READERS CHOICE AWARDS 2018
**Dining**

**Best America**

**Firehouse American Eatery**

**Firehouse American Eatery** strives to maintain its place as a local legend while entering into a new hemisphere in both design and cuisine. It’s thrilling to see how they integrated the old with the new and bring Pacific Beach both what it needs and that which customers have come to love. The architecture and design at **Firehouse** capitalize on natural light and killer ocean views. Panoramic glass doors were designed to bring the outside in. The entrance walls are clad with deep shou-sugi-ban wood — a Japanese technique for preserving and antiquing wood that creates a charmed effect. The Shou Sugi Ban wood is juxtaposed with intermittent mirror installations reflecting the rising tide.

**Best Appetizer**

**Ambrogio 15**

Ambrogio 15 is the love child of three young Italian gentlemen who decided to leave the world to begin a new adventure of passion, friendship, and a bit of foolishness. Born from the love of Milanesi, Italy where Andrea, Giacomo and Luca grew up plus San Diego, where the three studied, worked and became who they are now, Ambrogio was conceived.

You can expect authentic Milano-style pizza, innovative cooking process, plus high-quality Italian ingredients with a holistic approach to food and beverage.

**Best Bagel**

**Swell Cafe**

Swell Cafe in Mission Beach is known for its tasty, tasty latte expressions! The coffee craft is locally roasted and perfected guaranteeing your gourmet breakfast and lunch. Panini sandwiches, pastries and smoothies are popular here as well. If you’re an acai-granola sort, this is the place for you. You’ll enjoy the biggest, coldest schooner full of beer and smoothies are popular here as well. If you’re an acai-granola sort, this is the place for you.

**Best BBQ**

**Iron Pig Alehouse**

The Iron Pig Alehouse serves authentic slow cooked, smoked barbecue. Their goal is to have you experience what it is like to dine in a modern BBQ joint, coupled with an extensive craft beer program to quench your thirst! They serve only the highest quality beef, pork and poultry. Everything is smoked and slow cooked using oak and hickory for hours. The result is melt in your mouth, authentic (and fairly addictive) modern BBQ.

**Best Beer Selection**

**Coaster Saloon**

Located just steps from the Mission Beach boardwalk and Belmont Park rollercoaster, Coaster Saloon offers delicious BBQ, tasty beers and loads of fun. Enjoy Chef Tim’s Texas-style BBQ featuring high quality meats flavored with housemade rubs and sauces. Try the mouthwatering Coaster Burger or the Saloon Sampler, featuring your choice of 3 meats including Beef Brisket, Baby Back Pork Ribs and more. Pair your BBQ with one of the 40+ refreshing beers on tap and take in a game of billiards or foosball while watching your team on one of the 15 flat screen TVs. Don’t miss out on the fun, food and brews at Coaster Saloon.

**Coaster Saloon**

744 Ventura Place

(858) 488-4438

thestecosaleroom.com

**Best Beer Selection**

**Backyard Kitchen & Tap**

Located right along the ever-popular corner of Garnet Avenue and Mission Blvd. in Pacific Beach, Backyard Kitchen & Tap thrives with the chic coastal energy so inherently reminiscent of San Diego’s most famous destinations. Backyard’s scratch menu, local brews, award-winning beer list, and craft cocktails with house-made infusions offer a variety sure to meet the desires of any palate. All-American cuisine, outdoor cabanas, dog-friendly patio seating, cozy fire pits and both an indoor and outdoor bar set the stage for memorable dining and lively late-night entertainment.

**Backyard Kitchen & Tap**

822 Garnet Ave.

(858) 859-2593

backyardbpm.com

**Golden Medal Winners**
Best Breakfast (tie)
Kono’s Cafe
If you love Kono’s cafe down at the beach, then you are in for a treat! Stop by and check out Kono’s—same great food and service as Kono’s in a second location in Pacific Plaza, next to Voni’s.
Kono’s Surf Club Cafe
Nobody does breakfast like Kono’s because nobody does potatoes like Kono’s! Served with melted cheese, bell pepper and whatever other topping you can think of. If you like a big view with your morning meal, this is a winner. Cross the boardwalk and sit on the modest patio that overlooks the ocean.

Best Lunch
Waterbar
Waterbar was born of a deep appreciation for and understanding of the free-spirited creativity, fresh cuisine and approachable culture unique to California’s southern coastline. The “social approachable culture unique to California’s southern coastline.”

Best Dinner
Waterbar
The freshest and most flavorful food is served to every customer.

Best Buffet
Great Plaza Buffet

The Great Plaza Buffet is the place to go to get your fill of great food on a tight budget. And, with more than 150 items served daily, the restaurant offers something for everyone in the family. Indulge in crab legs, fried dumplings, lobster rolls, sashimi, clams, appetizers or hit the soup and salad bar. Adding to the buffet’s value, a free drink is included with every meal, and to take things up a notch, the Great Plaza now has a beer and wine selection.

Best Burrito
Taco Surf
The burrito is to fast Mexican cuisine what the hamburger is to the American palate. Each item is incredibly tasty when its done right — and in the case of the former, Taco Surf nailed it. 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, and you get to experiment with a massive choice of toppings. The salsa is one of the best you can go wrong with the California burrito, topped with hashed browns. Stop in and enjoy the best!

