

# BEACH & BAY PRESS

# READERS CHOICE AWARDS 2007

## And the Winners Are...

..the entire communities of Pacific Beach, Mission Beach and Mission Bay. With what seems like an endless list of great restaurants, boutiques and retail shops, everything you need can be found in our vibrant slice of America's Finest City.

Categories in the first Beach & Bay Press Readers Choice Awards cover the sunniest corner for your coffee

wake-up call to the smoothest spot for a soothing nightcap - and everything in between.

These awards recognize the people and places that make our beach communities truly extraordinary.

Some of the winners may surprise you; others have enjoyed sterling reputations for years and even decades. We hope these awards will delight

those who aspire to excellence every day and inspire new businesses to reach the heights.

Because both the nominees and winners were chosen by the people who live and work here, the Readers Choice Awards shows a true insider's look at the best of what Pacific Beach, Mission Beach and Mission Bay have to offer.



The 2007 Readers' Choice Award winners were selected by Beach & Bay Press readers!



PHOTO BY Casey Dean / BEACH & BAY PRESS  
 Jennifer Craven pours a tasty beer at the Bare Back Grill.

## Voted Best Restaurant

### Bare Back Grill

Those aren't manhole covers on top of your plate, you big silly. Those are the two giant organic beef patties that come with the Bare Big & Dirty, the central jewel in the Bare Back Grill's amply adorned crown. And that's not a piece of driftwood sitting on your placemat, you big silly again. It's the menu, hand-cut and laminated by Bare Back co-owner P.J. Lamont himself. Lamont is one of a trio of New Zealanders who built a lot of this place from the ground up - but that was fine by them, because the final product was that much more genuine. They tout their lighter dishes like chicken and fish sandwiches with the same enthusiasm they do their beer and wine and burgers - they even serve beet root as one of their gazillion toppings on the latter. ■

**Bare Back Grill**  
 4640 Mission Blvd.  
 274-7117  
[www.barebackgrill.com](http://www.barebackgrill.com)

### RESTAURANT

#### Bare Back Grill

(See entry and photo on the left)



#### World Famous

Amid names like Maui grilled shrimp salad, Hokkaido sea scallops and Mardi Gras seafood pasta, you'd think World Famous has its seafood menu covered. And you'd be right. What you may not know is that this eatery is also famous for its vegetarian entrees, such as pasta and salad. In fact, there's no cuisine or time of day that's beyond this place, from the amazing breakfast omelets and eggs Benedicts to the sunset you get to take in with your steak and scampi combo. Although there are food specials every night of the week, Taco Tuesdays usually draws the biggest crowd. Choice and a global perspective on seafood are always on the menu here -- if this place isn't world famous, it should be. ■

**World Famous**  
 711 Pacific Beach Drive  
 272-3100  
[www.worldfamous.signonsandiego.com](http://www.worldfamous.signonsandiego.com)



### LATE-NIGHT DINING

#### Nick's at the Beach

This neighborhood restaurant has made a name for itself by serving the best seafood in a comfortable, casual environment. It's also no stranger to press accolades - a local magazine once rated it the top neighborhood eatery. The sidewalk café can accommodate up to 20 people, and the Sports Bar upstairs touts a large outdoor ocean-view deck and 29 - TVs.

But what's on the menu counts, too - like the tortilla-crusted mahi mahi, pasta, dinner salads, sandwiches and Chilean sea bass, a huge local favorite. Add the banquet facilities and take-out service, and you've got Nicks, now 12 years on and nothing in its way. Visit Nick's at the Pier in Ocean Beach, too! ■

**Nick's at the Beach**  
 809 Thomas Ave.,  
 270-1730  
[www.nicksatthebeach.com](http://www.nicksatthebeach.com)



#### Olde City Grille

This Garnet Avenue favorite lays claim to superb preparation of an American staple - the Philly cheesesteak sandwich, the ones with all that lean beef and cheese melted inside two big pieces of crusty bread. Owners Kenny Casciato, Zach Cotler and Chris Kelly have assembled a menu that features the same kind of fare - hot and cold sandwiches, New York-style pizzas, giant wings, meal-size salads and a French fry platter called a "dumpster plate." The giant patio is ideal for people-watching, Pacific Beach's unofficial hobby. There's an eastern U.S. flavor to it all, which only makes sense, since the owners hail from that area. ■

**Olde City Grille**  
 967 Garnet Ave.  
 483-4624  
[www.discoversd.com/sandiego-restaurants/sandiego-casual-dining.html](http://www.discoversd.com/sandiego-restaurants/sandiego-casual-dining.html)



### PATIO DINING

#### Pacific Beach Bar and Grill

This venue, also popularly known as "the Grill," is located two blocks from Crystal Pier, and the patio is about the size of the

## Beach & Bay Press 2007 Readers Choice Awards Winners

### Dining

#### Category

- Restaurant
- Late Night Dining
- Patio Dining
- Breakfast
- Lunch
- Dinner
- Take out
- Sunday brunch
- Family restaurant
- Wine selection
- Happy hour
- Burrito
- Place to go on a budget
- Place for a birthday party
- Most romantic
- Best ocean view
- Appetizer
- Burger
- Desserts
- Margarita
- Pizza
- Hawaiian
- Sandwich
- Steak
- Cheesesteak
- Sushi
- Seafood
- American
- Chinese
- Thai
- French
- Italian
- Mediterranean
- Mexican
- Bakery
- Bar
- Coffee shop
- Deli
- Ice cream / frozen yogurt
- Vegetarian
- Live Music Venue

#### First Place

- Bare Back Grill
- Nicks
- PB Bar & Grill
- Kona's
- Subway
- Cafe
- Subway
- Catamaran
- Tony Romo's
- Tower 23
- Gringo's
- Taco Surf
- RT Longboard
- Bare Back Grill
- Tower 23
- World Famous
- Cones
- Bare Back Grill
- French Gourmet
- Gringo's
- Filippi's
- Shaika
- Subway
- Saskis
- Old City Grille
- Sushi Oni
- The Fishery
- Tony Romo's
- China Inn
- Lanna Thai
- French Gourmet
- Mamma Mia's
- Cafe Athena
- Gringo's
- Charlies Best Bread
- PB Bar & Grill
- Zanzibar Cafe
- Great Liquor
- Bogart Yogurt
- World Qury
- 710 Beach Club

#### Special Recognition

- World Famous
- Old City Grille
- The Eggerly
- Cafe Belki
- Athena
- PB Bar & Grill
- Cafe Athena
- Bare Back Grill
- Joe's Crab Shack
- Lamont St Grill
- Tower 23
- Rocky's
- Fred's
- Amore
- Big Kahuna's
- Quiznos
- Zen 5
- Joe's Crab Shack
- Good Time Charities
- Good Time Charities
- Kafe Yen
- Silver Fox
- 976
- Gold Stone
- Vegan Zone
- Cones rant

### Shopping / Services

#### Category

- Antiques
- Bookstore
- Chiropractor
- Furniture store
- Place w/ unusual gifts
- Auto repair
- Bank
- Hotel
- Men's apparel
- Women's apparel
- Eye wear
- Swimsuits
- Shoe store
- Dry cleaners
- Florist
- Grocery store
- Travel agency
- Pet hospital
- Pet store
- Hair salon
- Nail Salon
- Day spa
- Yoga Studio
- Tanning salon
- Resale Shop
- Surf Shop
- Skate Shop
- Bike Shop
- CD's & Music Shop
- Tattoo Shop
- Fitness Club / Gym

#### First Place

- Olya & Stella
- Pennywise Books
- Dr. Buchell
- Underground Furniture
- Pangaea
- Mossy Ford
- WAMU
- Catamaran
- The River
- The Closet
- Sunglass City
- Gone Bananas
- Antonio Shoes
- Martinizing
- Potts By Parr
- Traxler Joes
- Sta Travel
- Turquoise Animal Hosp
- Pet People
- Robert Croner's
- Prestige nails
- Catamaran
- Bird Rick Yoga
- I-Tan
- Buffalo Exchange
- Star Surf
- Soul Grindl
- Biocycle Discovery
- Molo Sounds
- Avalon Tattoo
- 24 Hour Fitness

#### Special Recognition

- Open Door Books
- Libs Chiro
- PB Foreign Auto
- Tower 23
- APB
- Dziner Eyes
- Southcoast Surf Shop
- Henry's
- Gravel Animal Hosp
- Noah's Ark
- Salon Texters
- Cream of the Crop
- PB Surf Shop
- Kruiser King
- Fitness West



The 2007 Readers' Choice Award winners were selected by Beach & Bay Press readers!



