...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.

And the Winners Are...
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 egg Benedict 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 draw 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

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 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, pastas, dinner salads, sandwiches and Chilean sea bass, a huge local favorite. Add the banquette facilities and take-out services, and you’ve got Nick’s, 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

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 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 Sea World. 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, mimosa, 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 4963 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 espoused the use of seasonings and spices. He’d be amused at today’s Italian cuisine, with its endless array of sauces and cheeses designed to enliven a meal. You’ll be amused 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.)

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, mousakka and no fewer than 1 million desserts. The three-room decor is tasteful yet upscale and reflects a Greek islands motif. The cuisine is shaped by simplicity and spiced with 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

\* \* \*

Voted Best Dinner

\* \* \*

PHOTO BY Casey Dean / BEACH & BAY PRESS

Interior of Cafe Athena.

PHOTO BY Ray Armas & FLA JOLLA VILLAGE PRESS

Francisco and Gilda Mezzatti owners of Mamma Mia.

PHOTO BY Ray Armas & FLA JOLLA VILLAGE PRESS

Voted Best Italian

\* \* \*

PHOTO BY Ray Armas & FLA JOLLA VILLAGE PRESS

Mamma Mia

\* \* \*

PHOTO BY Ray Armas & FLA JOLLA VILLAGE PRESS

Voted Best Frozen Yogurt

\* \* \*

PHOTO BY Ray Armas & FLA JOLLA VILLAGE PRESS

Bestogurt

\* \* \*

PHOTO BY Ray Armas & FLA JOLLA VILLAGE PRESS

Serving Frozen Yogurt to Friends & Family for Over 15 Years!

910 Grand Ave. #108 San Diego, CA 92109

THANK YOU FOR VOTING US
Best Frozen Yogurt
WE WOULDN’T BE HERE WITHOUT YOU!
The Atoll has won a local magazine’s first-place Sunday Brunch nod for (at the Catamaran Resort Hotel)

SUNDAY BRUNCH
The Atoll
(at the Catamaran Resort Hotel)
The Atoll has won a local magazine’s first-place Sunday Brunch nod for...
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 crudy you’re not looking for a tradi-

tional celebration. Somewhere between the dance lights, sten 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 Buf-
falo 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 col-

lege folks, just so you’ll know what you’re getting into on the big day.

* Cane’s Bar and Grill

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

The marisa 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.moonrserestaurantgroup.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 restau-

rant at all. It’s origins were in Little Italy, where Vincent deFilippis and

Madeleine Stefanir ran a deli grocery

back for more somewhere else. Filip-

pi’s has venues from Temo.nco to

Chula Vista.

* Filippi’s Pizza Grotto

962 Garnet Ave.

483-6222

www.realcheesepizza.com

Saska’s 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 Rocafood 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.

483-7331

www.saska.s
Amore
If the pizza doesn’t get you inside Amore — and it certainly should — the garlic knots will. These insatiable little pastries are just what the name implies, twisty garlic bread that fea-
tures a fragrant crust and a squished-up middle. You can’t possibly eat only 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 favorite, too — the meat is spicy and dense. But those garlic knots.

Amore
1465 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-based paint. But the blinding color is only a gimmick. Inside is what matters, like Hawaiian breaded chicken and gravy, macaroni salad, pan-cooked shrimp, pineapple slices, and fresh fruit. Shaka Grinds six days a week, Kailua pig and Hawaiian skin drinks. The eatery’s been serving PB patties in even greater numbers than those back home.

Shaka Hawaiian Grinds
1315 Garnet Ave.  273-2009
www.shakahawaiangrinds.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 prepara-
tion at Big Kahuna’s — it opened in 1992 on Oahu, only to find itself in San Diego nine years later. The atmos-
sphere is as open as the two front areas, which can accommodate parties of up to 50. The tap beers and two giant TVs can’t hurt either.

Big Kahuna’s Pacific Beach
3780 Ingraham St.  270-9200
www.bigkahunapacificbeach.com

SANDWICH
Subway (See entry under Lunch.)