Best Burger
Miss B’s Coconut Club
What you’ll find here is classic, Caribbean-inspired American food with tiki flair. Cuban Roasted Pork, Jerk Chicken and Paella Risotto are in sync with the mambo rhythm of your palate. Each item is incredibly tasty when its done right — and in the case of the former, Taco Surf nailed it. 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, and you get to experiment with a massive choice of toppings. The salsa is one of the best you can go wrong with the California burrito, topped with hashed browns. Stop in and enjoy the best!

Best Ca’fe/ Coffee Shop
The Olive Cafe
The Olive Cafe is the perfect spot to grab a bite between all your beach activities, especially if you are looking for one of the best breakfasts in Pacific Beach. The scones and pastries disappear so quickly you may want to call ahead. It offers wireless high-speed access, so bring your laptop and get hooked up.

Best Catering
The French Gourmet
For a place with a name like this, things inside look immaculate — sweeping wooden beams and stanchions with cool, beachy art on the walls. And Dirty Birds throws you a few odd looks, too — turkey chili fries and fried cheese sliders are just a couple quirky entries on the menu and with 22 different wing flavors... how much time do you have?

Best Chicken Wings
Dirty Birds
Dirty Birds is one of the best breakfasts in Pacific Beach. The scones and pastries disappear so quickly you may want to call ahead. It offers wireless high-speed access, so bring your laptop and get hooked up.

Best Chinese
Great Plaza Buffet

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Best French
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 selection of breads, breakfast pastries, cooked meats and cakes include the French Gourmet chocolate mousse and the strawberry bagatelle — layers of white sponge cake dabbed 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...

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Best Frozen Yogurt
**Yogurt on the Rocks**
Yogurt on the Rocks has launched the traditional self-serve concept into the 21st century by creating a lounge-like wi-fi for customers. But don’t let the contemporary atmosphere fool you. This place still serves up everyone’s favorite flavors like cake batter, chocolate and original tart, in addition to new twists like kiwi strawberry and pumpkin. What’s your favorite?

**Cafe Athena**
Greeks believe that even the simplest meals may become ambrosia when you are in a happy mood. Critics agree that Cafe Athena is a contender for best Greek and Mediterranean restaurant in Southern California. The cuisine is shaped by simplicity and spawned by ingenuity. Simple, unpretentious foods such as grains, pasta and legumes are enriched by the pungent, earthy flavors of garlic, onion, eggplant and artichoke, and by the essences of the olive oil, lemons and raisins. Greek cooking which is tied to nature and to the seasons, reflects the simple environment of sun-earth-sea. The cuisine of Greece flourishes because of this quality. You will find the same elemental quality at Cafe Athena!

**Guava Beach Bar & Grill**
Guava Beach Bar & Grill is a locals Bar for everyone. It combines a warm and comfortable atmosphere with a lively and fun energy that ensures good times for all. They are just steps away from both the ocean and Sail Bay in beautiful Mission Beach. Guava Beach offers plenty of HDTVs including a 10-foot HD projection screen with surround sound to satisfy all of your sports viewing needs. They have the NFL, NBA, MLB, College Football and Fox Soccer packages, so you don’t have to miss any of the games! The VIP Room has an elevated pool table lounge, gigantic clear-view skillet, two jumbo booths, a plush leather couch, cozy fireplace, and long mahogany bar! They can easily host your next private party. You’ll also find free parking in the two bayside lots at Santa Clara Place.

**Hammonds Ice Cream**
Here’s the Scoop! Hammonds Gourmet Ice Cream offers over 300 flavors of Tropical Dreams super premium ice cream and sorbet made in the USA. Bring this ad in for $1 OFF a burrito.
Hawaii. Super premium means it’s handmade with 18% butterfat, adding a rich and creamy texture you can taste. Oh sure, they’ve got deep and intense chocolate and pure and delicious vanila, but have you ever tasted chocolate coconut macadamia nut? Or peanut butter and guava jelly? The dense, creamy and delicious ice cream flavors will make your taste buds stand up and shout for more. And once you’ve tasted one of Hammond’s Gourmet Ice Cream flavors, you’ll want to try them all.

Hammonds Ice Cream
1418 Garnet Ave.
(858) 230-7433
hammondsgourmet.com

Best Indian
World Curry
Since 1995, World Curry has been a unique Pacific Beach based restaurant passionately focused on providing customers with handmade delicious curries from across the globe. Using the freshest ingredients, World Curry offers flavorful curries from Thailand, India, Japan, and other countries. Pick a hearty deep red Mussaman curry from northern Thailand. Or, how about a creamy and rich Tikka Masala? Maybe a smooth traditional Japanese brown curry. No matter what flavor you desire, World Curry has the right variety to satisfy your curry cravings. After being in business for over 20 years, they have built a very strong following and have perfected recipes to keep customers coming back time and time again. Vegetarian dishes available plus a great happy hour!

World Curry
1433 Garnet Ave
(858) 270-4455
worldcurry.com

Best Juice Bar
Juice Wave
Juice Wave’s mission is to refresh and nourish the soul by using the best quality ingredients fresh from local farms that reflect the radiant growing season in Southern California and to help save the environment by sustainable practices. Plus, it tastes really good.

Juice Wave
3733 Mission Blvd.
(240) 246-5126
juicewavesd.com

Best Margarita
Guava Beach
(See listing under Best Happy Hour)

Best Martini
JRDN
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 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.