Beach & Bay Press  
 858-270-3103

pier itself. The Grill offers a full-service menu featuring a serious selection of appetizers, salads, Mexican entrees, pizza, pasta, burgers and sandwiches. It caters to the gamers in no less a fashion - it features pool tables, darts, interactive TV and 72 televisions for watching just about every sport that satellite carries (four of the screens are 8 feet wide). If sports isn't your thing, there's always dancing - and that's when Club Tremors comes in handy, just a few feet away. There's something for everybody here. ■

**Pacific Beach Bar & Grill**  
860 Garnet Ave.  
272-4745  
www.pbbarandgrill.com



**BREAKFAST**

**Kono's Surf Club Cafe**

If you like a little dinner with your breakfast, Kono's is your place. That's because nobody does potatoes like this eatery, with cheese, bell pepper and whatever other topping you can think of to boot. If you like a little view with your morning meal, you could do worse. Cross the boardwalk and sit on the modest patio that overlooks the ocean; you'll see firsthand why you live in Southern California. And if you like quotes on the wall of your eatery, you're in the right restaurant as well, with a little erudition adding to the flare of the décor. There's a laid-back surfer vibe amid it all as well, which makes it perfect for Pacific Beach and the surfer crowd that stops off after an early morning on the waves. ■

**Kono's Surf Club Café**  
704 Garnet Ave.  
483-1669  
www.sdbeachlife.com/kono.htm

**The Eggery**

The Eggery's reputation precedes it, what with "best breakfast" accolades from the likes of AOL City Guides and the Zagat Restaurant Survey. But you won't need to rely on that once you're inside. The quaint country setting and wide-ranging morning and afternoon menus are enough to persuade any self-respecting patron who likes to eat five minutes from SeaWorld. This place understands eggs Benedict better than most -- five varieties await, along with children's and healthful-dining menus. There's an espresso bar, which you might have figured on, and your choice of champagne, mimosas, bloody Marys and screwdrivers (fresh juice, of course) ■

**The Eggery**  
4150 Mission Blvd.  
274-3122  
www.theeggery.com



**LUNCH**

**Subway**

OK. So it's corporate. So it's fast. It's also darn good food, if you ask us (but you don't really need to do that, because this is your poll, see). This Garnet Avenue Subway serves the same fare that all the others do (among the items are the world-famous turkey breast on wheat with avocado and vinegar/oil, in either 6-inch or foot-long editions, and all the other low-fat items for the health-conscious). The attraction to this one is likely its out-of-the-way character. It's several blocks east of the oceanfront and the beach-intensive din that makes Pacific Beach what it is. But its Garnet address ensures it's not all that far from

where you work or play. Either way, you win. Owners Lynda and Joe Tickey also run the 4263 Mission Blvd. location. ■

**Subway**  
2015 Garnet Ave.  
270-5450  
www.subway.com



**Caffe Bella Italia**

Bet ya didn't know that Italy had a food critic in the 4th century B.C. His name was Archestratus, and he was a Greek Sicilian who eschewed the use of seasonings and spices. He'd be amazed at today's Italian cuisine, with its endless array of sauces and cheeses designed to enliven a meal. You'll be amazed too, because Caffe Bella Italia serves them up better than just about anybody else. The spinach ravioli with butter sauce is to die for (but please don't); the place served the best bruschetta in the area; and the eatery offers no fewer than 32 pizzas to choose from. That's only the start, and you have 10 hours a day, seven days a week, to discover the rest in as warm and inviting an interior as you could hope to find. ■

**Caffe Bella Italia**  
1525 Garnet Ave.  
273-1224  
www.caffebellaitalia.com



**DINNER**

**Cafe Athena**

(See entry and photo on the right)



**TAKE-OUT**

**Subway**

(See the entry under Lunch.)



PHOTO BY Casey Dean / BEACH & BAY PRESS

Interior of Cafe Athena.

**Voted Best Dinner**

**Cafe Athena**

The Greek cuisine at this spot is so good, and its reputation so formidable, that it's probably best to make a reservation. If you don't, you may wait a while on the area's most comprehensive Greek menu, which includes terrific gyros, souvlaki, moussaka and no fewer than 1 million desserts. The three-room decor is tasteful yet upscale and reflects a Greek island motif. The cuisine is shaped by simplicity and spawned by ingenuity. Simple, unpretentious foods such as grains, pasta and legumes are enriched by the pungent flavors of garlic, onion, eggplant and artichoke and by the essences of olive oil, lemons and raisins. The best Greek cooking is tied to nature and to the seasons, and it flourishes accordingly. Cafe Athena strives to serve its dishes with the same elemental quality. ■

**Cafe Athena**  
1846 Garnet Ave.  
274-1140  
www.cafeathena.com

THANK YOU FOR VOTING US  
**Best Frozen Yogurt**  
WE WOULDN'T BE HERE WITHOUT YOU!



**SERVING UP FROZEN YOGURT  
TO FRIENDS & FAMILY FOR  
OVER 15 YEARS!**

910 Grand Ave. #108 San Diego, CA 92109



PHOTO BY Amy Reinhart / LA JOLLA VILLAGE NEWS

Francesco and Cinzia Mezzetti owners of Mamma Mia.

**Voted  
Best  
Italian**

**Mamma Mia**

**GRAZIE** For making Mamma Mia an Italian Restaurant! Thank you loyal friends, customers and everyone who voted! Mamma Mia is not your regular Italian Restaurant, Cinzia, the chef is the only one who cooks! Everything is fresh and made from scratch everyday! The food is consistent! Mamma Mia offers a comfortable, unique, homestyle atmosphere, along with a cultural experience. Mamma Mia serves central northern Italian cuisine. Come in for their specialties, Pasterotti, Gnocchi, Ravioli and Tortellini! ■

**Mamma Mia**  
1932 Balboa Ave.  
619-272-2702



PHOTO BY Casey Dean / BEACH &amp; BAY PRESS

Tower Bar and Lounge at Tower 23 Hotel.

## Voted Best Wine Selection

### Tower Bar and Lounge

(at Tower 23 Hotel)

You can actually credit the Tower's creative wine list to another establishment in the same hotel. It's JRDN (or "Jordan," for the purists who prefer the phonetic pronunciation), a very high-end restaurant that swears by the magic it performs on beef and other meats. Red wines go swimmingly with that kind of thing -- and that translates to a comprehensive selection at the bar (the powers that be didn't forget the whites, either). Meanwhile, the bar offers a casual yet sophisticated experience. The atmosphere is warm and inviting and the crowd is hip yet mellow -- everybody gets to enjoy an ocean view while sipping signature cocktails and nibbling on sushi. ■

**Tower Bar and Lounge**  
723 Felspar St.  
(866) TOWER23  
www.tower23hotel.com

## SUNDAY BRUNCH

### The Atoll

(at the Catamaran Resort Hotel)  
The Atoll has won a local magazine's first-place Sunday Brunch nod for

three of the last 10 years. You apparently feel the honors are deserved, because you've followed suit for 2007. This Sunday brunch features generous Champagne pours and mounds of sushi, the popular raw fish usually rel-

egated to roadside haunts and cafeteria-style eateries. This restaurant provides fine dining with exceptional service amid the tranquil vista and the tropical breezes of Mission Bay in San Diego. Pacific Beach is known for its occasionally roughhewn demeanor -- but The Atoll is a world apart, especially on late Sunday mornings. ■

**The Atoll Catamaran Resort Hotel**  
3999 Mission Blvd.  
539-8635  
www.catamaranresort.com

### Pacific Beach Bar and Grill

(See entry under Patio Dining.)

## FAMILY RESTAURANT

### Tony Roma's

Restaurants, even if they're good, can come and go on a dime. Thirty-five years ago, the folks who founded the Tony Roma's franchise threw caution to the wind -- today, this family restaurant company has 200 venues the world over, from Tokyo to Madrid, and has staked its claim in a signature dish. It's pretty much about the ribs at Tony Roma's -- baby-backs, St. Louis style, rib combos and more line the menu, straddled by an array of salads and soups, sandwiches, chicken entrees and more. The best news is that you don't have to go to Tokyo or Madrid or anywhere else to join in on the fun and food. ■

**Tony Roma's**  
4110 Mission Blvd.  
272-7427  
www.tonyromas.com

### Cafe Athena

(See entry under Dinner.)

## HAPPY HOUR

### Gringo's Cantina

The secret to any successful happy hour is its people -- and you can bet the crowd at Gringo's doesn't disappoint. It's very young, very lively and very Pacific Beach, which means it knows its wines, margaritas and tequilas. The wine list tends toward the South American stuff, which begs for companionship with food like the venue's very good chili verde. \$3 draft beers, a house wine and house margaritas sweeten the deal; weekly specials abound, like Margarita Mondays (\$2 Imperial beer and half-off Margaritas all night) or Wine Wednesdays (half-priced bottles of wine). Gringo's has thought of everything -- the least you can do is oblige. ■

**Gringo's Cantina**  
4474 Mission Blvd.  
490-2877  
www.gringoscantina.com

### Bare Back Grill

(See entry under Restaurant.)

