

KRU'S

Greetings From
SACRAMENTO



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Menu Design And Illustration
By Ben Della Rosa

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CENTER FOR
LAND-BASED
LEARNING

Explore some of the rich history that makes Sacramento truly special and still contributes much to the culture we experience every day. While some of that DNA may have become obscured by the passage of time, we have done our best to preserve it here in the pages of this menu. Enjoy exploring!



WELCOME
TO
EAST
SACRAMENTO

ROSE GARDEN

ALHAMBRA THEATER

LIBBY, MCNEILL
AND LIBBY CANNERY

H STREET

FOLSOM BOULEVARD

STOCKTON BOULEVARD

ALHAMBRA BOULEVARD

99

2

3





1 ROSE GARDEN..... \$17

Japanese Gin, Bergamot, Dry Vermouth, Rosa Aperitivo, Italian Red Bitters - steeped in Rose Black Tea

Converted from a running track in 1929 by the city's first parks superintendent, Frederick N. Evans, the garden was created to be a showplace of the city park system. The oval shape of the rose garden reflects the original shape of the track.¹

2 THE ALHAMBRA THEATER

Opened in 1927, the Alhambra was the preeminent movie house in the greater Sacramento area for many years. Designed in the Moorish style featuring a large courtyard and fountain, the destruction of the theater in 1973 awakened a preservation movement in Sacramento that remains active today.²

3 LIBBY, MCNEILL & LIBBY CANNERY

In 1912, Libby, McNeill & Libby built one of the largest canneries in California. As Sacramento was Northern California's rail and river transportation hub, its canning industry processed just about anything edible that could be put in a can.³ Sacramento's canning industry was best known for canned tomatoes, earning Sacramento the nickname, "The Big Tomato."⁴

4 THE FAB FORTIES

The "Fab Forties" is the historic terminus of a once extensive streetcar network that covered nearly all the historic neighborhoods of the city.⁵ The large lots between 38th and 47th Streets created a concentration of larger houses giving rise to the area's name.⁶

5 THE CATTLE CLUB

Famous in the '80s and '90s for launching alt-rock and grunge bands like Deftones, Cake, Nirvana, Green Day, and No Doubt before they hit it big.⁷



HARD ROCK CAFE.....\$17

KRU Rockin' Rum Blend, Vanilla - Passion Fruit, Mandarin, Lime, Pomegranate

Known for its rock and roll memorabilia covered walls, Hard Rock Cafe International opened its downtown Sacramento location in 1997. The restaurant anchored the east end of the downtown plaza mall until 2010, when the decision was made to close the location.⁸

2 JAPANTOWN

Sacramento's Japantown originated in the 1890s from Japanese laborers and farmers who worked in the surrounding areas coming into town to buy goods and services from other Japanese people. By 1910, Sacramento's Japantown contained twelve general goods stores, thirty-six restaurants, fifteen billiard parlors, three newspaper publishers, a bank, and a movie house. The historic Japantown was demolished between 1956 and 1960 and replaced with the office buildings and apartments that stand today in the Capitol Mall. With the destruction of Sacramento's Japantown, a part of the city's history was forever lost, as no buildings remain save for the Nissei War Memorial that was constructed in 1956 just prior to the demolition.⁹

3 OLD SACRAMENTO

Founded on the banks of the Sacramento River in 1839, rising from John Sutter's Fort into a Gold Rush-era trading hub, shaped by floods, fires, and ingenuity - including the decision to raise the city above floodwaters - it endures today as a nationally recognized historic district, where Gold Rush-era buildings and boardwalks house a thriving waterfront community.¹⁰

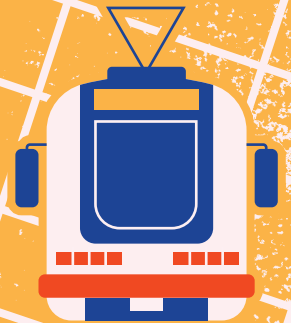
4 STATE CAPITOL

The California State Capitol, established in 1854, has stood at the heart of Sacramento since the 19th century. Built between 1860 and 1874, the original Capitol later expanded with the East Annex in 1951 to accommodate California's growing government - preserving its historic presence while continuing to serve as the center of state leadership.¹¹