JRDN at Tower 23
273 Felspar St.
(866) TOWER23
tower23hotel.com

Best Mexican Restaurant
Pueblo
Just two blocks from the ocean, Pueblo brings a bit of the Baja coast to PB. In a culinary fashion, Pueblo reunites the two Californias as they once were, into single territorial palate. Just as would be found on the peninsula to our south, Pueblo’s menu offers dishes derived from the coastal communities of Baja...contemporary chef-driven plates fueled by regional ingredients, emphasizing seafood and lighter preparations...yet often influenced by traditional dishes.

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and spices that celebrate Mexico’s culinary heritage. The restaurant’s two bars, indoors and on the rooftop deck, pour beer and wine from both sides of the border, and also offer a varied selection of tequila and agave-based spirit cocktails. Their design is airy and modern, yet retains rustic architecture details that inspired the Pueblo name.

Pueblo
877 Hornblend St.
(858) 412-3312
pueblopb.com

Best Mexican Seafood
Pueblo
(See listing under Best Mexican)

Best Music Venue
Amplified Backstage
Directly underneath their flagship brewpub, you will find the Backstage Beer Lounge. This space offers all of the restaurant’s benefits of the beach while also enjoying the vibes of a brewery tasting room. Enjoy a full menu of food or feel free to bring in your own grub. Custom designed by local artist Aubree Miller, the room itself is a work of art. Classic cassette tapes wrap the bar and house our one-of-a-kind light fixtures. There is also full wall of amplifier art pieces, killer black light concert posters, and maybe the biggest amplifier you have ever seen. With the bar stocked with their famous guitar flight boards and 16 taps, you can taste through their lineup until 11, or just grab a pint and chill in between waves at the beach. Free 2-hour parking in the underground garage with validation gives you plenty of time for both.

Amplified Backstage
4150 Mission Blvd. #105
(858) 270-5222
amplifiedales.com/backstage

Most Romantic
JRDN
(See listing under Best Martini)

Best Nachos
Pacific Beach Shore Club
(See listing under Best Fish Taco)

Best New Restaurant
Waterbar
(See listing under Best Brunch)

Best Ocean View
JRDN
(See listing under Best Martini)

Best Overall Restaurant
Patio on Lamont Street
(See listing in under Best Dinner)

Best Overall Service
Patio on Lamont Street
(See listing in under Best Dinner)

Best Patio Dining
Pacific Beach Fish Shop
The Pacific Beach Fish Shop opened with the sole purpose of providing the best service and freshest fish in Pacific Beach. Since then, they’ve become a local favorite as well as a popular destination for the many thousands of visitors to PB. The menu is uniquely tailored, offering you a boatload of fresh fish selections, your preferred seasonings and a choice between having it all tucked within a taco, sandwich, salad or on a plate. You’ll get you hooked on some of the freshest seafood east of the beach. Dine on their comfortable well-lit, heated patio, take out, or order from one of the daily catch selections to cook at home. Relax and enjoy one of the 50 San Diego microbrew beers. Family and a dog-friendly atmosphere with plenty of parking. Just look for the 17 ft. marlin hanging around on the corner of Garnet and Kendall and you will have docked upon the finest “catch of the day”.

Pacific Beach Fish Shop
1775 Garnet Ave.
(858) 488-1008
fishshoppb.com

Most Pet Friendly
Patio on Lamont Street
(See listing under Best Dinner)

Best Pizza
Woodstock’s Pizza
(See listing under Best Family Restaurant)
**Best for Birthday Party**

**Belmont Park**

Sure to please the entire family, Belmont Park is located on the surf and sand of Mission Beach and offers free parking and free park admission. Visitors can enjoy traditional and contemporary amusement park rides, ride the wave machines at Wave House Beach Club, play laser tag, visit the arcade and midway style games. Shop and enjoy a wide array of cuisine throughout the Park, which includes beachfront restaurants including the newly opened rooftop restaurant and bar Cannonball, as well as food court style dining like Belmonty’s Burgers and the THe Plunge Pizzeria.

Belmont Park
3146 Mission Blvd.
(858) 228-9283
belmontpark.com

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**Best Poke Bowl**

**Good Time Poke**

Good time poke serves only the freshest and most unique, quality offerings. Seafood options include line-caught albacore, big eye tuna and skuna bay salmon with the option to sear the fish upon request. Special add-ons include pickled shiitake mushrooms, charred shishito peppers and housemade kimchi, amongst others. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others.

Good Time Poke roll!

Pssst… don’t forget Good Time Poke also serves chef Brian’s famous housemade wood wines and tropical canned beers. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others. Beverages include Hawaiian Sun assorted juices, Underchi, amongst others.

Good Time Poke
910 Grand Ave.
(858) 228-9283
goodtimepoke.com

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**Best Sandwich**

**Chronic Smoothies Blazin Grill**

Chronic Smoothies started as a small beachside smoothie spot back in 2000 serving up incredible smoothies, acai bowls, and custom sandwiches. They relocated in 2008 just a few doors down and expanded into Chronic Smoothies Blazin Grill – a fun and relaxed friendly hangout for locals and visitors alike. Now, in addition to their original smoothies and sandwiches, they serve breakfast, delicious lunch salads, specialty burgers, pizzas and a savory dinner menu as well. They use Sambazon Acai berries and only the freshest fruit for smoothies and each sandwich is made to order using preservative and hormone-free Boars Head meats.