## WINE SELECTION

### Tower Bar and Lounge

(See entry and photo above)

## BURRITO

### Taco Surf

The burrito is to fast Mexican cuisine what the hamburger is to the uneducated American palate. Each item is incredibly tasty when it's done right -- and in the case of the

former, Taco Surf has it knocked. There's not much to the decor of the place other than a pick-up counter and a few small tables -- but the ceiling is lined with some sweet classic surfboards to fuel the local flavor. The burritos, tacos and fajitas are big and fat to boot, and you get to experiment with a massive choice of toppings. You reportedly can't go wrong with the California burrito, topped with hashed browns. ■

**Taco Surf**  
4657 Mission Blvd.  
272-3877  
www.tacosurfbp.com

## PLACE TO GO ON A BUDGET

### RT's Longboard Grill

Nightly drink specials, live music, televised sports, cheap pool and palm-thatch tables color the budget-intensive effect at RT's -- it's comfortable and unpretentious here, replete with surfboards and a neon sea above the square bar. If you're watching pennies, you're strongly encouraged to try Open Mic Night on for size. It's on Tuesdays, and it features fish tacos for \$1.25 and Corona beer for \$3. The very friendly service has its roots in the surfer community. The bar is in fact a memorial to Ron Trenton, a life-guard and pilot whose plane disappeared in 1997. His brothers opened RT's to fulfill his dream -- ownership of a laid-back beach bar. ■

**RT's Longboard Grill**  
1466 Garnet Ave.  
270-4030  
www.longboardgrill.com

**Thank You San Diego!**

We truly would not be San Diego's #1 Tanning Salon WITHOUT YOU!

**\$10 DOLLAR MYSTIC MONDAYS**

**iTAN SOLARIUMS** EXPERIENCE FIRST CLASS TANNING!

www.iTanSanDiego.com

MYSTIC TAN Australian Gold

Thank you to all of our loyal customers and the readers of the Beach and Bay Press for voting us

**"Best Coffee House in Pacific Beach"**



We look forward to many more years of serving you.

**Z**  
ZANZIBAR  
CAFFEE

858-272-4762  
976 Garnet Ave, Pacific Beach

**PLACE FOR A BIRTHDAY PARTY**

**Bare Back Grill**  
(See entry under Restaurant.)

**Joe's Crab Shack**

If your birthday party winds up here, it's a cinch you're not looking for a traditional celebration. Somewhere between the dance lights, sirens and ear-splitting music, a conga line will form and weave its way through the throngs to wish you many happy returns. Crab claws, shrimp and other juicy entries like Buffalo wings and corn on the cob dot the menu here, a fitting complement to the ice cream and cake you would have had at home. Joe's is popular with the college folks, just so you'll know what you're getting into on the big day. ■

**Joe's Crab Shack**  
4325 Ocean Blvd.  
274-3474  
www.joescrabshack.com

**MOST ROMANTIC**

**Tower Bar and Lounge**  
(See entry under Wine Selection.)

**Lamont Street Grill**

Lamont serves California comfort food, punctuated by bold and sometimes strange Mexi/Asian/Cajun flavors, in a rambling converted residence with several rooms and levels for gazing into certain eyes and popping certain questions. Dinners come with soup or salad, and many entrées are served over marvelous house-made fresh pasta. Salmon over fettuccine in a delicate dill cream sauce is especially fine. The huge array of desserts is house-made too, with something for every palate. The most desirable tables are on the lovely fireplace-heated patio, not far from the full bar. ■

**Lamont Street Grill**  
4445 Lamont St.  
270-3060  
www.lamontstreetgrill.com

**OCEAN VIEW**

**World Famous**  
(See entry under Restaurant.)

**Tower Bar and Lounge**  
(See entry under Wine Selection.)

**APPETIZER**

**Cane's Bar and Grill**

Recent entertainment at Cane's includes bands like Ozomatli, Zero 7 and MIA. Not only is the slate of per-

formers among the best, but Cane's is more like an informal club than a concert venue. Underneath it all, something insidious is fueling that success, and it's probably the killer calamari appetizer Somebody in the kitchen has a bead on the secret to good calamari - you can only deep-fry it for under two minutes to prevent it from getting too tough. Your palate will take it from there for an appetizer experience you won't soon forget. Even the 25 TVs crammed with sports are insufficient distractions. ■

**Cane's Bar and Grill**  
3105 Ocean Front Walk  
488-1780  
www.canesarandgrill.com

**BURGER**

**Bare Back Grill**  
(See entry under Restaurant.)

**Rocky's Crown Pub**

Nothing fancy or schmancy about this place. Just expect a big, juicy, great burger, the way Rocky's has been making them for centuries. One customer reported he went back after years away from PB and found the place just as awesome as before he left; another said Rocky's is the reason he's no longer a vegetarian. A lot of it has to do with the bun; the things are so fresh and warm they fall apart in your hands. The bar may be on the smallish side, but a cold beer and a cheeseburger make up the best meal in the history of the universe -- so the bar doesn't really need to be much larger, now, does it? ■

**Rocky's Crown Pub**  
3786 Ingraham St.  
273-9140

**DESSERT**

**The French Gourmet**

The Gourmet's traditional bakery is renowned for its outstanding French pastries. It's also a showcase for full-service catering and wedding cakes, which many consider to be the best in the history of the universe. The Gourmet's selection of breads, breakfast pastries, cookies and cakes include the French Gourmet chocolate mousse and the strawberry bagatelle -- layers of white sponge cake dabbled with syrup, filled with Bavarian cream and fresh strawberries and topped with a thin layer of marzipan. Wash it all down with an espresso drink or a glass of wine, or keep the experience moving with pâté, quiche or imported cheese. ■

**The French Gourmet**  
960 Turquoise St.  
929-1984  
www.thefrenchgourmet.com

**MARGARITA**

**Gringo's Cantina**  
(See entry under Happy Hour.)

**Fred's Mexican Cafe**

The margarita is as iconic as its history, and there's probably no way to get to the authenticity behind all that lore. The coolest story concerns Mexican bartender Daniel Negrete, who in 1936 presented an original concoction of lime juice, tequila and Triple Sec to Margarita, his sister-in-law, as a wedding present. Fade to 2007 and Fred's, where the staff are hip to the fact that this treasured potable has taken a beating over the years in order to make it hip, trendy and fast. Fred's knows exactly what it's doing in this area -- the result would bring a smile to Daniel's face. ■

**Fred's Mexican Cafe**  
1165 Garnet Ave.  
483-8226  
www.mooseresaurantgroup.com/fred

**STEAK**

**Saska's Steak and Seafood**

(See entry and photo to the right)

**PIZZA**

**Filippi's Pizza Grotto**

In name, Filippi's has been in San Diego since 1950, which makes it older than most of you. The thing is, it didn't start out as a pizza restaurant at all. Its origins were in Little Italy, where Vincent dePhilippis and Madeleine Stefani ran a deli grocery



PHOTO BY Casey Dean / BEACH & BAY PRESS

Saskas in Mission Beach.

**Voted Best Steak**

**Saska's Steak and Seafood**

Saska's Steak & Seafood is even older than you are, if that's possible. Joe Saska opened this restaurant all the way back in 1951, bent on offering quality steaks and real Roquefort dressing. Since the first day, steaks have always been the main draw here -- the juicy, expertly cooked Duke is one of the most delicious in town. Saska's also offers an engaging variety of seafood entries and a great selection of pastas. There's also a weekend brunch, a full bar, lunch, dinner and late-night dining. Saska's has come a long way since 1951, and so have you. You two really ought to strike up a conversation sometime. ■

**Saska's Steak and Seafood**  
3768 Mission Blvd.  
488-7311  
www.saskas.com

-- the couple's business savvy fed on itself until Filippi's pizza took hold. Fifteen delicious pizza entries, with mountains of the traditional toppings, spearhead a menu that includes lasagna, ravioli, spaghetti, soups, salads and subs. If you're not satisfied with that, you can always go

back for more somewhere else. Filippi's has venues from Temecula to Chula Vista. ■

**Filippi's Pizza Grotto**  
962 Garnet Ave.  
483-6222  
www.realcheesepizza.com

**GNARLY BURGERS, HOT CHICKS & KIWI 3'SOMES**

**BARE BACK grill**  
NEW ZEALAND BURGERS AND WICHES

**VOTED**

- "BEST BURGER" '06
- "BEST RESTAURANT" '07
- "BEST HAPPY HOUR" '07
- "BEST PLACE TO SPEND A BIRTHDAY" '07
- "BEST BURGER" '07

**Thank you for Voting P.B.!**

From the entire Bare Back staff!!

**100% ORGANIC BEEF**

4640 MISSION BLVD, PACIFIC BEACH, 92109  
2 BLKs N. of GARNET & 1 BLK FROM BEACH  
(858) 274-7117

Thank You PB for Voting Us Best Breakfast!

