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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

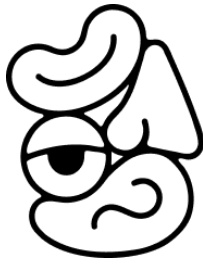
Local Food Media

[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 Zimmeroff](#) 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 Smörgåsländ - 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 Restaurateurs & 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 Restaurateurs 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](#)