

‘Dirty Habit’ Restaurant and Bar in San Francisco’s Hotel Palomar Now Open

The hotly anticipated Dirty Habit, previously Fifth Floor restaurant, has officially opened in the Hotel Palomar at 12 Fourth Street in San Francisco. Helmed by the Fifth Floor’s Chef David Bazirgan and Bar Manager Brian Means, the new bar-centric concept plays host to a vivid social scene and creative craft cocktail menu with an emphasis on rare brown spirits. In a prime location perched five floors above the streets of the developing high-tech start-up epicenter in SOMA, Dirty Habit serves as an intimate hideaway for locals seeking inventive offerings and a sociable dining atmosphere, both inside the restaurant and on the spacious, heated outdoor patio.

Design and Atmosphere

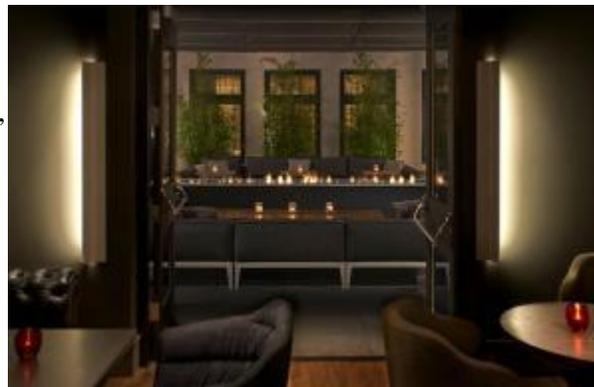
Designed by Seattle-based [Dawson Design Associates](#), Dirty Habit represents the “dark side” that comes out when the lights go down and the city comes to life. Stylish and provocative, Dirty Habit was inspired by “film noir” to create an atmosphere laced with danger and seduction. The space features concrete, exposed pipes, black steel, and a stone bar with dramatic black veins, juxtaposed by rich, warm wood, oriental rugs, and soft blends of purples, greens and greys. A focal point of the bar and restaurant is the fully-heated 50-seat outdoor patio with 10-foot long fire fixture, where guests can mix and mingle in a private hideaway off the main space. The indoor dining spaces accommodate up to 90 guests seated and 120 for a standing reception. Dirty Habit has also partnered with Los Angeles-based The Playlist Generation to curate a variety of music playlists that capture the restaurant and bar’s unique sonic identity.

Market-Driven Share Plates

Chef Bazirgan’s thoughtful menu focuses on social interaction and shareable small plates with gastro-inspired seasonal cuisine served with whimsical tableside flair, equally suited to happy hours and late night bites as to sit down dinners and drinks.



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Private Dining

The perfect setting for intimate parties, dinners, and happy hours steeped in an air of mystery, the private dining rooms at Dirty Habit feature collapsible walls for flexible planning. Room names are inspired by the workers involved in the process of making whiskey, with names like Cooper, Blender, and Mashman, and can accommodate up to 150 guests. Partial and full buyouts are available.

Fashion-forward Uniforms with Designer Melissa Fleis

An innovative, exciting component of the new restaurant and bar is the fashion-forward, dramatic collection of staff uniforms designed exclusively for Dirty Habit by “Project Runway” finalist and San Francisco-based fashion designer, Melissa Fleis. As collaborator and style ambassador, Fleis created custom-design uniforms for Chef Bazirgan, Means and the restaurant, bar and kitchen staff, incorporating classic elements with a modern, “tech noir”-inspired twist. Fleis also designed a variety of accessories for the staff to pick from each day to complement their uniforms, including arm bands, necklaces and belts, and produced a comprehensive “Style Guide,” giving ideas and expert tips for staff on how to accessorize uniforms with their own pieces throughout the year. The Dirty Habit uniform collection by Melissa Fleis and brand partnership is a unique creative collaboration between a high-profile fashion figure and culinary team.

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