IN LOVING MEMORY OF

ROSE WONG

1951 - 2017

“What we once enjoyed and deeply loved we can never lose, for all that we love deeply becomes part of us”.

– Helen Keller
Rose Wong was born the eldest of six siblings in Hong Kong on July 31, 1951. She is survived by her mother, two brothers, two sons, daughter-in-law, and two grandchildren.

In August of 1971, Rose married her late husband, Jason Wong and immigrated to San Francisco to start their lives together. They began their humble beginnings in San Francisco’s Chinatown where Jason worked long hours at Holiday Inn as a waiter while Rose sold produce from the back of her pickup truck on street corners and farmer markets to provide for her three little boys.

Rose opened her first grocery store in 1978 in the Sunset District located on 26th and Noriega. This was the beginning of her legacy. She was the first female pioneer of the fresh cut produce industry throughout Northern California, becoming the first processor to supply all United Airlines domestic flights. With her entrepreneurial spirit, Rose expanded her operations into Miami, Florida and serviced the largest passenger and cargo port in the United States. After she retired from the produce industry, she started her new venture in the flower market and became the first provider of direct store distribution services to national retail chains for premium orchid and bamboo arrangements. She was a very passionate, resourceful, and hard-working business owner.

In 1985, Rose was diagnosed with breast cancer at the early age of 34. This was the first of fifteen battles. Throughout the years her body continued to descend but she never allowed it to impact her abilities to care for her family and continue with her business successes. She finally retired in 2007 to care for her loving husband and her precious grandchildren, Chloe and Mason.

Rose endured a relentless war against cancer for the majority of her adulthood. She changed her diet and lifestyle, searched for alternative medicines, and participated in medical research studies in hopes to do her part in benefiting those plagued by the same sickness.

Rose was able to celebrate her final birthday at age 66 over a joyful dinner with her family. A month later on September 6, 2017, Rose passed peacefully at home surrounded by her family and loved ones.

Rose Wong was a well-accomplished woman of many firsts. Her legacy, the love, and care that she shared will always be remembered and missed by those she touched.