

SAN FRANCISCO
PREMIUM QUALITY
GHIRARDELLI®

Chocolate Manufactory & Soda Fountain

MENU

Ice Cream Sundaes

YOUR CHOICE OF TOPPING, TWO SCOOPS OF ICE CREAM (LISTED BELOW) WHIPPED CREAM, NUTS AND A CHERRY

TOPPINGS:

Marshmallow
Butterscotch
Sliced Strawberries
Red Raspberry
Crushed Pineapple \$5.50

ICE CREAM FLAVORS:

Ghirardelli Old Creamery Ice Cream

TWO SCOOPS OF ICE CREAM IN A CONE OR GOBLET. YOUR CHOICE OF:

Vanilla
Ghirardelli Chocolate
Strawberry
Cookies-N-Cream
Coffee
Chocolate Chip
Rocky Road
Toasted Almond
Mint Chocolate Chip \$3.95

Single Scoop Cone Dipped in Chocolate and Smothered in Almonds \$3.95
Single Scoop Cone \$2.50
Single Scoop Sundae \$4.50

Nob Hill Sundaes

in the true San Francisco tradition

GHIRARDELLI'S WORLD FAMOUS HOT FUDGE SUNDAE . . . As famous as the Golden Gate and as thick as any San Francisco fog. No trip to Ghirardelli Square would be complete without our *World Famous* hot fudge* sundae. Two scoops of vanilla ice cream (or your choice of flavors) smothered with our home-made hot fudge sauce, crowned with whipped cream, nuts and a cherry \$5.95

CHOCOLATE SYRUP SUNDAE . . . Experience Ghirardelli's premium dark chocolate syrup, ladled over two scoops of vanilla ice cream (or your choice of flavors), topped with whipped cream, nuts and a cherry. This specially blended syrup (made right here!) has a history as rich as the Gold Rush \$5.95

THE DOMINGO GHIRARDELLI . . . Here sits two noble scoops of vanilla ice cream in a throne of hot fudge sauce with bananas towering from all sides . . . robed with whipped cream and crowned with nuts and a cherry \$5.95

GOLDEN GATE BANANA SPLIT . . . Vanilla, strawberry and chocolate ice cream topped with crushed pineapple, sliced strawberries and our very own home-made chocolate syrup. A banana bridge rises above the whipped cream fog with nuts and cherries \$5.95

CABLE CAR . . . Ding, Ding! A circle of whipped cream with 3 scoops of ice cream: rocky road, chocolate chip and chocolate . . . smothered with hot fudge sauce and marshmallow topping. Bedecked with nuts, chocolate cable car and a cherry. All aboard! \$5.95

STRIKE IT RICH . . . Inspired by the famous Gold Rush of 1849; mine your way past vanilla ice cream smothered with our homemade hot fudge sauce. Then strike gold! Dig up toasted almond ice cream, butterscotch topping and golden almond nuggets. Topped with whipped cream, nuts and a cherry \$5.95

THE ALCATRAZ ROCK . . . Infamous Alcatraz prison emerges from San Francisco Bay. A rocky road and vanilla ice cream island set in a bay of whipped cream, armored with a shell of Ghirardelli Chocolate, nut rocks and a cherry \$5.95

CHOCOLATE DECADENCE . . . So good, it's sinful! Ghirardelli's famous hot fudge sauce is layered between 2 scoops of chocolate ice cream and topped with red raspberry sauce. Ringed with whipped cream and loaded with chocolate chips \$5.95

HOT FUDGE BROWNIE DELIGHT . . . Your choice 1 scoop of ice cream, walnut brownie, loads of homemade hot fudge, whipped cream, nuts and a cherry \$5.95

EARTHQUAKE SUNDAE (Serves Four or More) . . . Enjoy with friends! Split 8 flavors of ice cream and a galaxy of 8 different toppings. Cracks are filled with bananas and whipped cream, scattered with nuts and cherries \$19.06

*GHIRARDELLI CHOCOLATE COFFEE, GROUND CHOCOLATE AND GHIRARDELLI'S WORLD FAMOUS HOT FUDGE SAUCE AVAILABLE FOR PURCHASE IN OUR CHOCOLATE SHOP.

