

This San Francisco Chocolate Shop Puts Willy Wonka to Shame



If your idea of a heavenly vacation includes lazing around, flipping through magazines while indulging in exotic chocolate, then San Francisco's [Fog City News](#) is the shop for you. Open since 1999, the store—situated on bustling Market Street—has a simple but brilliant concept: Owner Adam Smith stocks more than 200 varieties of chocolate, along with more than 3,000 magazine titles. "I wanted to create a store environment that would make people reconsider the notion of the traditional newsstand," Smith explains.

So what will you find there? Let's start with the chocolate, the selection of which takes up nearly half the store. Approximately 50 percent of the stock is imported, while the rest is from U.S. chocolatiers. The shop is packed with classic goodies (like milk chocolate, or dark chocolate with nuts), but also has wide selection of quirkier items. One popular confection from Columbia, Missouri's Patric (which took home gold medals in the International Chocolate Awards last year) contains coconut, chiles, and ginger—like a red coconut curry in a bar. Or try something from Sacramento's Ginger Elizabeth chocolates: The founder models her bars after her favorite desserts, like crepes.

The Daily Traveler

A sugar crash may be inevitable, but before that hits, wander over to the magazine stands and browse for a bit. "I've always said, For every interest that exists, there is a magazine for it," Smith explains. "When customers slow down and look at what we offer, they begin to see that every magazine category has more breadth to it than they might have originally thought." Although the shop doesn't specialize in any one genre, Smith says the most popular publications focus on food, design, and fashion. And there's plenty to choose from: Among the hundreds of titles, you'll find some of the usual suspects like *GQ* and *Vogue*, as well as oddballs like *Road Book*, a luxury men's mag, and *Smith Journal*, an Australian quarterly; international mags are also a hit with readers.

455 Market St; 415-543-7400, fogcitynews.com

Photos: Stacy Adimando

