

UVM = Unique Viewers Monthly. These numbers are from Similarweb.

Smish Smash Opening
Beyond Opening Accolades
    National Food Media
    Local Food Media
Roundups/Mentions/Mid-Market Resurgence
Grand Opening
    National Food Media
    Local Food Media
In-House Team, Local Restauranteurs & Producer Partners Announcement
Local Independent Restauranteurs Reveal
Claus Meyer Partnership Announcement

Smish Smash Opening

Smash Burger Pop-Up Sensation Smish Smash Opens at San Francisco's Saluhall on Market Street - Eater SF

    Eater Facebook post

Top smashburger popup lands downtown S.F. location SF Chronicle
Smish Smash smashburger popup opening in downtown SF IKEA food hall | SF Chronicle.pdf

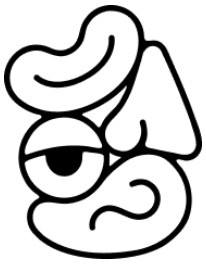
    Chronicle Facebook post

Wildly popular SF smash burger finds home in downtown food hall SFGate

    SFGate Facebook post

San Francisco's New Restaurant Openings The Infatuation (forthcoming)

This Week In Food: Pizza and Burger Favorites Head Downtown SFist



Beyond Opening Accolades

National Food Media

Drink At A Sauna-Themed Bar in San Francisco's Scandinavian-Inspired Food Hall Food & Wine Magazine May 21, 2024 15,155,504 UVM PDF Version

> Pickups:
>
> Drink At A Sauna-Themed Bar in San Francisco's Scandinavian-Inspired Food Hall Yahoo! Life 427,922,376 UVM
>
> Drink At A Sauna-Themed Bar in San Francisco's Scandinavian-Inspired Food Hall MSN Microsoft Start 138,987,306 UVM

Vegan Restaurants Near Me: The Best Places for Plant-Based Food in San Francisco | VegNews June 25, 2024

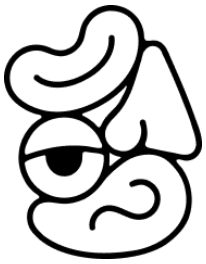
Scandifornia Dreaming | VegNews Magazine - Holiday 2024 Reader.pdf October - November Holiday 2024 Issue

Local Food Media

Ikea's big downtown food venue puts change on the menu - San Francisco Business Times
Can a mall food hall become "the coolest place in town?" | San Francisco Business Times.pdf Nov 7, 2024

3 awesome Bay Area food halls to visit — or revisit — in 2024 San Jose Mercury News / Bay Area Newsgroup Sept 23, 2024
PDF if firewalled

Where to find the Bay Area's creamiest, dreamiest soft serve ice cream SF Chronicle Sept 5, 2024



Here Are the Hottest New Restaurants in San Francisco, August 2024
(Eater's Facebook Post 239 likes)

Best of the Bay 2024 Editors' Pick: Saluhall - 48 hills July 30, 2024

4 Restaurants and Bars to Try This Weekend in the San Francisco Bay Area: June 14 - Eater SF
June 14, 2024

The cheapest lunch in downtown SF is surprisingly good SFGate May 22, 2024 15,753,283 UVM

We tried vegan Puerto Rican Bites at SF's New Food Court KQED Food with @sommeligay May 9, 2024 (a traditional media outlet, but this content was all on their Instagram)

Saluhall Review - Soma - San Francisco - The Infatuation May 6, 2024 2,162,682 UVM
& Instagram post (some criticism of first floor concepts)

Eat tacos all day at one of S.F.'s 11 notable new restaurants SF Chronicle May 6, 2024 PDF version
4,612,335 UVM

A hopeful food hall - by Larissa Zimberoff Technically Food May 3, 2024 on Substack NA

Best Dishes Eater SF Editors Ate This Week: April 22 (Mofongo at Casa Borinqueña) Eater SF April 22, 2024 742,428 UVM

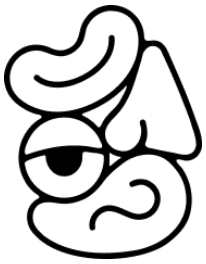
16 Essential Tacos to Try in San Francisco (La Venganza) Eater SF April 18, 2024 Eater SF 742,428 UVM

Roundups/Mentions/Mid-Market Resurgence

New businesses open in downtown SF's Mid-Market neighborhood SF Standard

Why Red Tail neighborhood wine bar is expanding to downtown SF SF Chronicle July 19, 2024

Exclusive: This troubled S.F. neighborhood could get a monthly block party with outdoor drinking SF Chronicle June 25, 2024



Downtown San Francisco sweets pop-ups: A new dessert belt? SF Standard | May 10, 2024

Grand Opening

Food Media

National Food Media

SF's Splashy New Food Hall Will Have a Bakery, Cooking School, and More Bon Appetit Magazine
PDF version
7,129,256 Unique Visitors Monthly. Metrics from Similarweb via MuckRack.