Ghirardelli Hot Chocolate

SIP IT BY THE MUGFUL

Hot Chocolate-Marshmallows* \$2.50
Hot Chocolate-Whipped Cream* \$2.50
Hot Mocha-Whipped Cream* \$2.50

Hand Scooped Shakes and Malts

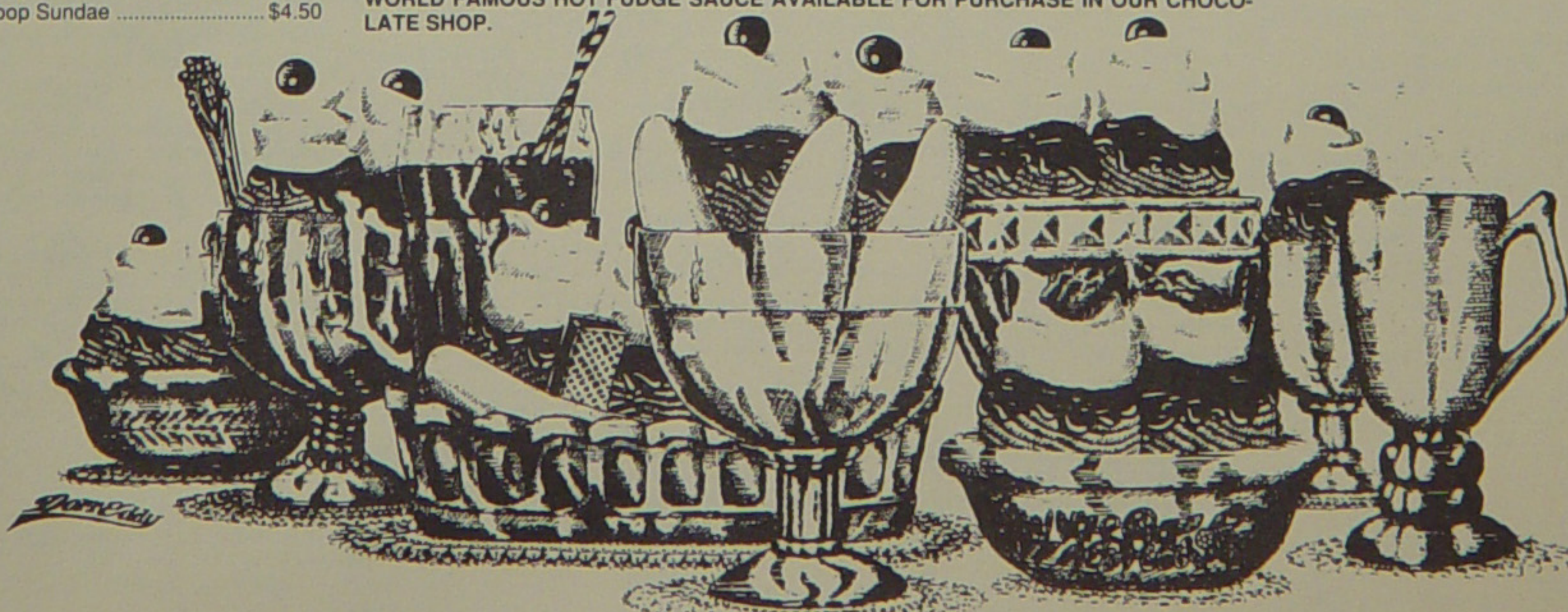
Ghirardelli Chocolate
Strawberry
Vanilla \$3.95

Ice Cream Sodas

Ghirardelli Chocolate Soda**
Strawberry Soda** \$3.95
Vanilla Soda** \$3.95
**Ice Cream flavor same as soda flavor unless otherwise requested
Root Beer, Orange or Coke Float \$3.50

Old Favorite Beverages

Ghirardelli Coffee Regular or Decaf* ... \$1.25
Coca Cola, Diet Coke, Root Beer, Sprite, Cherry Coke \$1.25





GHIRARDELLI®

History and Lore

From Cocoa Bean to Ghirardelli Chocolate

Chocolate History

The history of chocolate is almost as rich as the flavor of the cocoa bean it comes from. When Spanish explorers arrived in Mexico, they found cocoa beans being used as money. The rich liquid produced from the bean was a favorite of royalty in both the Inca and Aztec civilizations. It is even said that the legendary Mexican Emperor Montezuma drank only chocolate from his golden ceremonial goblets.