Quinos
There’s at least one other longtime pur-
veyor of subs and such in the universe (see above), but that doesn’t mean it’s cornered the market on quality. Quinos does everything the other guy does, and it does it just as well. You can taste the quality of Quinos’ 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! Quinos won’t settle for less than the best because it knows you won’t either.

Quinos
1975 Garnet Ave.  483-0032
www.quinos.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 vari-
ety of small appetizers dot the rest of the menu. It’s located about three seconds from the l-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 menus covers everything from quick lunch specials to full, rosti-covered meals. The traditional dishes include yakisoba noodles, soups and tempura. And don’t buy that stuff about sushi always being raw. Zen5 also has 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 a
shelled fish company in the spirit of the family members whose sepia-
toned pictures line the walls. In the late ’80s, it morphed into The Fish-
ery, where product sustainability is a company philosophy. Wherever possi-
ble, the venue procures its product locally. Its harpoons swordfish, sar-
cho, mahi mahi, 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-
beginning early next month.

The Fishery
5040 Cass St.  272-9985
www.norththp.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 week-
ends, 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 fanciest place that populates this place, young and unstrained without a lot of money, can expect to let go of less than $20 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 trendy old “all- you-can-eat” marketing play. For a buffet restaurant, this is a pretty ton-
y place, with its unusual entrance and fancy chamberly. And have you ever
tasted a loquat, lot alone ever seen the word? Loquats, indigenous to China, look like pears and taste like small apples; an Escondido firm even makes beer out of them. You can get them here as a dessert fruit after you’ve engaged on stuff like garlic grilled eel or sushimai, only two of the 150 items Great Moon features every day.

Great Moon Buffet
1840 Garnet Ave.  273-6668

THAI
Lanna Thai
If peanut sauce whets your appetite, Thai foods are for you. It’s a prime-
ming among the billions of spices and herbs that make Thai among the most popu-
lar 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 spice (from 1 to 10), peanut sauce and all. The restaurant’s Island Treasures, a young coconut stuffed with veggies, and the charbroiled, prime-cut Bangak Steak are two delicious places to start. Lanna Thai uses local products wherever possi-
ble — hard to believe that the result yields such exotic fare.

Lanna Thai
4531 Mission Bay Dr.  274-7104
www.lannahaticuisine.com

Kafe Yen
Chicago is one of the country’s pre-
mier cities, so anyone anybody relo-
cates a business from there, it’s poten-
tially 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, mo-
ting their eatery to San Diego — and they were dead serious about their move, moying their
Kafe Yen to San Diego — and they were dead serious about their move, moying their
Kafe Yen to San Diego — and they were dead serious about their move, moying their

Kafe Yen
4536 Mission Blvd., II
373-3936
www.kafeyen.com

Readers Choice Awards 2007

San Diego Reader

www.sandra.com
The French Gourmét (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 lodi-gianasalad, 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 – Mamma 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 Café Europa
673 Turquoise St.
489-4200
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 in addition to the one in the afternoon, three pool tables, 82 bloody Marys and screwdrivers on weekend mornings, pool, softball and soccer teams and a gal-lion 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 Café
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 Irishman.

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

Voted Best Bakery

Readers Choice Awards 2007

Thursday December 20, 2007 Beach & Bay Press
man espresso, replete with hazelnut and mint. 976 is pretty un-PB for PB, but PB wouldn’t be PB without it.

Cafe 976 876 Felspar St. 272-2876 www.cafe976.com

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’ve avoided one of the most authentic taste man knows how to reproduce. Scores of flavors are available, and the staff assures you that 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 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 chutney 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 store 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

Books

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. It’s far future, but is not limited to, books on mainstream Christian churches, Eastern philosophies, Judaism, Buddhism, Native Americanism, feminism, family, marriage and parenting. It also toots quality fiction and nonfiction books and the greatest respect for the power of the pen.

