

SF WEEKLY

Blogs



Barracuda Sushi

All-you-can-eat-lunch \$13.95

News ▾ Music ▾ Calendar ▾ Restaurants ▾



Arts ▾ Movies ▾ The Ads ▾ Classifieds ▾

BLOGS COLUMNS BEST OF BARS + CLUBS ARCHIVES READER PICKS PROMOTIONS COUPONS/DEALS

SFoodie

TOP blog STORIES



Buzz Machine Scharffenberge In at Hodo Soy

By Jonathan Kauffman



The Mystery Spot Who Makes This Burger?

By Tamara Palmer



Eat This Tanguito's Choripan

By Jonathan Kauffman



Doggy Bag How to Shag a Vegan

By John Birdsall, SFoodie Editor

Cocktails & Spirits

Q & A with Kevin Diedrich, the Man Behind the Burrirt Room

By Lou Bustamante, Wednesday, May. 26 2010 @ 2:56PM

Categories: Buzz Machine

5 retweet Share Like submit to digg



Lou Bustamante

Kevin Diedrich.

With the recent addition to the city's cocktail armada of **Comstock Saloon** and upcoming openings of **Bar Agricole** and **Prospect**, San Francisco bartenders are making it increasingly difficult to go out and have a bad drink. A project flying lower on the radar but just as thrilling is **Bourbon & Branch** and Clock Bar veteran Kevin Diedrich's endeavor at the **Crescent Hotel**, the Burrirt Room.

Scheduled to open tomorrow, this hidden gem of a space is located on the third floor of the Crescent Hotel, in what used to be the lobby. It's named after the alley that was site of the hotel's main entrance until the Stockton Street Tunnel was built. (A word to the curious: Burrirt Alley is really just that, complete with dumpsters, stacks of recycling, and occupants who look like they might have stepped out of a film noir – in fact, it was the scene of a murder in *The Maltese Falcon*. It's best to approach the Burrirt Room through

Tools

Search SFoodie

Search

Follow



Categories...

Archives...

send us your tips

Sign up for free stuff, news info & more!



Parkmerced

High Rise Flats and Townhomes for Rent in San Francisco

MY LIFE IS SAN FRANCISCO

My Home is Parkmerced!

\$500 off

YOUR FIRST MONTH'S RENT WHEN YOU SIGN A ONE-YEAR LEASE

LEASING@PARKMERCED.COM

MAKE AN APPOINTMENT TO VIEW THE PROPERTY

CALL NOW 415.405.4600

www.parkmerced.com

Slideshows

What's Shakin?
Jello Mold Design
Champions

the lower-level Stockton Street entrance.)

We had a chance to sit down and catch up with Diedrich about the project, and where the heck he's been the past year and a half.

SFOodie: Can you tell us a little about your East Coast adventure and what drew you out there?

Diedrich: Well, what originally brought me out was the new **Michael Mina Bourbon Steak** that was opening up in D.C. I was offered the chance to put together the bar program there, and it being my hometown, I wanted a chance to share San Francisco cocktails with them. With the help of chef David Varley, and an amazing kitchen staff behind the emerging cocktail scene, I was able to put together something fun and new. It was a great learning experience for me.

After D.C. I headed up to NYC, which was really more about me seeing about a girl (now my wife). I was soooooo lucky to land where I did, though, **PDT** [Please Don't Tell] and **Clover Club**. Both places have amazing staff, whom I learned a lot from. Everyone was very welcoming to me and I can't thank Jim Meehan and Julie Reiner enough for fitting me into their bars.

What do you have in store for the cocktail program? Nothing aggressive. I want the program to be approachable to our guests. A small list consisting of 18 cocktails, some seasonal, some house ones, classics and contemporary classics.

Same thing with the wine and spirit list. The bar isn't going to be a massive wall of liquor. A small-to-medium list that won't overwhelm our guests or staff. I've found having too much behind the bar confuses people, and then they'll just go with what they're familiar to. I want to give guests a few options and be able to ask questions. Same with the wine list: three reds by the glass, three whites, three sparkling wines. Then a small bottle list. Staying local and small. We will be doing beer as well: three beers on tap, two kegs, and one pony – the pony will be seasonal. The rest will be a collection of canned beer.

Why cans? I love canned beer! Nothing is better than cracking a cold one after a long day. It's affordable and it's delicious. The program is geared for budget travelers and normal everyday guests who want to enjoy a drink without paying \$14 for it. The hotel itself is 80 rooms – tiny – and reasonable rates. I've selected great spirits that don't break the bank; you won't see a bottle on that wall that is more than \$200. Affordable and approachable!

I will have an ice program, though no **Kold-Draft**. Big ice cubes for certain cocktails, cobbled ice, and a punch program as well. I'm using ice molds for my big blocks.

