chicken Breast 10.00 ...w/ Sharp Cheddar Cheese 10.50  
Grilled Filet of Sole Sandwich w/ Avocado, Tomato & Tartar Sauce 14.00  
Grilled Eggplant Sandwich w/ Provolone, Fresh Basil, Tomato & Marinara 10.50  
12 oz. Grilled Choice Rib Eye Steak Sandwich w/ Carmelized Onions & Blue Cheese 15.00  
Add Grilled Mushrooms or Onions, 1.00 Add Avocado, 1.50  
All Sandwiches Served on French Rolls w/ Choice of Seasoned French Fries OR Soup OR Small Salad

# 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 19 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 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 restaurant, 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!

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# BEVERAGES

## Beer

Domestic .....	\$ 4.00
Bud, Bud Light, Miller Genuine Draft	
Microbrewery .....	\$ 4.50
Sierra Nevada Pale Ale, Red Hook E.S.B., Anchor Steam	
Imported .....	\$ 5.00
Peroni, Heineken, Amstel Light, Clausthaler (Non-Alcoholic)	

## Popular Wine Quick List

	Glass	Bottle
Bogle Vineyards Chardonnay ~ California .....	\$ 8.95	\$35.00
Zenato Pinot Grigio ~ Italy .....	\$ 8.95	\$35.00
Cartlidge & Brown Pinot Noir ~ California .....	\$10.50	\$40.00
Palladio Chianti ~ Italy .....	\$ 8.50	\$34.00

Please Ask Your Server to See Our Full Wine List

## Specialty Drinks, Sodas & Waters

Henry Weinhard's Root Beer .....	\$ 2.95
Coke, Diet Coke, 7Up .....	\$ 2.25
San Pellegrino Sparkling Mineral Water 16 oz. ....	\$ 3.25
San Pellegrino Limonata Sparkling Lemon Beverage .....	\$ 2.75
Rocco's Arnold Palmer ~ Limonata & Iced Tea .....	\$ 2.95
Old Fashioned Root Beer Float .....	\$ 5.50
Old Fashioned Milk Shake ~ Vanilla or Chocolate .....	\$ 5.50

## Juices

Fresh Squeezed Orange Juice .....	sm ... \$ 2.75	lg .. \$ 3.25
Apple Juice .....	sm ... \$ 2.50	lg .. \$ 2.95
Cranberry Juice .....	sm ... \$ 2.50	lg .. \$ 2.95
Mimosas ~ Champagne w/ Orange or Cranberry Juice.....	\$ 5.50	
16 oz. Ice Cold Glass of Tomato Juice .....	\$ 2.50	
16 oz. Ice Cold Glass of Milk .....	\$ 2.95	

## Coffee, Espresso, & Tea

Tea: Herbal or Black .....	\$ 2.25	
Iced Tea, Brewed Daily .....	\$ 2.25	
Fresh Ground Italian Coffee .....	\$ 2.25	
Cappuccino .....	\$ 3.25	
Espresso .....	\$ 2.50	Double .. \$ 2.95
Café Latte .....	\$ 3.50	Double .. \$ 3.95
Café Mocha .....	\$ 3.50	Double .. \$ 3.95
Hot Chocolate ~ San Francisco's own Ghiradelli .....	\$ 2.75	
Add Soy Milk .....	\$ .50	