Open everyday 8 a.m. til midnight.

Chronic Smoothies Blazin Grill
865 Turquoise St.
(858) 488-2529
theblazinggrill.com

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**Best Seafood**

**Pacific Beach Fish Shop**

(See entry under Best Seafood)

**Sports Bar**

**Guava Beach**

(See listing under Best Happy Hour)

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**Best Steak**

**Saska’s Steak & Seafood**

Established in 1953 Saska’s is famous for aged chargrilled steaks, fresh local seafood, brunch, late night dining with valet parking and sushi which is right next door. At Saska’s you can enjoy a bar side sports lounge for watching your favorite teams and casual romantic fireside dining in the main room. Enjoy Saska’s in Mission Beach and get some sand on your feet.

Saska’s Steak & Seafood
3768 Mission Blvd.
(858) 488-7311

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**Best Sunday Brunch**

**Crushed**

Bringing an awesome brunch to Pacific Beach. Enjoy a variety of craft beer, unique mimosas and great wine in a neighborhood atmosphere. The menu offers selections from American, Mexican and Italian cuisines and is killer! Come in at night for mouth watering tapas and a drink in a cozy hangout.

Open everyday 8 a.m. til midnight.

Crushed
947 Garnet Ave.
(858) 230-6567
barcrushed.com

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**Best Sushi**

**Cannonball**

Sushi with a splash! Besides the delicious California cuisine Pacific Rim influences and sushi, this oceanfront restaurant is also serving up the best view in San Diego! It’s never been more enjoyable to sip on refreshing seasonally inspired beach craft cocktails while soaking up the essence of the beach. With thoughtful details and accents, this Mission Beach rooftop transports you to a pool-like setting without all the splashing and twice the views! So dive in, there’s nothing quite like Cannonball.

Cannonball
3105 Ocean Front Walk
(858) 228-9304

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**Best Tequila Bar**

**Pueblo**

(See listing under Best Mexican)

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**Best Thai**

**Lanna Thai**

Lanna offers light, fresh, and healthy Thai food with homemade recipes passed through generations. Their

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Lanna offers light, fresh, and healthy Thai food with homemade recipes passed through generations. Their menu provides an extensive selection of the most popular Thai dishes from different regions of Thailand. They prepare to order cuisine, made from the finest spices and freshest ingredients (no MSG added). They also make use of local produce whenever possible. Thai food uses many herbs and spices to bring out the flavors of each dish. They’ll cook your meal just the way you like it—specify the level of spiciness to your liking from 1 to 10. Enjoy the art of Thai cuisine dining experience at Lanna Thai.

Lanna Thai
4501 Mission Bay Drive #1b
(858) 274-8424
lannathaicuisine.com
Best Bicycle Shop
Surf Monkey
Bikes range from beach cruisers, trikes and tandems, to electric bikes, fat tire bikes, mountain and road bikes. They also have a few vintage bikes, even bamboo bikes from Africa! For a new adventure, experience an electric bike tour of scenic San Diego! They also provide full service shop with a bike mechanic on duty. From flat tires to custom build, no job is too big or too small. Come enjoy the neighborhood feel and see why Surf Monkey is a local favorite!
Surf Monkey Bikes
853 Grand Ave.
(858) 270-6600
surfmonkeybikes.com

Best Car Wash
Pacific Beach Car Wash
The Pacific Beach Car Wash Auto Detailing Center is ready to meet all of your car wash and auto detailing needs. Centrally located in the heart of Pacific Beach this car wash was the first built by Shell Oil Company in the US. They have been washing cars there ever since... Years of experience and use of only the finest products adds to their longevity.
Pacific Beach Car Wash
2075 Balboa Ave.
(858) 272-2844

Best Childrens Clothing
Petite Street
Petite Street is a Pacific Beach Children’s Boutique you ought to meet. A locals favorite go to store for 5 years. You will find adorable and affordable new children’s clothing, quality shoes, unique baby shower gifts and birthday presents all with complimentary gift wrapping. And don’t forget the custom tutus!
Petite Street Children’s Boutique
747 Turquoise St. #100
(858) 539-0052
petitestreet.net

Best Computer Repair
SD Laptops
The goal at SD Laptops is to provide affordable technical services for restoring your laptop, notebook, PC or desktop computer back to its original working state. Pay a flat fee of $89 for most repairs and free diagnostics for a fast and accurate assessment of the work required. You always know what to expect from the pros at SD Laptops.
SD Laptops
4645 Cass St, Ste. 201A
(858) 864-3108
sdlaptops.com

Best Chiropractor
Libs Chiropractic Center
The Libs — a husband-and-wife team — have run Libs Chiropractic Center since the early 90s. Dr. Lori Libs has been practicing since 1979 with a focus on family care. She continues to study gentle chiropractic techniques. Dr. David Libs has been a practicing chiropractor since 1982. He has advanced training in the Gonstead technique and is a qualified medical examiner. David specializes in working with accident/worker’s comp cases and severe lower back pain patients. The center offers Vax-D treatment to treat herniated discs, as well as massage therapy, nutrition consultation and acupuncture.
Libs Chiropractic Center
4410 Lamont St.
(858) 483-8500
libschiropractic.com