Open Door Books 4761 Cass St. 270-0642 www.opendoorbks.com

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 themselves – a matter of 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 4525 Faman St. 866-6688 www.buechelchiropractic.com

Libs

Chiropractic Center

Chiropractic is based on the principle that the body has a self-healing, self regulating organism. Chiropractic adjustments are said to promote health by correcting and 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 Lamon St. 483-8500 www.libschiropractic.com

Furniture

Underground Furniture

You never know what the future holds. Just ask the owners of Underground Furniture, where the inventory is clean-lined and modern, light was in the ‘90s and bric-a-brac 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
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. Pantry kitchen uten-
sils, Eastern cultural artifacts, bangles, bangles and even beads: Pangaea’s the place to dig into for a look at the world as it was and is.

Pangaea Outpost
909-A Garnet Ave.
581-4800
www.pangaeaoutpost.com

BANK

Washington Mutual

Not too many years ago, the state of Washington was preparing a preemp-
tive 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 Wash-
ington Mutual your favorite bank.T hey 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 plush setting along Mission Bay’s sandy shores. It’s the birds – namely the lobby’s long-time parrot family members who entertain the guests with their antics and vocal refrains. They’re a nice touch to a more tropical feel. The store boasts a decent variety of jeans, 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.

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

Kevon Bacon likes to hang out at APB, the self-styled, socially out-
spoken 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 some. They’re certified in whatever it is the occasional calls for, which means every one of your 500 computer systems is safe in their hands.

Mossy Ford
4570 Mission Bay Dr.
270-7500
www.mossyford.com

PB Foreign & Domestic Car Repair

If you hurry, you can take advantage of the PB Foreign & Domestic Car Repair services to other proprietorships. Potts by Potts is an authorized dealer for Ray Ban and more than 20 other brands of eyewear. Now, if only you’d remembered your money.

PB Foreign & Domestic Car Repair
4570 Mission Bay Dr.
488-4900
www.pbbforeignrepair.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 any-
thing about the wallet part, but they can get you up and running other-
wise. 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 design-
er knock-offs on the cheap – $10 to $25 for eyewear that makes 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

SWIMSUTS

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 pur-
chase home first.

Gone Bananas Beachwear
3785 Mission Blvd.
488-4900

FLORIST

Potts by Patt

Garnet Avenue is often cited for its – well – gratuitous prowess, shall we say. No less than 4 million bars and run-
ning sitcoms to other proprietors. Potts by Patt is one of them. It’s a full-
service florist, set a bit away from the beach area and its characteristic hus-
tle and bustle. You’ll love the prices and location – and that smell.

Potts by Patt
1560 Garnet Ave.
237-0566

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

$19.95 Oil Change
& FREE multi-point Inspection

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

Tower 23 Hotel
(See entry under Wine Selection.)

The River
(See entry and photo top right)

The River
The River is one of Pacific Beach’s larger clothing stores, offer-
ing well-known brands like Lucky, Von Dutch and Diesel at rea-
sonable 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 Con-
verse to sexy heels, is worth a careful peruse.

The River
1020 Garnet Ave.
270-3022

Voted Best Men’s Apparel

The River
(See entry and photo top right)
Turquoise Animal Hospital wants to thank everyone for voting us “Best Pet Hospital” in Pacific Beach

Treasuring Cats, Dogs & Exotics

950 Turquoise St. (858) 488-0658

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 every-thing 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, you don’t even try.

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

Noah’s Ark Pet Wash & Boutique
We’re not just talking pet. We’re talkin’ yours. Noah’s Ark understands that and has schooled itself accordingly. It prides itself in 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 foods for dogs and cats are set for sale soon. You figure the bug will be just another excellent place to get it according to their newsletter on the horizon.

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

HAIR SALON

A Robert Cromanes Salon
Anybody who has had hair by another style or hair stylist by another name Paul Mitchell. Mitchell products are among the best in the business, known for their efficacy and cleanliness of manufacture. A Robert Cromanes 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 Cromanes Salon
12436 Garnet Ave. 581-2951

Teasers Salon
The stylists at Teasers Salon are so good at alienating everybody’s fears that they probably should have gone to dental school. They can handle any-thing your hair can throw at them, and they don’t set with such quiet confidence that you’ll barely know you’re under the knife. No kidding. Advance-ments in such life-changing surgery haven’t left veterinary medicine out of the equation, any more than alternative remedies have passed it by. 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.