5TH STREET

10TH STREET

P STREET





OLD SACRAMENTO

JAPANTOWN

HARD ROCK CAFE

STATE CAPITOL

DOWNTOWN
SACRAMENTO





MIDTOWN SACRAMENTO

1 THE SACRAMENTO BEE \$18

Vodka, Junmai, Blueberry - Honey, Lemon, Elderflower

Founded in 1857, The Sacramento Bee was the flagship of the 30 daily and almost 50 non-daily newspapers owned by The McClatchy Company, the third-largest newspaper corporation in the country in terms of circulation at the time. Its location at 2100 Q St. was once the Buffalo Brewery and the Bee's mascot, "Scoopy," was designed by Walt Disney. The Bee was awarded its first Pulitzer Prize in 1935 for Public Service.¹²

2 THE BEAT

Founded in 1982 by Robert Fauble and relocated to 1700 J Street in 1994, The Beat served as a cultural hub for music discovery and Sacramento's independent music scene until its closure in 2013.¹³

3 BIBA'S ITALIAN RESTAURANT

Biba's opened in 1986 and was named after owner and self-taught chef, Biba Caggiano. Predating the established food scene and farm-to-fork movement, Biba's offered iconic dishes like lasagne verdi alla bolognese - a seven layered masterpiece of fresh pasta interspersed with rich bolognese and bechamel sauces.¹⁴

WEST SACRAMENTO



CLUB PHEASANT **\$16**

Bourbon, Lemon, Apple - Malt Soda

In 1935, The Palamidessi family bought the building of a former speakeasy and turned it into a restaurant. Originally called the Hideout Cafe, the family restaurant served steak sandwiches as their most popular dish.¹⁵ Club Pheasant was a part of the West Sacramento community for 85 years before closing in 2022.¹⁶

2 ROUTE 40

Replaced by Interstate 80, U.S. 40 ran from Atlantic City, New Jersey, to San Francisco. In the then - unincorporated area of Yolo County, motels, restaurants, and a drive-in movie theater lured tourists to the area with boldly designed buildings and bright neon lights.¹⁷

3 THE ZIGGURAT

Designed by architect Ed Kado and completed in 1998, the Ziggurat building was commissioned by national money lender, The Money Store, which was planning to establish a new headquarters in Sacramento. The building was originally proposed as a 12-story inverted pyramid with the top floor extending 120-feet toward the Sacramento River. The then-president of The Money Store felt the design was interesting, but requested a symmetrical building. Kado suggested the current design, as it represents stability, an ideal image for The Money Store.¹⁸

SACRAMENTO AVENUE

WEST CAPITOL AVENUE

WESTACRE ROAD



PARK BOULEVARD





LAND PARK



EDMONDS FIELD\$17

“Cracker Jack – Daniels” Tennessee Whisky, Hazelnut, Orgeat, Lemon, Aromatic Bitters*

Located on the corner of Broadway and Riverside Boulevard, and built in 1922, Edmonds Field was home to the AAA team the Sacramento Solons for nearly 50 years. In 1930, Edmonds Field (then named Moreing Park) hosted the first professional night game in the Western U.S.¹⁹ The stadium was destroyed by fire in 1948 and rebuilt with concrete grandstands by the following season.²⁰ The stadium was then demolished in 1964 to make way for retail space.



PANCAKE CIRCUS\$18

Smoked Ham Mezcal, Imo Shochu, Maple Syrup, “Burnt Coffee”

Originally named Al & Bud’s Platter in 1961, after owners Al Nahas and Bud Sheely, the restaurant was renamed to Pancake Parade, and then rebranded to Pancake Circus in 1970.²¹



VIC’S\$17

Japanese Whisky, Banana, Raw Sugar, Lemon - Ube - Captain Crunch Milk Wash**

Opened in 1947, Vic’s has served homemade ice cream, sundaes, and sandwiches to the Land Park community for nearly 80 years.²²