> SF's Splashy New Food Hall Will Have a Bakery, Cooking School, and More Yahoo! Lifestyle Canada (Bon Appetit Magazine pickup) 1,221,290 UVM

All the Vegan Options at the Giant Food Hall Right Next to San Francisco's Ikea | VegNews 1,152,958

Local Food Media

What to eat at IKEA food hall Saluhall in SF San Francisco Chronicle PDF

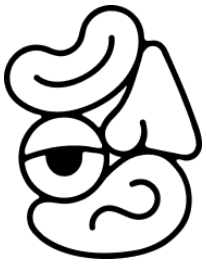
Huge food hall at S.F. IKEA building opens this week. Here's what's inside SF Chronicle PDF version
4,612,335 UVM

Everything to Know Before You Head to San Francisco's New Fantastical Plant-Based Haven Saluhall Eater SF
742,428 UVM

Downtown SF embraces new Ikea-anchored food hall with long opening-day lines SFGate
15,753,283 UVM

This week's tablehopper: high gear. The Tablehopper
1,891 UVM

Ikea's new food hall just opened. Is it any good? The San Francisco Standard
1,350,729 UVM



[IKEA-Adjacent Saluhall Opens Thursday: Will SF Clamor For Vegan Tacos and Soft-Serve?](#) SFist
536,207 UVM

[IKEA's New 23,000 Sqft Food Hall Opens This Week in SF](#) SF Funcheap

[Inside Saluhall, Market Street's newest food hall - Axios San Francisco](#)

[Good Taste: Getting flaky at Smörgåsland - 48 hills](#)

TV & Radio

Saluhall Grand Opening Mayor London Breed speech

[SF Ikea opens Saluhall, 2-story eatery named after famous Stockholm market](#) ABC7 KGO
1,983,263 UVM

ABC7 story also on youtube
SF Ikea opens Saluhall, 2-story eatery named after famous Stockholm market

[Saluhall opens 2-story food, meeting space next to San Francisco IKEA](#) Fox KTVU
1,458,236 UVM

[Innovative, upscale food court opens on S.F. Market Street - CBS San Francisco](#) KPIX
44,417,564 UVM

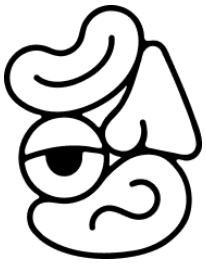
[Grand opening of SoMa IKEA food court draws excited crowd - CBS San Francisco](#) KPIX
44,417,564 UVM

[SF Ikea opens 2-story eatery Saluhall](#) Yahoo! News (Fox pickup)
57,489,743 UVM

[AOL News](#) (KGO pickup)
24,170,825 UVM

[Ikea food hall to open in SF this week](#) KRON4
1,774,144 UVM

[Swedish food hall opens to great fanfare - KCBS Radio](#) April 11 (Elise interviewed)



3,641,599 UVM

Food hall featuring local vendors opens doors in San Francisco's IKEA building - KCBS Radio April 10 (KERB CEO interviewed)
3,641,599 UVM

In-House Team, Local Restauranteurs & Producer Partners Announcement

KERB gears up for first international opening as UK sales soar restaurant March 22 2024

From 65¢ Veggie Dogs to Its 23,000 Square-Foot Food Hall, Ikea Is Betting on a Plant-Based Future | VegNews March 19

IKEA Is Betting Big on Downtown San Francisco with Five Bay Area Restaurants at Saluhall - Eater SF March 14

S.F. IKEA food hall opens soon with 11 new places to eat and drink SF Chronicle March 14

IKEA-Adjacent Food Hall Readies for Mid-April Opening Featuring Vegan Tacos, Bakery, Burgers, and Beer SFist March 14

Ikea-anchored mall readies bars, cooking school, chef tenants in Saluhall food hall - San Francisco Business Times March 14

Here's what's coming to Ikea's massive Saluhall. Can it beat the meatballs? SF Standard March 14

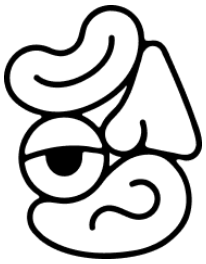
Local Independent Restauranteurs Reveal

S.F. IKEA food hall: Here are the restaurants moving in SF Chronicle

Ikea-anchored mall in talks with first five food tenants for Saluhall - San Francisco Business Times SF Business Times

These Five Businesses Will Land Inside Downtown San Francisco's Vegan-Friendly Ikea Dining Hall Eater SF

San Francisco Ikea-adjacent food hall to feature five new food options SFGate



Five Food Vendors, Several of Them Vegan, Announced for IKEA-Adjacent Food Hall In SF SFist

Taqueria La Venganza Instagram Post

Claus Meyer Partnership Announcement

S.F. IKEA food hall will get bakery from 'world's best' restaurant co-founder SF Chronicle
26.8 million unique monthly visitors across both SF Chronicle & SFGate. Source: 2023 Hearst Media Kit

He was the world's most lauded chef. Now he's in SF's Ikea mall. SFGate
26.8 million unique monthly visitors across both SF Chronicle & SFGate. Source: 2023 Hearst Media Kit

What We Know So Far About Saluhall, That Nordic Food Hall Planned for Mid-Market in Downtown San Francisco Eater SF. Across all Vox Media platforms nationwide, including Eater National, Vox, New York Magazine, The Cut, The Verge: 130 million unique monthly visitors. Source: Vox Media Kit Webpage

Daily Digest: Big food hall to open at Ikea; Home sale could set record - San Francisco Business Times
368,747 unique monthly visitors. Source: SF Business Times Media Kit Webpage

Fancy Food Hall In IKEA-Anchored Mall Gets Fancier With Help From Noma Chef SFist
2 million "page readership" a month. Source: SFist Media Kit