Columbus was the first to bring these prized beans back to Spain. But it was Hernando Cortez who introduced the Spanish Court to chocolate as a hot beverage, where it was later sweetened with cane sugar and flavored with vanilla. The drink was an instant favorite in the court - and so highly prized that the method of preparation was a closely guarded secret for more than a century.

But try as they might, the royal families could not keep the reputation of this delicious new beverage from spreading - first to other European countries and eventually back again to the new world.

Chocolate That Grows On Trees

Cocoa trees grow best in the hot, rainy climates near the Equator - principally in the West Indies, South and Central America and in the tropical forests of West Africa. Although they can reach heights of 40 feet or more, the trees

are usually pruned back to 20 feet to produce better yields.

One of nature's most colorful plants, cocoa trees have large glossy red leaves when young. As the trees mature, tiny white or pink blossoms appear on small "cushions" which form on the trunk and older branches. The beans which will become chocolate are contained in green or maroon pods up to 15 inches long.

When the pods ripen, they are carefully picked and slit open. Each may contain as many as 40 beans. These are scooped out, fermented and allowed to dry leisurely in the sun before being shipped to our chocolate factory.

The Art Of Making Fine Chocolate

All the skill of a master chef goes into making Ghirardelli Chocolate. The first step is to clean and "preroast" the beans. This step makes shell removal easier in the next machine, the "winnower" which cracks the beans and vacuums away the lighter shell. This leaves the nibs, or inner part of the bean, which are then put in the huge rotary roaster. Here the nibs are carefully heated to develop their rich chocolate flavor. During this process, a wonderful chocolate aroma fills the air. The nibs are then crushed, heated and finely ground through special mills. The result is a rich, dark liquid called chocolate liquor which flows from the mills. When poured into molds and allowed to harden, the resulting bars become a familiar baking ingredient -

unsweetened or baking chocolate.

Turning Chocolate Liquor Into Cocoa Powder

The liquor of the cocoa bean is the basic ingredient of all chocolate products. It contains two unique and flavorful food elements, cocoa powder and cocoa butter. To make cocoa powder, it is first necessary to remove some of the butter. This is done by subjecting the liquor to extreme pressure in hydraulic presses, squeezing out the cocoa butter and leaving a hard cake of pressed cocoa. The cake is then pulverized into a fine powder.

Ghirardelli cocoa powder is widely used by dairies, bakeries, and food processors to give rich chocolate flavor to their finished products. But most people know our cocoa powder as the key ingredient in a delicious hot cocoa drink.

How Ghirardelli Makes Great Eating Chocolate

While cocoa powder is made by removing cocoa butter, eating chocolate is made by adding it. Cocoa butter, sugar and vanilla are combined with the chocolate liquor and mixed together, making a heavy paste. Adding the cocoa butter enhances the flavor and improves the texture, giving Ghirardelli Chocolate its smooth, even consistency.

In making milk chocolate, whole milk

powder is also added. The paste is then fed through a "refiner" or series of large polished steel rollers, creating a very fine flake. Refiner flake is fed into "conches", which are special heavy-duty mixing machines. More cocoa butter is added and the mixture is kneaded for many hours. This kneading action aerates the mixture and helps develop the wonderfully unique flavor of Ghirardelli chocolate.

The carefully tempered mixture is poured into a variety of molds, from the 3/8 oz. square to the large 10 lb. block. The filled molds are then cooled to solidify the chocolate and release it from the mold. Finally the product is ready to bear the famous Ghirardelli name. The chocolate is then packaged for sale.

Ghirardelli Chocolate may very well be the best of all. Over the years our Chocolate has earned numerous awards and other honors in culinary and taste competitions around the world. But the recognition we prize most is our hometown reputation as "San Francisco's Own".

Within sight of the Golden Gate, only steps from the Cable Cars, is one of San Francisco's best known and most delicious attractions: The Ghirardelli Chocolate Manufactory at historic Ghirardelli Square.

Here, over a million people a year find the most delectable assortment of indulgences imaginable - chocolate which is steeped in tradition and made with century-old pride.

History and Lore

The Adventure Begins

Born in Italy in 1817, Domingo Ghirardelli was the son and apprentice of a celebrated chocolatier. Eager to strike out on his own, young Domingo journeyed to Peru, when he was just 19 years old (1836) and established his own confectionery. While in Peru he befriended an American shopkeeper named James Lick, who, in 1847, moved to San Francisco carrying with him 600 pounds of Ghirardelli chocolate. Lick arrived in San Francisco in January 1848, exactly 13 days before the discovery of gold at Sutter's Mill!