Best Contractor/Construction
Armstrong Builders, Inc.
Tom Armstrong began at the base level at the age of 15 as a laborer, carpenter, framer and layout worker and worked his way up. At 17, he was specializing in stairway construction and roofing. A few years later, he was supervising construction phases. Then Tom went solo in the design and remodeling business. The rest is history, as Armstrong has become a trusted name in construction.
Armstrong Builders Inc.
755 Turquoise St.
(858) 488-2825
armstrongbuilt.com

Best Day Spa
Catamaran Spa
At the Catamaran, the biggest draw might be the beautiful studios and suites. Or maybe the tropical garden. Or perhaps it is the placid setting along Mission Bay’s sandy shores. It could even be the relaxing day spa. It’s hard to choose the best feature, especially when you get them all for a surprisingly affordable rate.
Catamaran Resort Hotel
3999 Mission Blvd.
(800) 402-8386
catamaranresort.com

Best Dentist
Dr. Fremont Dental Arts
Dr. Fremont grew up in the San Fernando Valley and followed his father’s footsteps into the practice of dentistry. His degrees: University of California Santa Barbara, bachelor of arts/bachelor of science; University of California San Francisco, doctor of dental science. He likes to stay current with advances in dentistry by regularly attending seminars and study groups. Dr. Fremont also volunteers his time and skills for various outreach programs.
Dr. Fremont Dental Arts
4527 Farnel St.
(858) 272-2222
pacificbeachsmile.com

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(858) 864-3108
sdlaptops.com

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libschiropractic.com

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armstrongbuilt.com

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Catamaran Resort Hotel
3999 Mission Blvd.
(800) 402-8386
catamaranresort.com

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Dr. Fremont Dental Arts
4527 Farnel St.
(858) 272-2222
pacificbeachsmile.com

Thank you for voting Hammond's Ice Cream as #1 in Pacific Beach!

1418 GARNET AVE., SAN DIEGO, CA 92109
858-230-7433
HAMMONDSGOURMET.COM
Best Dentist
Dr. Fremont
Dr. Fremont grew up in the San Fernando Valley and followed his father’s footsteps into the practice of dentistry. His degrees: University of California Santa Barbara, bachelor of arts/bachelor of science; University of California San Francisco, doctor of dental science. He likes to stay current with the best equipment available to diagnose common acute and chronic conditions. This includes cardiac stress treadmill testing, spirometry and audiometry, and imaging capabilities for x-ray, bone density and ultrasound.

Sydnee’s Pet Grooming
Sydnee’s Pet Grooming is all about creating a healthy and stylish life for your pet. Since many pets have unique physical and emotional needs, their sensitive, friendly and experienced groomers are able to work with every pet, oftentimes establishing long-term relationships. Simple pricing, all-natural products and personalized options make it easy to create that lifestyle for your pet.

Best Dog Grooming
Sydneys Pet Grooming
929 Turquoise St.
(858) 454-7387
sydneyspetgrooming.com

Best Eye Wear
Beachworks
“Life’s better in board shorts!” screams this shop’s website, and the venue oughta know. After all, it’s a Billabong retailer of clothing, flip-flops, swimsuits, sunglasses and beachwear. Your task, meanwhile, is to define Billabong without looking it up.

Best Eye Wear
Beachworks
4150 Mission Blvd. #131
(858) 581-6769
billabong.com

Best Financial Planning
Schoettle Financial
Tom Schoettle formed Schoettle Financial to provide high-quality, personalized investment services to a limited group of clients. As a fully registered and experienced firm, Schoettle Financial seeks to build long-term relationships with clients. The personal attention and commitment they provide enables clients to accumulate and manage their wealth and work toward achieving their financial goals. They offer top-quality financial and estate planning, keeping each client’s needs and tax circumstances in mind.

Best Doctor
Dr. Moore
Their aim is to offer a clinic environment that is proactive in approach and easily accessible to all ages and members of the community. They educate and train clients to become more familiar with their particular health and wellness conditions through programs in genetic testing, medical history review and physical evaluation; nutrition, diet and micronutrient testing; and physical therapy and exercise reconditioning. Their overarching goal is to get to know patients and clients in depth, in order to better meet their health care needs. They utilize the most efficient, proven and current technologies, including the best equipment available to diagnose common acute and chronic conditions. This includes cardiac stress treadmill testing, spirometry and audiometry, and imaging capabilities for x-ray, bone density and ultrasound.

Pacific Urgent Care & Wellness Center
975 Garnet Ave.
(858) 230-7770
pacificucwc.com

Best Dry Cleaning
Amy’s Cleaners
A great local dry cleaning service with great prices, in a great location! The friendly staff will begin to feel like family. Everything you would expect from a neighborhood dry cleaners and a little bit more!

Amy’s Cleaners
1015 Turquoise St #4,
(858) 483-1459

Best Gift Shop
Pangaea Outpost
Once upon a time, Pangaea was the center of the world, a colossal land mass that contained everything and anything its inhabitants needed, including the trinkets. Pangaea’s 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 to look at the world as it was and is.

Pangaea Outpost
909 Garnet Ave.
(858) 581-0555
pangaeaoutpost.com

Thank you for voting us Gold!
We love our locals and are so grateful for your many years of supporting Kono’s and now Konito’s.
We hope to serve you for many more.

