



THE ROYAL EXCHANGE

A SAN FRANCISCO CLASSIC

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A San Francisco classic for 38 years, the Royal Exchange, 301 Sacramento St., is still packing in the crowds despite the challenging economy, thanks to its wildly popular Cobb salad, juicy Angus burger, 72 beer taps, 17 televisions with satellite access, and new hand-held terminals for servers that make ordering faster.

The signature “Royal Cobb Salad” (\$13.95) is a mix of Romaine lettuce, diced chicken, hard-boiled eggs, bacon, blue cheese and avocado. This salad was made famous at the Hollywood Brown Derby, where it was invented by Robert Cobb, the first cousin of baseball superstar, Ty Cobb. The Royal Exchange’s version is tossed with the same famous Brown Derby vinaigrette, a zesty concoction of red wine vinegar, lemon juice, Worcestershire sauce, dry mustard, garlic and olive oil.

Other good eats at this lively pub and casual American fare eatery include the “Black & Blue Steak Salad” (\$14.95) of blackened beef tender steak, applewood smoked bacon and crisp greens in a crumbled blue cheese dressing; “Barbecued Pork Sandwich” (\$12.95), filled with Southern-style pulled pork and served with coleslaw and fries; and “Bull Market Burger” (\$10.95), a ½ pound flame-broiled patty on a toasted bun with lettuce, tomatoes and pickles that’s served with french fries and coleslaw.

LIBATIONS GALORE

With two expansive full bars, the Royal Exchange still boasts more beers on tap than any other San Francisco bar in the area, with a wide selection of microbrews, imports and domestics, priced from \$4.50 to \$7 a pint. Sixteen wines also are available by the glass.

The full menu is available all day, from 11 a.m. to 9:30 p.m. Some patrons especially like to dine from 2 p.m. to 4 p.m. to take advantage of a leisurely lunch. At “Happy Hour,” 2 p.m. to 6 p.m. Monday through Friday, well drinks are \$4, three different beers are \$4 a pint, and three different wines are \$4 per glass. For a bar food deal, three appetizers are offered at \$4.95 each: crispy cod bites with traditional dipping sauce, pulled pork sliders, and hot, creamy spinach dip.

This favorite neighborhood joint in the heart of the Financial District and across from the Embarcadero Center, also has added a bevy of new cocktails, including the Royal Lemon Drop, the regal Pomegranate Martini, the festive Elderbubble (Champagne topped with elderflower liqueur), and a fun Angel Food Cake Martini (vanilla vodka, pineapple juice and Sprite). All cocktails are \$6.75 each, and can be enjoyed for half-price during “Happy Hour.”

FASTER ORDERS

Moreover, new technology makes ordering quicker and more reliable, as well as paying the tab a lot more secure. Servers are equipped with new hand-held terminals to take your order right at the table. The electronic devices also allows servers to scan your credit card in front of you for faster and more secure payment.

Proprietor Mike O’Brien, who graduated from the University of California at Berkeley and remains a diehard pigskin fan, is on hand every day to greet customers with good cheer at this family-run spot that attracts regulars galore.



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SENSE OF HISTORY

The restaurant and bar is named after the historic Royal Exchange in London, a landmark of offices, shops and a trading floor that was constructed in 1565 for merchants and tradesmen to conduct business. Twice rebuilt after devastating fires, it is now home to gourmet restaurants and some of the toniest boutiques in the world.

Like the original British icon, San Francisco's version also has stood the test of time. It opened in 1972, the same year the Transamerica Pyramid was completed and Willie Mays played his final season with the Giants.

Whether it be the Giants, 49ers, Warriors, A's, Raiders or Cal or Stanford football teams, the Royal Exchange is the perfect sports bar to cheer on your favorite team. With its large-screen viewing, it's sure to be a hot spot for watching this summer's exciting World Cup, too.

With 200 seats, including 55 bar stools, four communal tables and a semi-private room for 12, the Royal Exchange is a comfortable after-work bar whether you're hanging out with a group of friends or dining solo. Eleven high-walled booths made of rich, dark, mahogany circle the perimeter of the restaurant and provide extra coziness.

PRIVATE SPACE ON WEEKENDS

Because the Royal Exchange is open only on weekdays, the entire bar and restaurant can be rented out on weekends for private events, such as college or high school reunions, birthday bashes, wedding receptions, and sports parties. The space can accommodate up to 200. Ample street parking is available on weekends. Whether it be for lunch, an after-work gathering or a private soiree, now's the time to grab some friends and tell them to "Meet me at the Royal."

The Royal Exchange is a food and bar establishment, located at 301 Sacramento Street at Front Street. Hours of operation are 11 am to 9:30 pm with the full menu served all day. Street and public lot parking are available nearby. Reservations can be made on OpenTable.com or by calling (415) 956-1710. To learn more about the restaurant and view the full American menu, visit www.RoyalExchange.com.

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