**KONO'S**  
san diego

704 Garnet Ave., Pacific Beach, CA 92109  
858.483.1669

**Amore**

If the pizza doesn't get you inside Amore -- and it certainly should -- the garlic knots will. These insidious little pastries are just what the name implies, twisty garlic bread that features a firmer crust and a squished-out middle. You can't possibly eat just one, so be careful, or you won't have room for the gigantic slices and toppings served on that extra-thin, New York-style crust. Meatball sandwiches are a fave, too -- the meat is spicy and dense. But those garlic knots... ■

**Amore**  
4653 Mission Blvd.  
272-6673

**HAWAIIAN****Shaka Hawaiian Grinds**

Shaka Hawaiian Grinds is -- well -- orange. So orange, in fact, that San Diego County is now experiencing a major shortage of pumpkin-hued paint. But the blinding color is only a gimmick. Inside is what matters, like Hawaiian breaded chicken and gravy, macaroni salad, panko-coated shrimp, pineapple chicken, Hawaiian grinds six days a week, Kahlua pig and Hawaiian Sun drinks. The eatery's been serving PB patrons in even greater numbers than those back home. ■

**Shaka Hawaiian Grinds**  
1315 Garnet Ave.  
273-2009  
www.shakahawaiigrinds.com

**Big Kahuna's Pacific Beach**

There's a garlic bread/melted cheese entry here that goes by a name we can't print, but that shouldn't stop you from eating it. In fact, avoid everything

here, like the great barbecue plates and pan pizzas, at your peril. There's lots of authenticity behind the food preparation at Big Kahuna's -- it opened in 1992 on Oahu, only to find itself in San Diego nine years later. The atmosphere is as open as the two front areas, which can accommodate parties of up to 50. The 14 tap beers and two giant TVs can't hurt either. ■

**Big Kahuna's Pacific Beach**  
3780 Ingraham St.  
270-9200  
www.bigkahunaspacificbeach.com

**SANDWICH****Subway**

(See entry under Lunch.)

**Quiznos**

There's at least one other longtime purveyor of subs and such in the universe (see above), but that doesn't mean it's cornered the market on quality. Quiznos does everything the other guy does, and it does it just as well. You can taste the quality of Quiznos' ingredients: artisan breads, premium meats, its own signature sauces and lots more. Things are always fresh and don't change from one visit to the next. The recipes are pretty great the way they are, but go ahead and change things up -- nobody will tell the chefs! Quiznos won't settle for less than the best because it knows you won't either. ■

**Quiznos**  
1975 Garnet Ave.  
483-0032  
www.quiznos.com

**CHEESESTEAK****Olde City Grille**

(See entry under Late-Night Dining.)

**SUSHI****Sushi Ota**

The coolest thing about Sushi Ota is that it relies on the sushi tradition, not the trendy fusion concept, to see it through. The menu is short because the regulars look to the daily specials posted behind the counter. The chefs turn the day's catch into artful little bundles accented with spices. Seafood, teriyaki-glazed meats, feather-light tempura and a variety of small appetizers dot the rest of the menu. It's located about three seconds from the I-5 -- no romantic views of the ocean here -- then again, you're not going in for a view of the concrete expanse. ■

**Sushi Ota**  
4529 Mission Bay Dr.  
270-5670

**Zen5 Sushi**

A local icon, Zen5 offers the freshest fish within 40 sushi combinations -- the most in town -- including the self-effacingly named kamikaze roll. Zen5's chefs are among the best in the area and are always inventing new rolls to entice and challenge the palate. The menu covers everything from quick lunch specials to full, multi-course meals. The traditional dishes include yakisoba noodles, soups and teriyaki. And don't buy that stuff about sushi always being raw. Zen5 also has many deep-fried and baked sushi options. ■

**Zen5 Sushi**  
1130 Garnet Ave.  
490-0121  
www.zen5sushi.com

**SEAFOOD****The Fishery**

In 1979, fisherman Judd Brown found-

ed a shellfish company in the spirit of the family members whose sepia-toned pictures line the walls. In the late 1990s, it morphed into The Fishery, where product sustainability is a company philosophy. Wherever possible, the venue procures its product locally. Its harpooned swordfish, sardines, rockcod, shrimp and California spiny lobster are seasonal delicacies coveted by savvy chefs. The Fishery has earned a distinction as a beautiful Pacific Beach landmark, and freshness is the hallmark of its success. A remodel begins early next month. ■

**The Fishery**  
5040 Cass St.  
272-9985  
www.northpb.com

**Joe's Crab Shack**

(See entry under Place for a Birthday Party.)

**AMERICAN****Tony Roma's**

(See entry under Family Restaurant.)

**Good-Time Charlie's**

We're in the thick of college football bowl season, and that means things at Good-Time Charlie's are in full swing. NCAA ball is one of Charlie's stocks in trade; food until midnight on the weekends, fish taco dinner specials, stir-fry, hamburgers and salads are among the others. There's no happy hour, but the drinks are strong and competitively priced. The place is also located off Garnet, which sometimes can be a maddening thoroughfare to boot. Charlie, whoever he is, has planned a good time for you accordingly. ■

**Good-Time Charlie's**  
910 Grand Ave.  
274-3834

**CHINESE****China Inn**

How this place charges almost nothing for its food and at the same time maintains its flashy decor is beyond us. The funksters that populate this place, young and usually without a lot of money, can expect to let go of less than \$10 for generous helpings of Chinese staples such as egg foo yong, chow mein, chop suey and variations on chicken and beef dishes (prices for the Imperial Lobster and Peking Duck are somewhat higher). If you have even less to spend, you're welcome to spend time at the full bar -- cocktails, like the rest of the fare, are anything but pricey. ■

**China Inn**  
877 Hornblend St.  
483-6680

**Good-Time Charlie's**

(See entry under American.)

**Great Moon Buffet**

When it comes to the Great Moon, don't be fooled by the tired old "all-you-can-eat" marketing ploy. For a buffet restaurant, this is a pretty tony place, with its unusual entrance and fancy chandelier. And have you ever tasted a loquat, let alone ever seen the word? Loquats, indigenous to China, look like pears and taste kind of like apples; an Escondido firm even makes beer out of them. You can get them here as a dessert fruit after you've engorged on stuff like charcoal-grilled eel or crabmeat, only two of the 150 items Great Moon features every day. ■

**Great Moon Buffet**  
1840 Garnet Ave.  
273-6868

**THAI****Lanna Thai**

If peanut sauce whets your appetite, Thai cuisine is for you. It's premiere among the billions of spices and herbs that make Thai among the most popular with American palates. The chefs at Lanna Thai know this and know it well -- in fact, they encourage you to specify the level of your taste for spice (from 1 to 10), peanut sauce and all. The restaurant's Island Treasures, a young coconut stuffed with veggies, or the charbroiled, prime-cut Bangkok Steak are two delicious places to start. Lanna Thai uses local products wherever possible -- hard to believe that the result yields such exotic fare. ■

**Lanna Thai**  
4501 Mission Bay Dr.  
274-THAI  
www.lannathaicuisine.com

**Kafe Yen**

Chicago is one of the country's premiere cities, so anytime anybody relocates a business from there, it's potentially big news. Kafe Yen's owners did just that 15 years ago, moving their Thai eatery to San Diego -- and they were dead serious about their move, having hired a professional decorator to spruce up the interior. But you're not there to eat the walls. You want more palatable stuff, like the Shumai (steamed chicken dumplings) or the Roti (pancakes with cucumber salad and peanut sauce). It's all there at Kafe Yen, with Chicago's loss translating to San Diego's gain. ■

**Kafe Yen**  
4516 Mission Blvd., #E  
373-3936  
www.kafeyen.com



Nick's

At the Beach

Full Menu 'Till 1am Nightly

Now Serving Breakfast! Saturday & Sunday 9am-2pm

Thanks for Voting Us Best Late Night Dining

Have Lunch in the SUN!

Happy Hour in Lounge Areas Only, Must Be 21 with Proper ID to Enter Upstairs Bar

809 Thomas Ave • Pacific Beach • 858.270.1730

PB FOREIGN & DOMESTIC

CAR REPAIR

PB'S ONLY FOREIGN CAR SPECIALISTS

Thanks PB for 26 Great Years!

FREE BRAKE CHECK

FREE WINTERIZE INSPECTION

10% OFF

UP TO \$40

TO ALL CUSTOMERS WHO BRING IN THIS AD

Expires 01-16-08

1727 Garnet Ave. P.B.

Across from Vons in Plaza Center

858-270-1142

pbforeign.com

**FRENCH**

**The French Gourmet**

(See entry under Desserts.)



**ITALIAN**

**Mamma Mia**

The left hand definitely knows what the right one's doing at this place. The servers' suggestions are spot-on – listen and heed them when they recommend Italian staples like lodigiana salad, lasagna and ravioli al casale. You simply can't go wrong with those choices. Neither will you shirk at the sight and smell of the handmade pasta or the idea of exclusively in-house preparation. There's quaint all around, too – Mama Mia's is located in an old wood house, lending new life to the term "home cooking." ■

**Mamma Mia**  
1932 Balboa Ave.  
272-2702



**Caffe Bella Italia**

(See entry under Lunch.)



**MEDITERRANEAN**

**Café Athena**

(See entry under Dinner.)