The Lure of Gold

Lured by Lick's tales of the gold rush, the

adventurous Ghirardelli soon followed his friend to California. Arriving in 1849, he immediately set out for the gold country to seek his fortune. After a few discouraging months, he abandoned prospecting and opened a general store to supply chocolate to the burgeoning population of miners. He stayed in the Gold Country until 1852, when he moved to San Francisco and the legend of his chocolate truly began.

San Francisco

From 1852 until 1895, Ghirardelli's Chocolate Factory was located in four different sites of San Francisco. In 1895, the Ghirardelli Chocolate Company took over the site of the Pioneer

Woolen Mills on North Point Street, today the site of the Ghirardelli Chocolate Manufactory and Soda Fountain and Ghirardelli Square. Domingo, the patriarch and founder of the Ghirardelli Chocolate Company, died in 1894. His legacy is Ghirardelli Chocolate, still considered by many as one of the most premium chocolates produced in America and in the world.

1960 - Present

The Ghirardelli Chocolate Company has changed with the times, but the traditions and adventurous spirit of Domingo live on. By continuing to honor the European heritage of premium quality ingredients and slow, time-

honored methods of manufacture, Ghirardelli remains the premier American chocolate.

Ghirardelli Square, where the legend began, is as much a part of San Francisco and its history as the Golden Gate Bridge and Cable Cars. At the Ghirardelli Manufactory at Ghirardelli Square one can still see the original equipment in operation. Some may say the legend is complete, but it continues on as Ghirardelli Chocolate makes its way across America.

Ghirardelli Chocolate Manufactory and Soda Fountain, still in its century old site, continues to send its rich aroma through the old red brick buildings of what is now historic Ghirardelli Square.

GHIRARDELLI CHOCOLATE SHOP LOCATIONS

GHIRARDELLI CHOCOLATE MANUFACTORY, GHIRARDELLI SQUARE
900 North Point #52, San Francisco, CA 94109 (415) 771-4903
GHIRARDELLI CHOCOLATE SHOP & SODA FOUNTAIN, STEINBECK PLAZA
660 Cannery Row, Monterey, CA 93940 (408) 373-0997
GHIRARDELLI CHOCOLATE MAIL ORDER
TOLL FREE: (888) 40-COCOA FAX: (714) 444-1578
(888) 402-6262

GHIRARDELLI'S TOO!, GHIRARDELLI SQUARE
900 North Point #142, San Francisco, CA 94109
(415) 474-1414

GHIRARDELLI CHOCOLATE, UNION SQUARE
44 Stockton Street, San Francisco, CA 94108
(415) 397-3615

GHIRARDELLI SODA FOUNTAIN MENU ON THE OTHER SIDE

**GHIRARDELLI CHOCOLATE SHOP & SODA FOUNTAIN
SOUTH COAST PLAZA**
3333 Bristol Street, Costa Mesa, CA 92626
(714) 444-1570

GHIRARDELLI CHOCOLATE SHOP & SODA FOUNTAIN, CHICAGO
830 N. Michigan Avenue
Chicago, IL 60611
(312) 337-9330

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GHIRARDELLI

Chocolate Manufactory

History and Lore

From Cacao Bean to Ghirardelli Chocolate

The history of chocolate is as rich in lore as the flavor of the cacao bean itself. The Spanish conquerors found the beans used as money in Mexico; and chocolate was the royal drink of the Aztecs as well as the Incas of Peru. It is said that the legendary Emperor Montezuma drank only chocolate in his golden ceremonial goblets.

Columbus first brought cacao beans back to Spain from the new world. But it was a later Spanish explorer, Hernando Cortez, who introduced chocolate as a hot beverage, sweetening it with cane sugar and vanilla. The drink soon became a favorite with the Spanish court—and prized so highly that they kept the method of preparation a secret from the rest of Europe for more than a century.

However, the popularity of chocolate did spread... from Spain to France, eventually to England and through the rest of Europe... and then back again to the new world.

Cacao is the Spanish word (derived from the Aztec "cacauatl") usually accepted as the name for the chocolate tree and its beans—though we more regularly use the English version—cocoa. The trees grow best in hot, rainy climates near the Equator, and although they may reach heights of 40 feet or more, the trees are usually cut back to 16 to 25 feet to produce better beans. Today, the cacao tree is cultivated principally in the West Indies, South and Central America and in the tropical forests of West Africa.

