



Q&A

with William
Werner from
Craftsman
and Wolves

Craftsman and Wolves' owner and chef, William Werner, talks to us about how food has shaped his life and gives us the recipe for one perfect day in San Francisco.

By Rebecca Warren | Photographs by Aubrie Pick

Craftsman and Wolves (craftsman-wolves.com) is one of the Bay Area's most intriguing patisseries, filled with unexpected pairings and combinations, such as a cocoa carrot muffin and a decidedly West Coast twist on a snickerdoodle – made with matcha, candied ginger and white chocolate. The bakery has three locations around San Francisco, all with smartly designed interiors that complement Craftsman and Wolves' modern take on classic patisserie.



A Valrhona-chocolate croissant with churro sugar at Craftsman and Wolves

Q *What was the first thing you ever cooked?*

A A sugar cookie during home ec in middle school. I used salt instead of sugar and it was a complete disaster. F- is being too kind.

Q *How did you end up as a chef?*

A When I was younger I would visit Costa Rica for surf trips. While I didn't speak the language, there was never a problem communicating through food. Deliciousness and great hospitality is easily translated. When I was older, I started working as a lifeguard. Some of the other lifeguards I worked with would often cook together after work, usually barbecuing. I caught the bug and wanted to take it further.

Q *How did Craftsman and Wolves come to be?*

A After 17 years of cooking and traveling to France and Japan, I was heavily influenced by the chef-driven bakeries and patisseries that I experienced. CAW is a reflection of my personal style and cooking.

Q *What dish sums up San Francisco for you?*

A Our "Rebel Within" – it's a study in complex simplicity with an ode to great ingredients. It looks like a muffin, but it's so much more. It's an asiago, sausage and green onion dough baked with a soft-boiled egg nestled inside.

Q *What drink captures the mood in the city at the moment?*

A Fernet, forever and always.

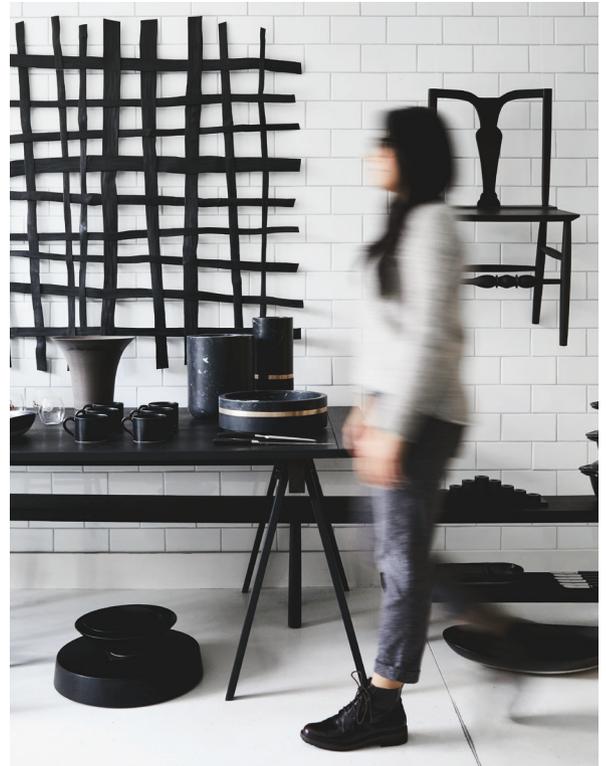
Q *What one thing do you always have in the fridge or pantry?*

A Homemade salsa macha!

CHEF
WERNER'S
FAVORITES



LORD STANLEY “Just a block away from our Pacific Avenue location, this spot made No. 3 on *Bon Appétit’s* 2016 best new restaurants list. The tasting menu is where it’s at. Their onion petals and sherry vinegar dish is a favorite.”



MARCH “I find cool serving pieces and gourmet ingredients at this culinary store plus art gallery in Pacific Heights. The design of the space is beautiful and showcases exquisite everyday objects for the kitchen, pantry and table.”



TAILOR STITCH

“An independent outfitter that designs and manufactures almost everything in San Francisco. They focus on men’s and women’s classic staples . . . think shirting, outerwear, denim and basics. Their Mission location, my favorite, offers repairs, custom tailoring and hemming on-site. They outfitted our sous chef team in their charcoal chambray!”

4505's "Best Damn Cheeseburger," with grass-fed beef, gruyère cheese and secret sauce

4505 BURGERS & BBQ "I'm a stickler for good barbecue, and 4505 hits the spot. You really can't go wrong here, but a favorite is their smoked rib plate."

Smoked rib plate, with smoked chicken and pulled pork

"Spicy Fries" twice fried and topped with lemon parsley aioli and chimichurri sauce

Baked beans flavored with smoked pork skirt steak





THE MILL “A joint venture between Four Barrel Coffee and Josey Baker Bread. They have a beautiful interior with an open kitchen so you can see the bakers and smell the fresh bread.”



OMNIVORE BOOKS “A must-stop for any food lover. This petite bookstore in the Noe Valley neighborhood is packed floor to ceiling with hundreds of new, antiquarian and collectible titles, on all manner of food and cooking.”

"A MUST-STOP FOR ANY FOOD LOVER"




DANDELION CHOCOLATES “A local bean-to-bar chocolate factory also in the Mission, two doors down from our Valencia location. We collaborate on events like their annual 12 Nights of Chocolate to raise funds for our local food bank.”

CHEF WERNER'S RECIPE FOR A PERFECT DAY IN SAN FRANCISCO

8 A.M. A black coffee and Andrea's Portugese Breakfast Board for strength, at Cafe Saint Jorge (cafestjorge.com).

10:30 A.M. A walk to the top of Bernal Heights will give you a great workout and reward you with beautiful views of the city as well as the bay.

11:30 A.M. Get yourself to one of the best brunches in town: Foreign Cinema for a Dungeness crab frittata and some bubbly (foreigncinema.com).

2:30 P.M. Buy the best jeans you'll ever own at Self Edge. Fun fact: they make custom denim aprons for CAW that we also sell online (selfedge.com).

5 P.M. After buying jeans, walk around the corner to Wildhawk at 19th and Lexington for a classic 50/50 cocktail (wildhawkssf.com).

8 P.M. Head to Aster for dinner. Chef/owner Brett Cooper's neighborhood gem is an inspirational favorite of mine (astersf.com).

10 P.M. Catch a show at The Chapel on Valencia Street, a beautiful, intimate venue with great sound (thechapelsf.com).