**Turquoise Bar  
Café Europa**

Flamenco is much more in the public mind than the word indicates. It's come, gone and come again from its Moorish roots to tell a tale of human survival through dance and song. It's a living archive of some pretty roily history – and if you go to

Turquoise Bar Café Europa with any regularity, chances are you'll get to see some. Turquoise offers tapas, appetizers and main courses such as panini sandwiches and meat and cheese platters to go with all that music (it does jazz and blues, too) and abundant art on the walls. Lots of sophistication here amid a feel for Old World culture. ■

**Turquoise Bar Cafe Europa**  
873 Turquoise St.  
488-4200  
www.cafeturquoise.com



**MEXICAN**

**Gringo's**

(See entry under Happy Hour.)



**BAKERY**

**Charlie's Best Bread**

(See entry and photo right)



**BAR**

**Pacific Beach  
Bar and Grill**

(See entry under Patio Dining.)



**Silver Fox Lounge**

The Silver Fox Lounge has an 800-foot bar, a leopard carpet, a happy hour from 6 to 10 a.m. in addition to the one in the afternoon, three pool tables, \$2 bloody Marys and screwdrivers on weekend mornings, pool, softball and soccer teams and a gallon of trophies to show for their efforts. It's also got Sheila, the owner since 1980, who's known to cook up a fantastic meal or two around the holidays. All that is to say that the

Fox is an icon among PB's Garnet Avenue establishments, even as Garnet swims in such venues. ■

**Silver Fox Lounge**  
1833 Garnet Ave.  
www.silverfoxlounge.com



**COFFEE SHOP**

**Zanzibar Cafe**

Zanzibar Café has been serving coffee to the locals for more than 17 years and doubles as a friendly neighborhood café and a tourist destination. The people who run it are having such fun that they thought they'd open another location – so they did, in downtown San Diego's East Village. Both places boast killer java, which you're welcome to drink in the restaurant and wine bar, where the eatery offers many wines exclusive to the business. Zanzibar's gourmet market next door carries salads and entrees by the pound, homemade baked goods, coffee, tea, chocolates, olive oils and vinegars – quite a potential haul for a coffee shop. ■

**Zanzibar Café**  
976 Garnet Ave.  
272-4762  
www.zanzibarcafe.com



**Café 976**

Half this iconic eatery's name betrays the home-style vibe inside and out. "976" is actually a street address, and no wonder – the venue is a converted Craftsman house built about 80 years ago and surrounded by every tree that's ever been grown in recorded history. You're invited to choose from any number of nooks and crannies at which to sit and enjoy the generous breakfast and lunch choices from the remodeled counter – and you simply must wash down your meal with a Nutty Irish-



PHOTO BY Casey Dean / BEACH & BAY PRESS

Jesus Cervantes cuts a fresh slice of bread at Charlie's Best Bread in Pacific Beach.

**Voted Best Bakery**

**Charlie's Best Bread**

If the smell at the front door doesn't entice you inside, the myriad samples surely will. You could fill up on those alone. But don't – otherwise, you'll miss your shot at the zucchini bread, chocolate bread, a million kinds of cookies and sunflower seed dinner rolls. Charlie's also offers lots of vegan options, and if you ask nicely, the accommodating staff will even make bread from your own recipe. The locals swear by this place – and although we don't advocate dirty language, we certainly wouldn't let a little thing like that discourage you. ■

**Charlie's Best Bread**  
1808 Garnet Ave.  
272-3521

*Filippi's  
Pizza Grotto*

Thank You for making  
Us PB's Best Pizza

962 Garnet Ave.  
(corner of Cass & Garnet)  
Pacific Beach, CA  
858-483-6222  
Open 7 Days a Week

*Thank You for Choosing  
The Closet  
for Best Women's Apparel*

Valued Customers present this  
coupon to receive a discount of

**20% OFF**

Exp. 12/31/07 • Excludes Sale Items

4475 Mission Blvd., San Diego, CA 92109



PHOTO BY Casey Dean / BEACH &amp; BAY PRESS

Owner Bea Arrues and partner Shawn Deyzel pictured with a vintage "taxi", one of their many divine finds available at their store located on Cass Street in Pacific Beach.

## Voted Best Antiques

### Olga & Stella Devine Finds

Just because this venue is in Pacific Beach doesn't mean it doesn't come with a pedigree. The owner used to work with the rich and famous in hoity-toity Beverly Hills until she came to her senses and moved back here with all that lofty expertise in tow. You'll find many unique pieces here, and the staff knows of what it speaks amid the special place true antiques hold in the public mind. ■

**Olga & Stella Devine Finds**  
4680 Cass St.  
483-4680

man espresso, replete with hazelnut and mint. 976 is pretty un-PB for PB, but PB wouldn't be PB without it. ■

**Café 976**  
976 Felspar St.  
272-0976  
www.cafe976.com

## DELI

### Crest Liquor

Crest Liquor kills two gray Pacific gulls with one stone. Yeah, it's primarily a liquor store with the usual liquor store stuff – but the deli products are so

good that you might end up spending your money on food instead of booze. In addition to the biggest, fattest deli sandwiches on the planet, Crest carries a baked potato salad to kill for. All this in an environment as pleasant as you please; the staff wears ties and bends over backward to make your day. They've learned their lessons over time to boot – Crest opened a stratospheric 70 years ago and, like you, shows no signs of slowing down. ■

**Crest Liquor**  
3787 Ingraham St.  
274-3087

**Eclectic selection of reading material for all ages and interests.**

**OPEN DOOR BOOKS**

Open every day from 10am - 5pm  
except Monday and Saturday

4761 Cass Street in Pacific Beach • Corner of Cass & Missouri  
(858) 270-8642

**WE EXIST TO MAKE SURE IT DOESN'T**

Multiple sclerosis interrupts the flow of information between the brain and the body and stops people from moving. With the help of people like you, the National MS Society addresses the challenges of each person whose life is affected by MS and helps them stay connected to the great big moving world.

JOIN THE MOVEMENT  
jointhemoovement.org

**MS**  
National Multiple Sclerosis Society  
Recently diagnosed in 2001

## ICE CREAM / FROZEN YOGURT

### Bogart Yogurt

The length of your sweet tooth doesn't matter; Bogart Yogurt has you covered better than the rest. The trick, see, is to serve yogurt that doesn't stand out in the sugar department – that way, you're free to add toppings to taste. Some of the flavors here change regularly, but there's always a staple or two, like vanilla, peanut butter and chocolate. The cake batter flavor will speak to your childhood, when you used to filch from the kitchen; meanwhile, the venue's California Killer Cookies are freshly made and will make quick work of whatever sugar fix you have left. ■

**Bogart Yogurt**  
910 Grand Ave., Ste. 108  
581-0202

### Cold Stone Creamery

There's actually something to Cold Stone's name beyond its funky sound. See, ice cream's most plentiful ingredient is air, and the staff makes its product on a slab of frozen granite. Since granite is nonporous and airtight, you're assured of the most authentic taste man knows how to reproduce. Scores of flavors are available, and the staff dares you to throw in your own recipe. Not only will they create a final product, they probably have a cake to go with it. Shakes and smoothies are high on the Cold Stone list, too – in fact, not much gets past these guys when it comes to this country's most vital fun food. ■

**Cold Stone Creamery**  
4603 Mission Blvd., Ste. 104  
272-5200

## VEGETARIAN

### World Curry

Don't be afraid. World Curry lets you decide how spicy your food should be with a simple four-step scale – mild, medium, hot or really hot. The eatery also provides dine-in customers its own fresh chili paste so they can spice to taste right at the table. And anyway, science has proven that spicy food releases chemicals in your brain that stimulate feelings of pleasure – so stoke up! There's a variety of vegan and vegetarian curry to choose from, ranging from the exotic Caribbean variety to the straightforward Singapore entry. Curry is far from the mouth-searing beast it's thought to be. Let the folks at World Curry show you why. ■

**World Curry**  
1433 Garnet Ave.  
270-4455  
www.worldcurry.com

## Vegan Zone

Actually, this restaurant probably belongs in another classification. Veganism is a step removed from vegetarianism – the word connotes a way of living that seeks to exclude all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose. Pretty radical philosophy, but one worthy of pursuit in many circles. That doesn't mean that the fare is at all exotic or remote – Vegan Zone has lots of starters, salads, sandwiches, soups, noodle and rice dishes, curries and sushi rolls to suit any taste. ■

**Vegan Zone**  
859 Hornblend St.  
272-1913

## LIVE MUSIC VENUE

### 710 Beach Club

The thing that sets 710 apart from the other venues is probably Pacific Beach itself. The club is directly off Crystal Pier, which is about as PB a landmark as you'll find. A look at the online photo gallery shows just how raucous things can get, but what the pictures don't show is that everything's all in fun. Live music every weekend, a great lineup of special and weekly events, Monday Night Football and more: 710 has everything PB demands and the ocean right out the door to boot. ■

**710 Beach Club**  
710 Garnet Ave.  
483-7844  
www.710beachclub.com

## Canes

(See entry under Appetizer.)