Everything about the cacao tree is colorful. Leaves are large and glossy, red when young and green when mature. Tiny pink or white blossoms cluster together on the branches. The fruit, which will eventually be converted into chocolate and cocoa, appears as green or maroon pods 8" to 15" long on the trunk of the tree. When the pods ripen, they are picked and broken open. Inside are the "seeds" or cacao beans—anywhere from 20 to 50 per pod. These are scooped out, dried in the sun and later placed in bags and shipped to market.

How Ghirardelli Chocolate Is Made

All the skill and finesse of a master chef goes into making Ghirardelli chocolate. First step, of course, is to roast the beans. They are placed in large rotary ovens where the beans turn over and over until they get that famous Ghirardelli complexion—a rich, even brown. During the 1½ to 2 hours roasting time, a wonderful chocolate aroma fills the room.

After cooling the beans pass to a machine called a "Cracker and Fanner." It cracks the beans and removes the thin shells. Fans blow away the husk from the meat or "nibs."

The cocoa nibs are fed into a mill where they are crushed between flat stones encased in steam-heated iron shells. The heat melts the crushed nibs and a rich, dark "chocolate liquor" flows from the mill.

When poured into molds and allowed to harden, the resulting cakes become a familiar baking ingredient—unsweetened or bitter chocolate.

How Cocoa Powder Is Made

Chocolate liquor is the basic ingredient of all chocolate and cocoa products. It contains a unique and flavorful food element, cocoa butter. To make cocoa powder, the chocolate liquor is pumped into hydraulic presses where pressure is applied and a portion of the cocoa butter is pressed out. What is left after the removal of cocoa butter is a hard cake of pressed cocoa. The hard cake is placed in a Melanger. This machine, with its huge granite rollers, pulverizes the cocoa until it becomes a powder. Some cocoa powder is sold to dairies, bakeries and food manufacturers to use as a flavor; some is mixed with sugar and processed into instant drink mixes; some is made into chocolate flavored syrup.

How Ghirardelli Makes Delicious "Eating Chocolate"

While cocoa is made by removing some of the cocoa butter, eating chocolate is made by adding it. Cocoa butter, sugar and a little vanilla are combined with the chocolate liquor and ground together, making a heavy paste. Adding the cocoa butter enhances the flavor and improves the texture and smoothness of the chocolate. In making milk chocolate, whole condensed milk is also added. The mix-

ture is then "kneaded" for many hours in a "conching machine." This kneading action aerates the mixture and helps develop the flavor of the chocolate. Result? That velvety smooth, wonderfully rich Ghirardelli chocolate flavor.

After "conching," the mixture at last goes into molds to be formed into the shape of the completed product. A variety of size and shape molds are used—from 1 ounce chocolate bar to large 5 pound gift size. As a final step, the chocolate passes through a refrigerator and when cold the bar drops out of the mold. The chocolate is then wrapped in waxed paper or foil and packaged for sale.

A Ghirardelli Milk Chocolate bar contains vitamin A, protein and minerals, riboflavin (vitamin B₂) and vitamin D. And, of course, chocolate is an excellent source of quick energy. Soldiers carry chocolate with them in their survival kits and athletes take nourishment from chocolate during periods of long exertion.

Best of all, Ghirardelli Chocolate is wonderfully delicious. It contributes to the pleasure of living. It's just plain good to eat.

**Unforgettable Chocolate from
Famous Ghirardelli Square,
San Francisco, California**

Domingo and Domenico The Tale of Two Families

1849. San Francisco. An explosive century glittered in a miner's pan at Sutter's Creek. The first pains of growth were felt in the sinking of a golden spike in Utah... in the whirl and waste of its Barbary Coast... in a windswept onslaught of ten thousand sailing ships.

Out of Italy, into South America, through the Golden Gate, came Domingo Ghirardelli. A merchant by trade, he soon set up tent stores to supply the gold-hungry hordes in the Sierras. But he nurtured a dream. He had found a product of the Western World in the lush hills of Guatemala. Chocolate!

In the mid-80's another son of Italy found the Golden Gate. Domenico DeDomenico brought the new world a century-old family experience in the art of pasta-making. He put it to work in a tiny one-press factory just blocks away from the massive red brick tower of Ghirardelli. Here, Golden Grain Macaroni products were born.