What kind of talent can we expect to find working behind the bar? A mix of veterans and new. I can't say who right now, but the bar staff will be solid. I like branching out and getting new bartenders, or people who are climbing that ladder. That was all of us at some point in our career; someone gave us a chance.

Will people be able to find you behind the bar at other places, or making guest appearances at your old digs, Bourbon & Branch? I will be still behind the stick here. I plan on bartending two to three nights at the Crescent and moonlighting one shift a week at another bar, which I can't say yet. I think the Branch should do an old-school night ... bring back the oldies for a night. I'd do that if everyone else was on board.
Hint.

Anything we should keep an eye out for? The homeless guy that took my box of books. If you see a homeless selling cocktail books, they're mine!

Opening Thurs., May 27, at 5 p.m.:

The Burritt Room Hotel Crescent, 417 Stockton (at Bush), 400-0500; open Sun.-Thurs.



Kitchen Ink: S.F. chefs and their tattoos



Amuse Brunch @ SF Food Wars



[More Slideshows >>](#)

Most ...

[Viewed](#)

[Commented](#)

[Recent](#)

[Marin Sun Farms' Butcher Shop Debuts in Oakland's Rockridge Neighborhood](#)

[John Scharffenberger Signs on as CEO of Hodo Soy Beanery](#)

[Jimmy Dean Is in That Big Industrial Sausage Factory in the Sky](#)

[Who Makes This Burger?](#)

[What to Have for Lunch: Choripan with a Side of Soccer](#)

[How to Seduce – and Then Dump – a Vegan](#)

[Kauffman's Five: This Week in Food Bloggicization](#)

[The Taco Shop at Underdog's: Best Place in S.F. to Watch the World Cup?](#)

[S. F. Rising: Coconut Twist from Cafe Bakery and Restaurant](#)

[Our 10 Favorite Meaty Dishes in San Francisco](#)

[More Recent Entries...](#)



Restaurants

222 Hyde

[View Ad](#) | [View Site](#)

Papalote

[View Ad](#) | [View Site](#)

Rosamunde Sausage Grill

[View Ad](#) | [View Site](#)



[More >>](#)

5 p.m.-midnight, Fri.-Sat. 5 p.m.-1 a.m.

Follow us on Twitter: @SFoodie

Tags:
bars, Bourbon & Branch, Clock Bar, Opening

Write Comment Email to Friend

Submit

Related Content

Follow Pavement's Example and Support Stockton May 12, 2010

Mina Group Denies It's Planning to Close Union Square Flagship April 15, 2010

RN74 Spinning Off a Seattle Branch April 5, 2010

Room for Dessert November 18, 2009

A Pizza for Purists, Obsessives, and Geeks: A SFoodie Lunch Planner November 10, 2009

More About:

Kevin Diedrich

Lou Bustamante

Michael Mina

Julie Reiner

Jim Meehan

Write Comment

Name:

Email:

URL:

Remember personal info?

Comments (you may use HTML tags for style):

Comments may not show up immediately after submission. Please wait a minute after posting a comment for it to appear.

All reader comments are subject to our **Terms of Use**. By clicking "Post," you acknowledge that you have reviewed and agree to these Terms.

Ads by



Breaking: Napa Mom reduces debt by 60%
Napa Residents: Legally reduce your debt by 60%
[Find more...](#)



Debt Stimulus Relief
®
Legally Erase Up To 75% of your debt. Be Debt Free In Months...
[Visit site...](#)



Credit Card Companies Slashing Balances
What the Credit Card Companies Don't Want You to Know Could Help.
[More info...](#)



Acai Berry "Warning" (Napa Alert!)
Napa News: Miracle Diet or Scam? Read this FREE News Report First!
[Keep reading...](#)

Twitter Feed

Follow sfoodie on Twitter

John Scharffenberger signs on as CEO of Hodo Soy Beanery: <http://tinyurl.com/2dxhosg> 23 minutes ago

Jimmy Dean is in that big industrial sausage factory in the sky: <http://tinyurl.com/24cxyrm> about an hour ago

The Mystery Spot: Which SF restaurant serves up this mighty slab of a burger?: <http://tinyurl.com/2bbfbqo> about 2 hours ago

What to have for lunch today: Argentinian choripan, with a side of World Cup: <http://tinyurl.com/26ftwn> about 2 hours ago

How to shag -- and then dump -- a vegan in San Francisco: <http://tinyurl.com/23ze6z7> 2 days ago

[More Twitter >>](#)

VVM on Digg

Upcoming Popular Top Stories All Time

4 diggs



Unholy Shotgun: Drunk-Ass Redneck Blasts Party Guest in Knee