Best Grocery Store
Sprouts
The Sprouts Farmers Market lives up to its motto of offering "healthy living for less." The store is colorful, lively and easy to shop and has a unique mix of natural, organic and great tasting mainstream...
foods at affordably low prices. Since the original store opened in 1943, Sprouts has continued to provide high-quality, fresh food, as evident by the mountains of farm-fresh produce, all-natural meats, seafood, and freshly baked goods from the bakery.

Sprouts Farmers Market
1260 Garnet Ave. (858) 683-9000
sprouts.com

Best Gym
Fitness West
Family-owned gym/health club in business since 1985. Fitness West has been a locally-owned and family-run gym for over thirty years. Their simple philosophy in running the business has never changed — to treat customers as they would want to be treated. Their goal is to provide a clean, non-intimidating, hassle-free environment where anybody (regardless of age or conditioning level) will feel comfortable to come in and workout. The 6,300 square foot facility includes aerobic training (treadmills, steppers, lycerycles, rowers, ellipticals, spin bikes) and large array of exercise equipment (nautilus, matrix, Olympic free weights). Group exercise classes which include Yoga, Cycling, Core N Strength Training, Zumba and Pilates. Personal training also available.

Fitness West
1880 Garnet Ave. (858) 272-9378
fitnesswestpb.com

Best Hair Salon
Paper Doll Salon
Located on Garnet Avenue, one of the more bustling streets in the PB, Paper Doll Salon has established a reputation as being one of the top salons in the city. Besides having talented stylists who actually listen to you, the positive atmosphere in the salon has an enormous impact on your style experience as well. All of their employees have their own unique styles and personalities and each displays an air of confidence that brings a beauty and fashion industry. Everyone at Paper Doll Salon is both approachable and personable and works to continuously improve their knowledge and craft. They love anything and everything about creative expression and fashion, and are especially proud to be a part of a community that embraces all forms of self-expression and beauty.

Paper Doll Salon
1263 Garnet Ave. (858) 581-2393
thepaperdollsalon.com

Best Home Improvement
Ace Hardware
Whether you’re looking for a particular product or just need advice on a do-it-yourself project, Home Improver Supplies Ace Hardware has just what you’re looking for. The experienced team of knowledgeable hardware folks have ready to assist you in finding just what you need to complete the job. Personalized one-on-one customer service from knowledgeable salespeople is what they’re all about.

Ace Hardware
1544 Grand Ave. (Haines & Ingramham) (858) 274-6464
acesandiego.com

Best Hotel
Tower23
Tower23 Hotel is San Diego’s only luxury-lifestyle hotel on the beach and one of California’s most stylish and contemporary urban resorts. The hotel derives its name from lifeguard tower 23, which is positioned on Pacific Beach near the hotel and creates a cool haven to enjoy one of America’s best cities. Tower23 Hotel is a refreshingly minimalist but playful, creative study for the urban beach resort. Topped off with the JRD restaurant and bar complete with open inside dining and an outside patio, it’s the perfect location for the perfect vacation.

4551 Ocean Blvd. (858) 270-2323
tower23hotel.com

Best Insurance Agent
Brian MC Mullen, Allstate
Brian McMullen and family have worked with Allstate Insurance in San Diego since 1975 to help people with their insurance needs. They pride themselves on providing outstanding service and care for the customers. One loyal and satisfied customer has been with them over 70 years. Quality insurance that’s affordable and easy access to Brian in person, over the phone, or through his website might help you understand why Brian and his team create these long-lasting relationships. His proactive working style and professional service Brian will meet your insurance needs.

Brian MC Mullen, Allstate Agent
4455 Lamont St. # 1 (858) 274-2377
agents.allstate.com/brian-mc-mullen-san-diego-ca.html

Best Local Attraction
Bermont Park
(Best listing under Best Place for Birthday Party)

Best Mens Clothing
Mission Surf Shop
This iconic location is known as San Diego’s first surf shop opened over 50 years ago. Mission Surf is still locally owned and operated. Mission Surf has been voted “San Diego’s Best Surf Shop” several times and currently holding the distinguished title 3 years consecutively. With a wide selection of products from premium brands such as Oakley, Ray-Ban, SPY, Oakali, Rainbird, Billabong, Reef, Salty Crew, Sector 9, Carver and many others put them at the top of the list for locals and tourist as the destination to gear up for that surf trip or chill time. From a bar of wax to: flip flops, boardshorts and a tank tops, they’ve got you covered. They have equipment rentals, with a full selection of surfboards (hard and soft), beach cruisers, boogie boards, wetsuits, skateboards and more! They also have vacation rental units located above the surf shop. How’s that for full service?

missionsurf.com

Best Nursery
Green Gardens Nursery
The neighborhood stop for a wide choice of plants, organic and non-organic fertilizers, imported pottery, specialty fountains and garden decor. The Backus family has run the nursery on Garnet Street for the last 30 years. Paul Backus offers a complimentary rose consultation to help buyers choose the perfect site for their thorny plant, project soil, set up irrigation and so forth. Green Gardens Landscape and Design, a landscape design company that serves residents and businesses, is also run at the nursery.