## ANTIQUES

### Olga & Stella Devine Finds

(See entry and photo top left)

## BOOKSTORE

### Pennywise Books

If you ever had a bookcase made of cinder blocks and plywood, you probably know something about how Pennywise Books looks inside. This is a totally no-frills shop, with nary an information booth in sight, and that's part of the charm. The nondescriptness leaves your imagination free to discover the wonders within – there are enough used books here to keep readers enraptured for months. The new stuff's available too, and at

less cost since you're not paying for a lot of overhead. ■

**Pennywise Books**  
1331 Grand Ave.  
270-1640

## Open Door Books

If you're looking for certain mainstream titles, Open Door may not be your first choice. This venue's mission is to encourage understanding and acceptance of all people regardless of creed, race or sexual preference by offering a wide selection of reading material. Its fare features, but is not limited to, books on mainstream Christian churches, Eastern philosophies, Judaism, Buddhism, Native Americanism, feminism, family, marriage and parenting. It also touts quality fiction and nonfiction books and the greatest respect for the power of the pen. ■

**Open Door Books**  
4761 Cass St.  
270-8642  
www.opendoorbks.com

## CHIROPRACTOR

### Buechel Chiropractic Center

"The doctor of the future," Thomas Edison said, "will give no medicine but will interest her or his patients in the care of the human frame, in a proper diet and in the cause and prevention of disease." He was apparently talking about Robert Buechel of the Buechel Chiropractic Center, which specializes in modalities that in Edison's day were considered snake oil. Massage therapy, personal training referrals and acupuncture are available here, too. ■

**Buechel Chiropractic Center**  
4535 Fanuel St.  
866-6688  
www.buechelchiropractic.com

## Libs

### Chiropractic Center

Chiropractic is based on the principle that the body is a self-healing, self-regulating organism. Chiropractic adjustments are said to promote health accordingly, by strengthening the nervous system's control over the body. Libs Chiropractic would like to show you how it's done, especially if you suffer from any number of annoying physical distractions. The maintenance of health, Libs asserts, is superior to the treatment of disease. ■

**Libs Chiropractic Center**  
4410 Lamont St.  
483-8500  
www.libschiropractic.com

## FURNITURE

## STORE

### Underground Furniture

You never know what the future holds. Just ask the peeps over at Underground Furniture, where the inventory is clean-lined and modern, like it was in the '50s and '60s. This place is always trying to keep that aspect in the store, and that's the way it's been since its opening 10 years ago. And in all that time, you've responded so well that Underground is inviting you to get into the act. You can now build your own sofa – custom colors, sizes and everything else – if you ask. ■

**Underground Furniture**  
1345 Garnet Ave.  
581-0229  
www.undergroundfurniture.com

WELCOME TO COLLEGE. IT'S TIME YOU DISCOVER MORE THAN YOURSELF.

NOW IS THE TIME FOR CHANGE.

Thanks for voting us Best Travel Agency!

Personalized Travel Advice - Discount Student Airfare -  
Trips and Accommodations - Travel Insurance -  
International Rail Passes - Discount ID Cards -  
Student Travel Kits and more...

South Beach  
877 Grand Ave.  
San Diego, CA 92109  
1-800-477-9611  
No international fees

STA TRAVEL  
THE STUDENT EXPERIENCE

PLACE WITH UNUSUAL GIFTS

Pangaea Outpost

Once upon a time, Pangaea was the center of the world, a colossal land mass that contained anything and everything its inhabitants needed, including the trinkets. Pangaea's gone ahead and split into seven continents in the last little while – but the Outpost has kept the name and spirit alive with all manner of gifts from all over the world. Fancy kitchen utensils, Eastern cultural artifacts, baubles, bangles and even beads: Pangaea's the place to duck into for a look at the world as it was and is. ■

Pangaea Outpost  
909-A Garnet Ave.  
581-0555  
www.pangaeaoutpost.com

BANK

Washington Mutual

Not too many years ago, the state of Washington was preparing a preemptive military strike against California. Seems investors from the Sunshine State were overrunning the place with California money and business incentives, and nobody up North was very happy about it. Things have changed big-time in the recent past, to the point that you've voted Seattle-based Washington Mutual your favorite bank. They figured they couldn't beat us, so they've joined us. ■

Washington Mutual  
1000 Garnet Ave.  
483-4801  
www.wamu.com

HOTEL

Catamaran Resort Hotel

At the Catamaran, the biggest draw isn't the beautiful studios and suites. It's not even the tropical garden. And it certainly isn't the placid setting along Mission Bay's sandy shores. It's the birds – namely the lobby's longtime parrot-family members who entertain the guests with their antics and vocal refrains. They're a nice touch to a nicer venue, one that features surprisingly affordable rooms. And then there's always the spa. ■

Catamaran Resort Hotel  
3999 Mission Blvd.  
(800) 422-8386  
www.catamaranresort.com

Tower 23 Hotel

(See entry under Wine Selection.)

WOMEN'S APPAREL

The Closet

If you need a shirt to go out in and never wear again, this is your stop. Your choice will look good for one night, and then when you wash it, it'll stretch and fade – but that's the idea, because it cost next to nothing. Throw-away shirts, gym tanks, going-out clothes, one-time dresses: You're set, as long as you know how to wear the article as well. That's the key. ■

The Closet  
4475 Mission Blvd., Suite B1  
483-5402

MEN'S APPAREL

The River

(See entry and photo top right)

APB

Kevin Bacon likes to hang out at APB, the self-styled, socially outspoken menswear boutique. As you've already guessed, we're not talking about the acclaimed movie actor. This Kevin is a pig, and he's APB's beloved mascot. He's also a reflection of the way APB does business – decidedly out of the ordinary. This place has been around for a while, but now it's got a storefront, and the socially relevant messages on some of its clothing can't be bad for business. ■

APB  
4850 Cass St.  
787-0282

AUTO REPAIR

Mossy Ford

Did you know that today's typical car engine has more than 500 computers in it? The modern mechanic almost has to have a grad degree in information systems management to stand a chance at employment. At Mossy Ford, however, the service personnel have adjusted with the times and then some. They're certified in whatever the occasion calls for, which means every one of your 500 computer systems is safe in their hands. ■

Mossy Ford  
4570 Mission Bay Dr.  
273-7500  
www.mossyford.com

PB Foreign & Domestic Car Repair

If you hurry, you can take advantage of lots of holiday specials at this venue – with all the extra road wear on your vehicle this time of year, they'll come in handy. And you'll feel you've left your car in the hands of some pretty knowledgeable folks. Not only has this shop been open since 1981, it's family owned, which translates to a solid investment in the business' credibility. The staff will get you rolling – after all, it's a family tradition. ■

PB Foreign & Domestic Car Repair  
4570 Mission Bay Dr.  
480-3637  
www.pbautorepair.com

EYEWEAR

Sunglass City

Don't tell us. Let us guess. You were just walking onto the beach when you realized you left your prize sunglasses on top of the microwave at home, along with your wallet. The

folks at Sunglass City can't do anything about the wallet part, but they can get you up and running otherwise. They're an authorized dealer for Ray Ban and more than 20 other brands of eyewear. Now, if only you'd remembered your money... ■

Sunglass City  
1478 Garnet Ave.  
272-6401

Dziner Eyez

At Dziner Eyez, it doesn't take a lot to look like a lot. That's the whole point, in fact. This store sells designer knock-offs on the cheap -- \$10 to \$25 for eyewear that make you look like you've stepped out of a band box. Nobody really knows what a band box is, but it sounds good in any discussion about your appearance. Dziner Eyez wants to add to that discussion without lightening your wallet. ■

Dziner Eyez  
870 Garnet Ave.  
581-3939

SWIMSUITS

Gone Bananas Beachwear

This place has one up on the other beach clothing stores in the area. It takes its fashion cues right off the beach. It's just off the boardwalk, after all, and it has everything you need for a day on the sand - cover-ups, bikinis, one-piece suits, sandals, beach bags and more. All this stuff comes in designer or more affordable models. And you're so close to the beach that you don't even have to take your purchase home first. ■

Gone Bananas Beachwear  
3785 Mission Blvd.  
488-4900

FLORIST

Potts by Patt

Garnet Avenue is often cited for its well-gustatory prowess, shall we say. No less than 4 million bars and restaurants dot both sides of its 18 blocks - and while that's all well and good, the street does have its concessions to other proprietorships. Potts by Pat is one of them. It's a full-service florist, set a bit away from the beach area and its characteristic hustle and bustle. You'll love the prices and location -- and that smell! ■

Potts by Patt  
1560 Garnet Ave.  
237-0566



PHOTO BY Casey Dean / BEACH & BAY PRESS

(above) Store manager Jason Roberts at the River.

(left) Marina Machada, a PB resident, tries on several hats at the River.