SACRAMENTO ZOO\$18

Japanese Gin, Green Chartreuse, Cucumber, Pineapple, Lime, Mint

The Sacramento Zoo, originally called the William Land Park Zoo, was established in 1927 with 40 animals and roughly 4 acres of land. The zoo was a consolidation of several smaller attractions across city parks.²³ The zoo’s distinctive hyperbolic paraboloids entrance roof structures were listed on the Sacramento Register for Historic and Cultural Resources in 2023.²⁴

5 TOWER THEATER

Built in 1938 by California theater architect William B. David, the Tower Theater is Sacramento’s oldest continuously operating movie theater. In 1972, the theater underwent a significant renovation and was converted into a three-screen cinema.²⁵

* Contains Nuts

** Contains Lactose



COUNTRY CLUB LANES\$17

KRU Single Barrel Select Bourbon, Rye Whiskey, Cola, Tobacco

Opened in the early 1960s, Country Club Lanes is an iconic example of mid-century design. It has been a cherished entertainment hub for communities across the Sacramento area and beyond.²⁶



TOWER RECORDS\$17

KRU Single Barrel Select Reposado Tequila, Seville Orange, Yuzu - Mandarin, Lime, Strawberry - Hibiscus

Tower Records began in 1941 when teenager Russ Solomon sold vinyl from his father's Sacramento drugstore. What started as a small local operation grew into a stand-alone store and eventually an iconic global music retailer, shaping generations of music culture.²⁷



SAM'S HOF BRAU\$15

Rye Whisky, served with a Pickle Beer & mini Bloody Mary kicker

Opened in 1959 by Sam Gordon, Sam's Hof Brau served carved meats and German-style food. Gordon eventually sold his business to Denny's who, in turn, opened Hof Braus in other cities. In 2017, ownership of the Watt location was returned to Gordon's grandson and then run by his great-grandson.²⁹ In 2024, Sam's Hof Brau closed permanently due to a fire.³⁰

4 CENTURY DOME THEATER

Built in 1967, the Century Dome represented the height of movie technology for its time. The theater utilized 3 different projectors for a wide-screen experience; however, due to the difficulties of lining-up 3 projectors perfectly, the theater moved on to more economical models. In the 1970s, the large dome was separated into smaller areas to accommodate more screens.³¹





COUNTRY CLUB LANES

SAM'S HOF BRAU

SAM'S HOF BRAU

TOWER RECORDS

ARDEN
ARCADE



FRUITRIDGE ROAD

POCKET-GREENHAVEN NEIGHBORHOOD



“CITY OF TREES” WATER TOWER\$17

Gin, Douglas Fir, Rosemary Bitter Bianco, Lime, Basil

Featured prominently on the iconic water tower off I-5, the “City of Trees” nickname (coined by Sacramento Bee editor C.K. McClatchy) acknowledged Sacramento’s dense urban canopy, which residents planted to combat the harsh summer weather during the Gold Rush era.³² In 2005, the name was changed to “America’s Fork-to-Fork Capitol”.³³

2 THE TRAP

Constructed in the 1860s, The Trap is one of Sacramento’s oldest buildings, originally serving as a fishing shack for Sicilian immigrants closer to the Sacramento River. Around the 1920s, the building was moved to its current location where it became the Ingelside Cafe, owned by a Portuguese family.³³ It served as a hub for local farmers and the Portuguese community.³⁴

3 EICHLER HOMES

Built by Joe Eichler, the Eichler homes were originally marketed as South Land Park Hills and were constructed between 1955 and ‘56. These homes were often 3-4 bedrooms and featured modern concepts like open floor plans, exposed wood beams, flat/low sloped roofs, and floor-to-ceiling windows that connect interiors with private patios and gardens.³⁵

4 PORTUGUESE COMMUNITY PARK

Developed by the Portuguese Historical and Cultural Society, the park was built in 1988 to commemorate the pioneering Portuguese farmers who settled in the area historically known as “Little Portugal”.³⁶

SACRAMENTO
CITY OF TREES

SACRAMENTO WATER TOWER

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BOTTLES, AND BAR NEEDS.



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