Green Gardens Nursery
4910 Cass St. (858) 483-8803
sdgreengardens.com

Best Optometrist
Park Optometry
Park Optometry is a successful and growing optometric practice located in the heart of Pacific Beach. The office specializes in many things including advance contact lenses, dry eye syndrome diagnosis and treatment, precomputer exams, laser eye surgery consultations, as well as Dream Lens — a non surgical way to correct your vision. Park Optometry is one of the few practices in the area that has the...
Thank You
Pacific Beach & Mission Beach for voting Dr. Anderson the Best 7 years in a row!

San Diego Sports Medicine & Family Health Center

Family Practice • Urgent Care • Women’s Health Work Injuries • Physical Therapy

1945 Garnet Ave.

Hours of operation are 9 to 8 on weekdays and 8 to 4 on weekends

858.224.7977 • sdsm.com

Fremont Dentistry

Thank You for voting us Best Dentist

Robert Fremont DDS, Inc.

4527 Fanuel St., San Diego, CA 92109

858.272.2222 • pacificbeachsmile.com

ability and the technology to administer this procedure. The office is also a provider for many different vision insurances including EyeMed, Vision Service Plan and Medical Eye Services. They also accept all Medical insurance, PPO’s such as Blue Shield, Medicare, United Health Care, Tricare and many more. They carry a wide variety of quality eyewear and designer frames. They also offer unlimited adjustments for the lifetime of all glasses purchased.

Park Optometry

1939 Grand Ave.

(858) 272-2211

parkoptometry.com

Best Paint Store

Sherwin Williams

Sherwin-Williams is a contemporary paint store with an extraordinary history. Founded in 1866, only one year after the Civil War ended, it entered the market at a time when there was no railroad to the Pacific, no telephones, no electric lights, no automobiles and perhaps most notably, no ready-to-use paint. Founders Henry Sherwin and Edward Williams set out to invent the product that consumers now use by the gallon every day. Wow! Who knew? Sherwin williams

1220 Garnet Ave.

(858) 581-3607

sherwin-williams.com

Best Pawn Shop

Pacific Beach Loan & Jewelry

Located in the heart of Pacific Beach on the corner of Garnet and Haines with over thirty years of experience in the jewelry and loan and pawn business. Getting a loan or a pawn at Pacific Beach Loan and Jewelry is always quick and easy and the friendly staff will be happy to answer any questions you have about the loan and pawn process. Pacific Beach Loan and Jewelry is open seven days a week and offers flexible terms and fast cash pawns and loans. Fast cash and the lowest prices on everything on the sales floor. They have two additional locations in the greater San Diego area ready to meet you pawn and fast cash needs.

Pacific Beach Loan & Jewelry

1471 Garnet Ave.

(858) 272-9700

pbloonandjewelry.com

Best Pet Hospital / Veterinarians

Pacific Beach Vet Clinic

Celebrating 60+ years of compassion and loving healthcare for your pets and YOU! Your full service veterinary hospital Internal Medicine Veterinary surgery (including an available in-house veterinary surgical specialist!). They take all veterinary emergency cases (they never turn away). Radiology and ultrasound, veterinary rehabilitation services and grooming available.

Pacific Beach Vet Clinic

1362 Garnet Ave.

(858) 272-6255

pbcvetclinic.com

Best Pet Store

Noah’s Natural Pet Market & Pet Wash

Noah’s is a retail pet supply store with an extensive variety of holistic foods and supplements plus a knowledgeable staff who focuses on customer service. They also stock a wide variety of pet necessities, including collars, leashes, shampoo, toys and training equipment, Noah’s is your one-stop shop. A self-wash for dogs is available with waist-high tubs to easily accommodate bathers. Pet owners can choose from an array of all natural shampoos and conditioners that will leave your pet feeling pampered. They also stock The Virtuous Olive’s 100% pure extra virgin olive oils direct from southern Italy.

Noah’s Natural Pet Market

4431 Cass St.

(858) 270-8161

noahsnaturalpetmarket.com

Best Pilates

Mission Beach Pilates

At Mission Beach Pilates, you’re not just a member, you are part of a community. Choose from varied fitness classes, class schedules, and gym hours which can accommodate any lifestyle. You’ll find everything you need to achieve your fitness goals at Mission Beach Pilates. The spacious facility boasts the latest in fitness equipment. The experienced and supportive staff is always available to show you how to use equipment, assist you in creating a fitness plan, or help you find a technique that works for you. They believe that working out is more than losing weight, gaining muscle, or getting in shape — working out is a journey to a better mind, body and spirit.

Mission Beach Pilates

819 1/2 San Fernando Place

858-412-5708

missionbeachpilates.com
Best Plumber
Bill Howe Plumbing
Bill Howe Plumbing has been serving San Diego County and employing the highest quality plumbers since 1980. Family-owned and operated for more than 30 years, they continue to operate under one roof. Plumbers employed at Bill Howe Plumbing have a variety of certifications and specialties. They operate more than 70 trucks and guarantee the work. His philosophy of providing high-quality work and excellent customer service is what has made Bill Howe a household name.

Bill Howe Plumbing
1-800-Bill-HOWE (1-800-245-5469)
billhowe.com

Best Resale
Play It Again Sports
Cleaning out your garage? Kids outgrown their sports equipment? Play It Again Sports is a chain of sporting goods stores selling new and gently used sporting goods. They will buy your gently used sporting equipment and you will find great sporting equipment without paying full retail. What a great idea!