Voted Best Men's Apparel

The River

The River is one of Pacific Beach's larger clothing stores, offering well-known brands like Lucky, Von Dutch and Diesel at reasonable prices, a happy medium between cheap no-names and overpriced designer lines. Surfer casual is the key word, with a little bit of finesse. The store boasts a decent variety of jeans, jackets and shirts, and the shoe selection, ranging from Converse to sexy heels, is worth a careful peruse. ■

The River  
1020 Garnet Ave.  
270-3022

Thank you for voting us BEST FURNITURE STORE!

UNDERGROUND FURNITURE

Modern Furnishings  
Custom Sofas



Come See Our Showroom at:

1345 Garnet Avenue  
858.581.0229

www.undergroundfurniture.com

Thank You to our loyal clients for voting Mossy Ford Best Auto Repair



mention this ad to receive a

\$19.95 Oil Change

& FREE multipoint inspection



4570 Mission Bay Drive  
858.273.7500

THANKS FOR 20 GREAT YEARS SERVING THE PACIFIC BEACH COMMUNITY WITH SANDWICHES, SALADS AND WRAPS



NOW 2 LOCATIONS TO SERVE YOU OWNED BY LYNDA & JOE TICKEY

2015 Garnet Ave. N. Miami  
858-270-5430



4200 Mission Blvd.  
Bismarck Road & Thornton  
858-581-6950



PHOTO BY Casey Dean / BEACH &amp; BAY PRESS

Roberta Albert stretches into a technical yoga pose at Bird Rock Yoga off Grand in Pacific Beach.

## Voted Best Yoga Studio

### Bird Rock Yoga

For the last two years, Bird Rock Yoga has created a sacred space for Pacific Beach practitioners of this special discipline. The staff knows that the body is a direct manifestation of the mind; the idea is that as both heal individually through the meditative qualities of yoga, the two begin to communicate and heal one another. The mind and body have an interchangeable influence on one another -- come find out how you play the vital role in that exchange. ■

Bird Rock Yoga  
910 Grand Ave., Suite 206  
539-5742

## GROCERY STORE

### Trader Joe's

By now, this place is a staple among PB's grocery-shopping iconoclasts. Products include gourmet foods, organic foods, vegetarian foods, unusual frozen foods, imported foods, domestic and imported wine, "alternative" food items (like the strawberry balsamic vinegar you're been looking for) and basics like bread, cereal, eggs, dairy, coffee and produce. The chain has nearly 300 stores, mostly in Southern California -- but it'll never grow too big for Pacific Beach. ■

Trader Joe's  
1211 Garnet Ave.  
272-7235  
www.traderjoes.com

### Henry's Farmers Market

At first glance, Henry's looks pretty much like any other store -- but the similarity ends there. Your browsing will yield a different impression about the chain's commitment to value-minded, health-conscious patronage, especially in the personal care department. Regular health-screening events complement the free tastings that frequently spring up. Henry's has you covered. ■

Henry's Farmers Market  
1260 Garnet Ave.  
270-8200  
www.henrysmarkets.com

## TRAVEL AGENCY

### STA Travel

STA Travel has never been known to turn down a client - but if you're a student, it can find you some exceptional deals. Show proof of your status, and STA will issue you an International Student Identity Card, a vital tool in finding some of the world's deepest travel discounts. These people know travel as much as they love it and can especially help with travel insurance, something you think you don't need until it's too late. ■

STA Travel  
953 Garnet Ave.  
270-6401

## SHOE STORE

### Atomic Shoe Store and Trading Company

Remember the scene from "The Shawshank Redemption" where inmate Andy Dufresne walked by a guard, undetained, in a pair of non-issue shoes? The folks at this venue wouldn't let that happen to you -- they know that you know that others notice your

footwear, and that's why they strive to carry every size and style imaginable. If they don't have it, they'll find it. It's a cinch Dufresne would have come here if he'd been on parole. ■

Atomic Trading Company  
and Shoe Store  
1036 Garnet Ave.  
272-8822

## DRY CLEANERS

### One-Hour Martinizing

The holidays are bound to bring their share of nasty build-up on otherwise nifty clothes -- and that's where One-Hour Martinizing comes in. The place likes to think it's cornered the market on spot removal, and it's not too shabby on clothing alterations and shoe repair, either (yes, shoe repair). The Martinizing process has made dry cleaning available to the masses since 1949 -- this Pacific Beach location is eager to show you why it works. ■

One-Hour Martinizing  
5010 Cass St.  
270-2453

## PET HOSPITAL

### Turquoise Animal Hospital

Turquoise Animal Hospital understands the profound value you place on your pet, and it's prepared to care for it accordingly. The state-of-the-art labs and surgical facilities are designed for expert work on dogs, cats and smaller pets -- and the hospital goes just about everybody one better with its spaying and neutering service, puppy obedience classes and ID service, involving chip implantation for instant identification of your animal. ■

Turquoise Animal Hospital  
950 Turquoise St.  
488-0658  
www.turquoiseanimalhospital.com

### Grand Animal Hospital

You might want to consider Grand Animal Hospital next time your Pomeranian terrier needs a knee replacement. No kidding. Advancements in such life-changing surgery haven't left veterinary medicine out of the equation, any more than alternative remedies have passed it by (one cat owner tells of a set of herbal remedies that saved the animal's life). On both ends of the spectrum and for everything in between, Grand Animal Hospital is up to the task. ■

Grand Animal Hospital  
1033 Grand Ave.  
272-6255

## PET STORE

### Pet People

Yes, Pet People carries every accessory in the history of the universe, and yes, it sells them at very low prices -- but the operative word here is "People." Its human-oriented services include everything from daily routine pet care to pet companionship to seniors and disabled persons. And the Pacific Beach store touts 4,000 square feet worth of goods, which means if you can't find what you need here, don't even try. ■

Pet People  
1780 Garnet Ave.  
270-3499  
www.petpeople.com

### Noah's Ark Pet Wash & Boutique

We're not just talkin' any pet. We're talkin' yours. Noah's Ark understands that and has schooled itself accordingly. It prides itself on its product knowledge and its friendly, helpful approach to pet care. Healthful food is the shop's stock in trade -- "green" products and a new line of nutrition-based goods for dogs and cats are set for sale soon. You figure in the equation too; an e-newsletter is on the horizon. ■

Noah's Ark Pet Wash & Boutique  
4431 Cass St.  
270-8161  
www.noahsarkpetwash.com

## HAIR SALON

### A Robert Cromeans Salon

Anybody who's had his or her hair styled more than once knows the name Paul Mitchell. Mitchell products are among the best in the business, known for their efficacy and cleanliness of manufacture. A Robert Cromeans Salon is a signature Mitchell shop, which means you have access to the best advice on use of the products. The stylists are fun, knowledgeable and brutally honest about what they feel works and doesn't work for you. ■

A Robert Cromeans Salon  
1263 Garnet Ave.  
581-2951

### Teasers Salon

The stylists at Teasers Salon are so good at allaying everybody's fears that they probably should have gone to dental school. They can handle anything your hair can throw at them, and they do it with such quiet confidence that you'll barely know you're under the dryer. It's that kind of expertise that keeps Teasers patrons coming back and, if you're a first-timer, will have you hooked before the first comb-through. ■

Teasers Salon  
4545 Fanel St.  
272-1876

## NAIL SALON

### Prestige Nails & Spa

Without the spa part, Prestige would be just another excellent place to get your nails done. Nails are a big part of the cosmetic experience, and here, the staff's expertise is complemented with a slate of spa-oriented services. You'll be so rested and refreshed afterward that you won't even know you've just had a manicure or pedicure to boot. ■

Prestige Nails & Spa  
4343 Mission Blvd., Ste. 106  
270-9988

## Turquoise Animal Hospital

wants to thank everyone  
for voting us

**"Best Pet Hospital"**  
in Pacific Beach

**Treating Cats, Dogs & Exotics**

950 Turquoise St.  
(858) 488-0658

Thank you Beach & Bay Press readers for making  
us an award winner for Best Breakfast



Ask for your "Best Things in Life Card"  
after your 5th visit, next entree is FREE!  
Tuesdays are double-stuff day

4150 Mission Blvd. Pacific Beach • 274-3122  
Open 7 Days a Week 7 am-2 pm

**SUNGLASS CITY**

Thanks for Voting us

**BEST SUNGLASS SHOP** in Pacific Beach!

**20% OFF**  
Purchases over \$50

Expires 12-23-07

Does not apply to gift certificates

1478 Garnet Ave. • San Diego, CA • 92109 • 868-272-6041

**DAY SPA**

**Catamaran Resort Hotel**  
(See entry under Hotel.)

**YOGA STUDIO**

**Bird Rock Yoga**  
(See entry and photo page 10)

**TANNING SALON**

**I-Tan**  
The 'I' in I-Tan stands for "indoor" -- exactly as you thought. In this case, "indoor" means inside any of the firm's five levels of tanning beds. You should see the level-five bronzing bed, as it's called. It looks like it's ready for a trip to the sun. A few minutes inside this state-of-the-art machine, and you'll look like you went with it. ■