The sons of Domingo and Domenico fulfilled their fathers' wildest dreams.

The young twentieth century found Ghirardelli's Stone Ground Chocolate, Eagle Brand Baking Bars and a popular

tube candy called Flicks in pantries throughout the western states. In those same cupboards were macaroni, spaghetti, and noodles from the burgeoning Golden Grain company.

A few years later, the Rice-a-Roni cable car bell rang on the television screens of the nation and Golden Grain pioneered a convenience food trend that included a wide range of flavorful macaroni dishes.

In 1962, the 110 year old Ghirardelli Chocolate Co. became a division of the Golden Grain Macaroni Co.

Today Golden Grain and Ghirardelli products are made in a huge manufacturing complex on the eastern shores of San Francisco Bay. Here, Ghirardelli's famous quality chocolate and Golden Grain spaghetti, macaroni, noodle, Rice-a-Roni and Stir-N-Serv one pan dinners are packaged and shipped to all corners of the globe.

But, the Ghirardelli Chocolate Manufactory, still in its century-old site, continues to send its rich aroma through the old red brick factory buildings of what is now Ghirardelli Square.

GHIRARDELLI

Chocolate Manufactory

Soda Fountain & Candy Shop

MENU

Ghirardelli Old Creamery Ice Cream

TWO SCOOPS OF ONE FLAVOR IN A GOBLET

Vanilla Ice Cream
Chocolate Ice Cream
Strawberry Ice Cream
Turkish Coffee Ice Cream
Toasted Almond Ice Cream
Chocolate Chip Ice Cream
Rocky Road Ice Cream
Mint Chocolate Chip Ice Cream ... \$2.00
One Scoop Ice Cream ... \$1.25

Ice Cream Cone One Scoop ... \$1.25
Ice Cream Cone Two Scoop ... \$2.00

Bonanza Sundaes

CHOICE OF ICE CREAM AND TOPPING WHIPPED CREAM, NUTS AND CHERRY

HOT FUDGE Sauce ... \$3.55
Hot Butterscotch Topping ... \$3.45
Chocolate Syrup
Strawberry Topping
Marshmallow Topping
Pineapple Topping ... \$3.30

One Scoop Sundae ... \$2.55

Nob Hill Sundaes in the best San Francisco tradition

TWIN PEAKS

A famous San Francisco landmark. Twin Peaks of chocolate and vanilla ice cream, topped with marshmallow and chocolate syrup and cherries under a blanket of whipped cream fog. Dig in and take a peek. ... \$3.45

THE ROCK

Famous Alcatraz prison emerges from San Francisco Bay. Ours is a vanilla ice cream island in a whipped cream bay. It's armored with a shell of Ghirardelli chocolate and a cherry. Break in! ... \$3.45

STRIKE IT RICH

The famous gold country of California inspired this goodie. Three marshmallow-covered chocolate ice cream mountains with a rich Ghirardelli chocolate syrup river running 'round them. Loaded with nuts and Ghirardelli chocolate nuggets. ... \$3.55

GOLDEN GATE BANANA SPLIT

Chocolate, strawberry and vanilla ice cream topped with chocolate, strawberry and pineapple syrup. A banana bridge rises above the whipped cream fog with nuts and cherries. Open up that Golden Gate! ... \$3.70

EMPEROR NORTON

Goblet ringed with bananas and cherries. Two big scoops of vanilla ice cream, Hot Fudge Sauce and whipped cream. Topped with nuts. ... \$3.70

NO SUBSTITUTIONS ON NOB HILL SUNDAES

Ghirardelli Hot Chocolate

Hot Chocolate-Marshmallows ... \$1.25
Hot Chocolate-Whipped Cream ... \$1.50
Hot Mocha-Whipped Cream ... \$1.65

Old Favorite Beverages

Coffee85
Coca Cola50
7-UP50
Diet Coke50
Root Beer50
Root Beer Float ... \$1.75

Goodness Milk Shakes

Chocolate Shake
Strawberry Shake
Vanilla Shake
Pineapple Shake ... \$3.10
MALTS (same flavors) ... 25¢ extra

High Sierra Sodas

Chocolate Soda
Strawberry Soda
Vanilla Soda
Pineapple Soda
\$2.45

