

SAN FRANCISCO

May 2009

RISKY BUSINESS

5 Leaders, from Levi's to Wi on the Upside the Downturn

CHEAP THRILLS

49 ways to splurge big for under \$10

BUYER'S MARKET

Three (Finally) Affordable Neighborhoods



OBSSESSED | JEFF HOLLINGER
Bar Director, Absinthe

OBSSESSION | TACOS

"I lived in the Mission for nine years, right around the corner from the El Tonayense taco truck parked on 22nd and Harrison. I'd go twice a week for the cabeza [head] and carne asada tacos—they're cheap and the ingredients are in perfect proportion. Cancun is another favorite—I always overdo it, ordering enough for three people even if I'm alone. I get a few carnitas and carne asada tacos, a side of grilled onions and a quesadilla or two. I eat half and then take the rest for later. Now I live in the Sunset, and Tommy's has become my new local Mexican joint. I like the panucho, which is offered only as a special. It's the Yucatecan take on the taco—a fried tortilla topped with chicken with a bit of achiote paste, pickled onions and jalapeños. I drink a margarita made with the well tequila—on the rocks, no salt. If Julio is there, I take his tequila recommendations, but it always means trouble."

El Tonayense taco truck,
22nd and Harrison streets

Taqueria Cancun, 2288 Mission St.,
415-252-9560

Tommy's Mexican Restaurant, 5929 Geary Blvd.,
415-387-4747, tommysmexican.com

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IT'S NOT ABOUT ALTITUDE