**I-Tan**  
1764 Garnet Ave.  
581-9060  
www.itansandiego.com

**RESALE SHOP**

**Buffalo Exchange**  
Buffalo Exchange works to protect the environment by reusing and recycling clothing. With all that activity, the inventory -- including designer wear, vintage, jeans, leather and one-of-a-kind items -- is ever-changing and plentiful. You'll also find new merchandise and accessories to choose from. Buffalo Exchange offers great finds at low prices -- here, recycling is always in style. ■

**Buffalo Exchange**  
1007 Garnet Ave.  
273-6227  
www.buffaloexchange.com

**Cream of the Crop**

Whereas Buffalo Exchange has several excellent stores along the West Coast, Cream of the Crop is family run and has found its success by playing things close to the vest. In fact, vests are probably as likely found here as anywhere else, and at prices that don't include overhead costs. There's also a dog on the premises, but he's not for sale. ■

**Cream of the Crop**  
4683 Cass St.  
272-6601

**SURF SHOP**

**Star Surfing Company**  
When Star Surfing opened its doors in 1979, Jimmy Carter was president of the United States. The intervening years haven't brought much change in the size of the swells; neither have they dulled the shop's superb attitude toward the surfing community. "Everyone who walks through our door is a possible adventure," owner Glenn Paculba says -- and he proves it by stocking one of the area's largest surfboard selections and employing one of the area's savviest staffs. ■

**Star Surfing Company**  
4652 Mission Blvd.  
273-7827  
www.starsurfingco.com

**Pacific Beach Surf Shop**

Selection is everything at Pacific Beach Surf Shop -- so don't let terms like "thruster," "egg," "funshape" and "long board" throw you during your visit. It's just the staff up to its

old tricks, talking the same shop that's made this place a hit in PB for the last 45 years. The big pick of wet-suits, footwear, sun products, beach accessories and optics also ensure that the shop is your new best friend for all things surfing. ■

**Pacific Beach Surf Shop**  
4150 Mission Blvd., Suite 161  
373-1138  
www.pacificbeachsurfshop.com

**SKATE SHOP**

**Soulgrind**  
The part of a skateboard on which the user stands is called the truck. You'd have known that if you'd spent any time at all at Soulgrind, your choice as Pacific Beach's best skate shop. Skateboards by Gravity, Sector Nine and other famous makers abound here -- and the skateboarding lessons themselves may be the most important in Soulgrind's slate of services. Wouldn't want any trucks careening out of control on the open road, now. ■

**Sougrind**  
4627 Mission Blvd.  
581-2468  
www.soulgrind.com

**BIKE SHOP**

**Bicycle Discovery**  
This place is not for the faint of heart. There are more than 1,000 bikes in this store, and some of 'em are authentic, mammoth beach cruisers. Now, many of the bikes and accessories are available for purchase online. With such easy access and such a wide selection, you should pretty much find what you want here. Then again, you've been doing that at Bicycle Discovery for the last 20 years. ■

**Bicycle Discovery**  
7642 Felspar St.  
272-1274  
www.bicyclediscovery.net

**Kruiser King**

Kruiser King sells more than 1,200 beach cruisers each year, making it one of the top beach cruiser retailers in the country. And with its new secure website, customers can shop with the same confidence they've enjoyed at the retail store. The Hampton Cruisers, Felt, Sun, Firmstrong, Fuji, Currie, Kona and Huntington Beach brands represent some of the best beach cruisers manufactured and are available to you at a competitive price. This place is also the number one bicycle rental store in town. ■

**Kruiser King**  
3830 Mission Blvd.  
488-6341  
www.kruiserking.com

**CDS AND MUSIC SHOP**

**Mojo Sounds**  
If you're into indie rock, hip-hop and reggae, you're probably into Mojo Sounds. And for a used CD shop, the place has an immense selection of just about every genre - inexplicably, you can even find T-shirts and shoes. The staff also lets you listen to the CDs before you buy and will also direct you through its sizable DVD collection, where you can sometimes find a cult gem. The store has also started to sell books. ■

**Mojo Sounds**  
1084 Garnet Ave.  
272-2274

**Bird Rock Yoga**  
*balanced physical and spiritual practice*

We thank all of you for voting Bird Rock Yoga as Best Yoga Studio of the year!!!

*Vinyasa, Ashtanga, Surfer's Flow, All Levels Welcomed!*

Bring this in and receive a **FREE YOGA CLASS**

910 Grand Ave Ste. 206, Pacific Beach, Ca 92109  
858.539.5742 • www.birdrockyoga.com

Thank you for voting **TACO SURE**  
"Best Burritos" in Pacific Beach

Bring this ad in for **\$1.00 OFF**  
your next burrito purchase.

**TACO SURE**  
PACIFIC BEACH

4657 Mission Blvd.  
San Diego, CA, 92109  
(858) 272-3877

**TATTOO SHOP**

**Avalon Tattoo**  
The artist is especially important in the tattoo sales industry -- after all, you'll be wearing his or her creation for the rest of your life. That's why Avalon Tattoo has 12 artists for you to choose from. They're dedicated to your satisfaction and safety -- they're members of the Alliance of Professional Tattooists and are certified in the prevention of disease transmission. Serious stuff, but then again, body art is a pretty serious undertaking. ■

**Avalon Tattoo**  
1035 Garnet Ave.  
274-7635  
www.avalontattoo.com

**FITNESS CLUB/GYM**

**24-Hour Fitness**  
Andre Agassi. Jackie Chan. Shaquille O'Neil. Magic Johnson. Lance Armstrong. If you belong to Pacific Beach's

24-Hour Fitness franchise, you have something in common with these big-timers. They're partners in the company's fitness advocacy programs, which you support as well through your membership. Remember that the next time you think about fitness as just another part of your daily routine. ■

**24-Hour Fitness**  
909 Garnet Ave.  
270-6024  
www.24hourfitness.com

**Fitness West PB**

Personal fitness starts with a personal commitment -- and Fitness West PB has taken that commitment personally since 1985. Fitness West is locally owned, yet it touts an array of elliptical machines, treadmills, stairclimbers, rowing machines and more, just like the big guys. It also offers exercise classes like boot camp cross-training, group cycling and cardio kick-boxing (don't forget to duck). ■

**Fitness West PB**  
1880 Garnet Ave.  
272-9378  
www.fitnesswestpb.com

**Thank You Pacific Beach for Voting Us One of PB's Favorite Bike Shops!**

Top quality beach cruiser with alloy parts & stainless steel spacers

**ITEK**  
Member of the ITC & California Merchants

**Kruiser King**  
3830 Mission Blvd., Mission Beach  
858/488-6341

**710 BEACH CLUB**  
710 GARNET AVE. PACIFIC BEACH  
FOR MORE INFO, CALL: (858) 483-7844

**#1 SPORTS BAR at the Beach**

**BEST LIVE VENUE IN PACIFIC BEACH**

CHECK OUT OUR CALENDAR FOR LIVE EVENTS

**NO COVER SPLIT FINGER**  
NEW YEARS EVE WITH

www.710beachclub.com

Thank You Readers for Voting for Us!  
Healing Comes from Within



- Nutrition
- Family Care
- Massage
- Homeopathy
- Acupuncture
- Spinal Decompression (VAXD)
- Auto Accidents
- Headaches
- Herniated Disc
- Digestive Problems
- Spinal and Extremety Pain

**LIBS CHIROPRACTIC CENTER**

Serving PB for over 25 years

Call for free consultation & evaluation

858-483-8500

Corner of Grand Ave. & 4410 Lamont St.



**Voted Best Steak**

By Beach & Bay Press Reader's Poll

**Discover Saska's...**

For over 56 years we have made evenings special with Great Steaks, Delicious Seafood, Cozy Fireside Booths and Friendly People.

Dinners nightly at 5 p.m.  
Valet Parking Available

For Reservations

**858-488-7311**



Mission Beach • San Diego • California

3768 Mission Boulevard

THANK YOU  
FOR MAKING KAFE YEN  
AN AWARD WINNER

**BEST THAI  
CUISINE IN PB**



**KAFE' YEN**  
Authentic Asian Cuisine

4516 MISSION BLVD., PACIFIC BEACH  
AT THE CORNER OF MISSION BLVD. AND GARNET BY CRYSTAL PIER

**(858) 373-3936**

WWW.KAFAYEN.COM

**Thank you** Beach & Bay Press readers  
for voting **Cafe Athena Pacific Beach's**  
**Best Place for Dinner**  
**Best Mediterranean**

special recognition  
**Best Family  
Restaurant**



**(858) 274-1140**

1846 Garnet Ave  
Pacific Beach in Pacific Plaza II  
(Next to Kinlos)

www.cafeAthena.com



Complementary  
**Spanakopita**  
with purchase of  
two entrees

Unlitho computer print. 11/19/07. All rights reserved. ©2007 Cafe Athena. Expires 02/20/08