Play It Again Sports
1401 Garnet Ave. (858) 490-0222
playitagainsportsca.com

Best Shipping & Packaging
Beach Mailbox and Gifts
Beach Mailbox and Gifts has carried on the tradition of friendly and reliable mailbox service at their current location in PB for more than 15 years. Stop by when you want to. Save time — no waiting in long post office lines, drop off a pre-paid package, no charge, make copies, send a fax, print a document, pick-up office supplies without a trip to the office super-store, receive packages when you’re not at home, buy stamps — singles or books, pick out a greeting card for any occasion, find a unique beach-themed gift for family or friends, say “Hi”, have a free cookie or grab a quick snack or beverage, get friendly, knowledgable service every time.

Beach Mailbox and Gifts
864 Grand Ave. (858) 272-8977
beachmailbox.com

Best Shoe Store
Skechers
You already know this shop even if you haven’t been indoors — the big neon sign against the sandy facade gives it away. What you may not know is that Skechers is an actual brand, not just an outlet — its sales of apparel and accessories for everyone make it a hit of the neighborhood even if it didn’t tout low prices.

Skechers
4645 Cass St, Ste 102 (858) 581-6010
skechers.com

Best Skate Shop
Soul Grind
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 Soul Grind, your choice as Pacific Beach’s best skate shop. Skateboards by Gravity, Sector Nine and other famous makers abound here. Skateboarding lessons may be the most important in Soul Grind’s slate of services.

Soul Grind
4627 Mission Blvd. (858) 581-2468
soulgrind.com

Best Surf Shop
Mission Surf Shop
(See listing under Mens Clothing)

Best Swim Suits
The Surf Life
Picture the quintessential surf boutique just steps from iconic Belmont Park in Mission Beach. The surf life draws avid surfers and beach goers alike who come to talk surfing and surf products, surfboards and just about anything for an active day at the beach. Because the staff lives the surf life and they’re always happy to share their knowledge. Choose from a great selection of surfboards, wetsuits, sunglasses, surf wax and suntan lotion with a focus on promoting healthy and active lifestyles in the water and on land — plus rentals for watersports and bike rentals, too.

The Surf Life
3232 Mission Blvd, (619) 329-1212

Best Travel Store
Traveler’s Depot
Whether you plan on backpacking through Europe, surfing in Indonesia, honeymooning in Hawaii, or doing business in China – Traveler’s Depot is the go-to place for everything you need (except the tickets, of course). Traveler’s Depot has been in its present location for 25 years. Every visit is fun and

THANK YOU PACIFIC BEACH
for your Votes

Check out our
NEW MENU ITEMS

Lobster Pho
Vietnamese Crepe
Salad Bowl
Pho Burger

Discover the Taste Of Genuine Vietnamese Food

20% OFF
for the month of November

858-291-8638
1007 Garnet Ave. San Diego CA 92109
WWW.PBPHOGRILL.COM 15% Military & College Student Discount/ 10% Facebook Check-in
informative, with travel tips and tales shared by customers and staff, alike. It boasts the most complete map section in the county and includes a wall of travel possibilities and memories, Traveler’s Depot has become a favorite store for many customers. They have the gear, maps, guides and tips necessary to ensure all your travels are a both successful and memorable.

Traveler’s Depot
1655 Garnet Ave.
858-483-4121
traveldepot.com

Best Womens Clothing
Luv Surf
Luv Surf is a lifestyle brand, inspired by the eclectic beach communities of San Diego. After all, we are beach lovers who embrace the local San Diego culture of surf and sun! Pet friendly environmentally aware, active — they want their line of beachwear and accessories to reflect their Luv for this great place.

Luv Surf Boutique
3916 Mission Blvd.
(858) 230-6682
luvsurfretail.com

Best Yoga
Reach Yoga
Whether you’re just curious about yoga, a beginner, intermediate or advanced student, Reach Yoga has classes specifically geared for you. Reach Yoga teaches vinyasa style classes and sculpt. Vinyasa means “flow” which allows for flowing movement to guide you from one pose to the next. Sculpt is a strength-training class which adds free weights and speeds up the lean muscle mass building-process. Yoga is a life-changing practice and can transform not only your physical, but emotional and mental health. The mat is a platform — your platform for change, growth, inspiration, and peace. Reach Yoga aims to inspire you to REACH your goals while finding your true potential both on and off the mat.

Reach Yoga
1319 Garnet Ave
(619) 356-3044
reachyoga.com

Thank You
for Voting!
Thank You Readers for Voting Us Best Retail for Pacific Beach
BEACH & BAY READER’S CHOICE
2018 AWARDS

Fish Shop
★ Gold for Patio Service
★ Gold for Seafood
Silver for Fish Taco
Silver for Pet Friendly Restaurant

Pacific Beach Shore Club
★ Gold for Fish Taco
★ Gold for Nachos
★ Gold for Bar
Silver for Ocean View

Miss B’s Coconut Club
★ Gold for Burger
Silver for Happy Hour

Thank you for voting for us!

1775 Garnet Ave, San Diego, CA 92109
TheFishShopPB.com | FB/PBFishShop

3704 Mission Blvd, San Diego, CA 92109
MissBSCOconutClub.com | FB/MissBSCOconutClub

4343 Ocean Blvd, San Diego, CA 92109
PBShoreClub.com | TW/PBShoreClub
FB/PacificBeachShoreClub