

Marin's Woodlands Market Plans First San Francisco Outpost in Rincon Hill

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The full-service grocery will have prepared food and outdoor seating

Marin's **Woodlands Market** is making its way into the city, bringing a full-service grocery store to the bottom of the LUMINA, a very upscale residential building that is currently under construction. In addition to the almost 12,500 square-foot of space that will be occupied by the market, the building boasts 656 luxury condos with views of the Bay Bridge.

The new location at 201 Folsom will not stray far from the original, winning formula that has made it popular in Marin, offering a variety of upscale groceries, including meat and fish counters, organic produce, sushi, a bakery and coffee bar. There will also be a variety of prepared food, with indoor and outdoor seating. "Everybody in the food business does the same thing— what differentiates all of us is how we execute," CEO Don Santa told Eater. "So we don't want to get away from what got us here, but we have a great opportunity to raise the bar."

While Woodlands Market opened its first store in Kentfield in 1986 (later expanding to include locations in Tiburon and Ross), CEO and founder Don Santa says that the market's story has come full circle with the new SF location. Though his market has been open for almost 30 years, he is following in the footsteps of his forebears, who opened a market at California and Hyde Street in 1910. That market operated in the neighborhood for 63 years, finally closing in the 1970s.

The grocery's opening will coincide with the building's completion sometime in the beginning of next year, said Santa. Stay tuned for more details on opening.