



Chef • Restaurateur • Entrepreneur • Community Advocate
San Francisco, California

PROFESSIONAL PROFILE

Chef Azalina Eusope is a Malaysian-born chef, restaurateur, entrepreneur, and civic leader recognized for introducing contemporary Malaysian cuisine to the Bay Area through deeply personal, heritage-driven cooking. Born into a family of street-food vendors in Penang, Malaysia, she trained through a Raffles Singapore hospitality program before working in premier Malaysian hospitality properties including Palace of the Golden Horses and Shangri-La Penang.

Since immigrating to the United States, Chef Azalina has built a multifaceted hospitality career spanning catering, restaurants, commissary operations, consumer packaged goods, urban agriculture, and civic leadership. She is the founder, chef, and owner of Azalina's, a fine-dining Malaysian tasting-menu restaurant in San Francisco's Tenderloin district recognized by the New York Times, Michelin Guide, SF Chronicle, and Eater SF.

In addition to her culinary work, Azalina is an active advocate for San Francisco neighborhoods and small businesses through her work with the Tenderloin Business Coalition and the San Francisco Public Works Streets and Sanitation Commission.

PROFESSIONAL EXPERIENCE

Founder, Chef & Owner

Azalina's — San Francisco, CA

2022–Present

Founder, owner, and executive chef of Azalina's, a fine-dining Malaysian tasting-menu restaurant located in San Francisco's Tenderloin district. The restaurant presents rotating five-course tasting menus inspired by the multicultural cuisines and subcultures of Malaysia and the flavors of Penang, interpreted through a Northern California lens.

Highlights:

- New York Times “Best Restaurants in San Francisco Right Now” — 2023, 2024, 2025, 2026



- Michelin Guide Restaurant — 2024, 2025
 - SF Chronicle Top 100 Restaurants — 2025, 2026
 - Eater SF Chef of the Year — 2023
 - James Beard Award Semifinalist, Best Chef: California — 2024
 - Developed a rotating tasting-menu format changing approximately every four weeks
 - Built beverage programming featuring Malaysian-inspired mocktails, curated wine pairings, and local beers
 - Created a monthly collaborative chef dinner series spotlighting Bay Area chefs
 - Developed community-access dining initiatives offering discounted tasting-menu experiences for neighborhood residents and community members
 - Combined Malaysian culinary traditions with California ingredients and contemporary presentation
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Founder, Chef & Owner

Mahila, an Azalina's Restaurant — San Francisco, CA

2019–2022

Founded, owned, and led Mahila, a full-service Malaysian restaurant in San Francisco's Noe Valley neighborhood. The restaurant expanded Azalina Eusope's culinary presence beyond catering and fast-casual formats into a neighborhood dinner destination centered on regional Malaysian cuisine and hospitality-driven service.

Founder, Chef & Owner

Azalina's at the Twitter Building — San Francisco, CA

2014–2020

Founded, owned, and operated the first brick-and-mortar Azalina's restaurant inside San Francisco's Twitter Building. The upscale-casual counter-service concept helped establish Azalina's as one of the Bay Area's pioneering Malaysian culinary brands and introduced Malaysian cuisine to a broader San Francisco audience.



Founder & Owner

Azalina's Commissary & Production Facility — San Francisco, CA

2014–2021

Designed, built, and operated a commissary kitchen and production warehouse supporting catering operations, restaurant production, packaged goods, and specialty agriculture initiatives.

Highlights:

- Built centralized production infrastructure supporting multiple hospitality business lines
 - Produced consumer packaged goods and prepared foods
 - Developed operational systems supporting future restaurant expansion
 - Housed and operated an urban microgreens business supplying more than 45 Bay Area restaurants
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Founder & Owner

Azalina's Microgreens — San Francisco, CA

2019–Present

Founded and operated an urban microgreens business supplying specialty produce to more than 45 Bay Area restaurants.

Founder & Chef

Azalina's Catering & Events — San Francisco Bay Area

2009–Present

Founded a catering and events company specializing in Malaysian cuisine for weddings, corporate events, cultural programming, private dining, and special events throughout the Bay Area.

Highlights:

- Produced large-scale catering and private dining events throughout Northern California
- Developed early brand recognition for Malaysian cuisine in the Bay Area
- Expanded into packaged goods and restaurant operations



- Developed a line of 12 Malaysian-inspired consumer packaged goods products including sambals, pandan kaya, black pepper sauce, and Hokkien mee sauce for retail distribution in California and the Pacific Northwest, as well as direct-to-consumer global online sales
 - One of seven inaugural vendors at Off the Grid's original Fort Mason launch (2010)
 - Vendor at Union Square Farmers Market beginning in 2010
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EARLY CAREER

Hospitality & Resort Culinary Operations — Malaysia & Singapore

Chef Azalina began her culinary and hospitality career through a Raffles Singapore hospitality training program before working in premier Malaysian hospitality properties including:

- Palace of the Golden Horses
- Shangri-La Penang
- Additional luxury resort and hospitality operations throughout Malaysia

Her early experience combined hospitality operations, culinary production, guest services, and large-scale food operations.

INDUSTRY & COMMUNITY LEADERSHIP

Tenderloin Business Coalition

Founding Member

Worked alongside neighborhood businesses, city agencies, and community leaders to advocate for safer streets, economic vitality, and neighborhood improvements in San Francisco's Tenderloin district.

Commissioner

San Francisco Public Works — Streets & Sanitation Commission

Appointed commissioner focused on public safety, sanitation, neighborhood livability, and streetscape improvements in San Francisco, with particular focus on underserved neighborhoods including the Tenderloin.



MAJOR RECOGNITION & AWARDS

- New York Times “Best Restaurants in San Francisco Right Now” — 2023, 2024, 2025, 2026
 - Michelin Guide Restaurant — 2024, 2025
 - SF Chronicle Top 100 Restaurants — 2025, 2026
 - Eater SF Chef of the Year — 2023
 - James Beard Award Semifinalist, Best Chef: California — 2024
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CAREER MILESTONES

- 2009 — Founded Azalina’s catering and events business
 - 2010 — Vendor at Union Square Farmers Market, San Francisco
 - 2010 — One of seven inaugural vendors at Off the Grid’s original Fort Mason launch
 - 2014 — Opened Azalina’s at the Twitter Building
 - 2014 — Opened commissary kitchen and production facility
 - 2019 — Opened Mahila in Noe Valley
 - 2019 — Launched urban microgreens business supplying 45+ Bay Area restaurants
 - 2022 — Opened Azalina’s tasting-menu restaurant in San Francisco’s Tenderloin district
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RESTAURANT DESCRIPTION

Located in the heart of San Francisco’s Tenderloin district, Azalina’s is a fine-dining Malaysian tasting-menu restaurant that transports diners through the flavors, aromas, and cultural traditions of Malaysia and Penang street markets. Menus rotate regularly to explore the many regional and cultural influences of Malaysian cuisine while incorporating California ingredients, thoughtful beverage pairings, and hospitality-driven service.

The restaurant balances refined culinary storytelling with community engagement through chef collaborations, local sourcing, neighborhood initiatives, and accessibility programs designed to welcome a broad range of diners into the fine-dining experience.