Teasers Salon
4545 Fusan 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

GROCERY STORE

Trader Joe’s
By now, this is a staple among P’b’s grocery-shopping insomniacs. 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’ve been looking for) and basics like bread, cereal, eggs, dairy, coffee and produce. The chain has nearly 500 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 your back.

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

TRADEL AGENCY

STA Travel
STA Travel has never been known to turn down a client — but if you’re a stu-dent, 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. Those 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 inmates 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 footwork, 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 chin 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 Martining
The holidays are bound to bring their share of nasty build-up on otherwise shiny clothes — and that’s where One-Hour Martining 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 Martining process has made dry cleaning available to the masses since 1979 — this Pacific Beach location is eager to show you it works.

One-Hour Martining
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 animal hospital is up to the task. They can handle anything 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, you don’t even try.

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, and it’s not too shabby on clothing alterations and shoe repair, either (yes, shoe repair). The Martining process has made dry cleaning available to the masses since 1979 — this Pacific Beach location is eager to show you it works.

Grand Animal Hospital
1033 Grand Ave. 272-6255

THURSDAY DECEMBER 20, 2007
Beach & Bay Press
Readers Choice Awards 2007

SUNGLASS CITY

20% OFF
Purchases over $50
Expires 12-29-07

TEASERS SALON

4545 Fusan St. 272-1876

NAIL SALON

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

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

The Eddy

Breakfast on the Beach

Ask for your “Best Things in Life Card” after your 5th visit, and receive a FREE printed photo of your dog at the beach.

4150 Mission Blvd. Pacific Beach • 272-3122
Open 7 Days a Week 7 am—2 pm

1475 Garnet Ave. • San Diego, CA • 92109 • 858-272-8041
DAY SPA
Catamaran Resort Hotel
(See entry under Hotel.)

YOGA STUDIO
Bird Rock Yoga
(See entry and photo page 10)

TANNING SALON
I-Tan
764 Garnet Ave. 581-9050
www.itsansdiego.com

RESALE SHOP
Buffalo Exchange
Buffalo Exchange works to protect the environment by resaleing 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 chilled the shop's superb attitude toward the surfing community. "Everyone who walks through our door is a possible advantage," owner Glenn Paculbas says -- and he proves it by stocking one of the area's largest surfboard selections and employing one of the area's savviest staff.

Star Surfing Company 4652 Mission Blvd. 272-7827
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

new old tricks, talking the same shop that's made this place a hit in PB for the last 45 years. The big pick of wetsuits, 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 161 373-1128
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.

Soulgrind 4627 Mission Blvd. 581-2469
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, manmade 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, 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

Tattoo Shop
Avalon Tattoo
The art 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 Tattoos 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

FITNESS CLUB GYM
24-Hour Fitness
Andre Agassi, Jackie Chan, Shaquille O'Neal, 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 compa-

ny'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 toohs 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 1806 Garnet Ave. 272-9378
www.fitnesswestpb.com

Thank you for voting
TACO SURF
“Best Burritos” in Pacific Beach

TACO SURF

$1.00 OFF
your next burrito purchase.
Thank You Readers for Voting for Us!
Healing Comes from Within

Libs Chiropractic Center
Serving PB for over 25 years
Call for free consultation & evaluation
858-483-8500
Corner of Grand Ave. & 4410 Lamont St.

Nutrition
Family Care
Massage
Homeopathy
Acupuncture
Spinal Decompression (MAXD)
Auto Accidents
Headaches
Herniated Disc
Digestive Problems
Spinal and Extremity Pain

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
3768 Mission Boulevard

Thank you Beach & Bay Press readers
for voting Cafe Athena Pacific Beach's
Best Place for Dinner
Best Mediterranean
special recognition
Best Family
Restaurant

Complimentary Spanakopita with purchase of two entrees
with purchase of two entrees
www.cafeAthena.com