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# Frijtz to close; Noir en route

By Paolo Lucchesi on April 5, 2012 at 12:52 PM



The original Frijtz. Photo: The Chronicle

After 12 years in Hayes Valley, **Frijtz** is shutting down at the end of April.

Owner Santiago Rodriguez tells Scoop he wants to concentrate on the Frijtz branch on Valencia. There, he's going to add daily brunch service, instead of just weekends. When Hayes Valley closes, he'll open at 8am on Valencia. [Note: He's always been open for lunch and dinner, but now he wants to extend brunch to weekdays.]

Santiago says that his customers always asked him for brunch, but since he was the sole operator and it was difficult to operate two restaurants. Plus when Frijtz first opened in Hayes Valley, he lived there, but now he's in the Mission. He's also hoping to get into the street food realm.

He's sold Frijtz Hayes Valley to Brian Cassanego, who will turn it into a new concept named **Noir**.

**Gi Paoletti Design Lab** (Bloodhound, Tipsy Pig, Per Diem) will redo the space with a vibe inspired by film noir and the Jazz Era. Noir will offer beer, wine and a full menu.

**Frijtz/Noir: 581 Hayes St., near Laguna, [frijtzfries.com](http://frijtzfries.com)**

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