The merchants in the communities of Pacific Beach, Mission Beach and Mission Bay offer what seems like an endless selection of great restaurants, boutiques, retail shops and services. In fact, everything you need can be found right here. There is really no need to shop anywhere else.

Categories in the 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, while others have enjoyed sterling reputations for years and even decades.

Both the nominees and the winners were chosen by the people who live and work here. So, browse through this list of highly-acclaimed businesses for an inside look at the best in each category, chosen by the customers who are in the know. You may find a few new hidden treasures that you will want to try out. Who knows? You may become one of their best customers.
Gold Medal Listings

**DINING**

Best Overall Restaurant

The Fish Shop (see photo on page 53)

Nick’s at the Beach (see photo on page 53)

**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 very high-end restaurant that swears by the magic it performs on beef and other meats. Red wines go swimmingly with that kind of thing — and that translates to a comprehensive selection at the bar (the powers that be didn’t forget the whites, either). Meanwhile, the bar offers a casual yet sophisticated experience. The atmosphere is warm and inviting and the crowd is hip yet mellow — everybody gets to enjoy an ocean view while sipping signature cocktails and nibbling on sushi.

**JRDN at Tower 23**

723 Felspar St. (858) 570-1000

www.tower23hotel.com

**Best American Firehouse American Eatery + Lounge**

(see photo on page 9)

**Casa Street Bar & Grill**

Casa Bar & Grill is the neighborhood bar where regulars and newcomers alike come to hang out, eat large platters of fresh, homemade food, drink from the large selection of microbrews, play pool or shuffleboard and have a good time. Happy hour happens every weekday night and patrons sit at sideward side at the open-air bar. The charbroiled fish burger comes with the in-house tartar sauce. The oriental chicken salad — with a choice of charbroiled fish or chicken — is a huge hit and all the dressings are made fresh onsite. The photos of local fishing personalities hanging on the walls and large replicas of fish remind everyone who arrives in sandals with sand still in their hair: Cass St. Bar & Grill is the beach town bar. Of course, NFL and other sports lovers that keep the cream cheese (unless you want something simple), Einstein offers a top-ten bagel, egg sandwiches, egg paninis, egg wraps and yogurt — just for breakfast. For lunch there is an array of pastries and scones, and all the dressings are made fresh onsite. 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.

**Casa Street Bar & Grill**

4612 Cass St. (858) 270-1250

**Best Appetizer**

Fat Fish Cantina

(see photo on page 3)

**Firehouse American Eatery + Lounge**

(see listing under Best American)

**Shopping & Services**

**GOLD**

Hotel

Towers 23 Hotel

Towers 23 Hotel

Crystal Pier Hotel & Suites

Towers' Depot

French Nail Design & Spa

French Nail Design & Spa & Spray Tan

**SILVER**

Men’s apparel

South Coast Waterfront

Beachside Napa & Spa

Arista Boardroom

**BRONZE**

Nail salon

Beachside Napa & Spa

Arista Boardroom

Travelers' Depot

**Optometrist/Ophthalmologist**

Dr. Lucinda Li, O.D.

**Paint store**

Shriners Williams

ABC Veterinary Hospital

Hyattregis Graphics

**Pet shop/ Vet/ Pet Clinic**

Tropical Pet Animal Hospital

**Place with unusual gifts**

Paneras Outpost/Panetra (H)

Paradise Pools

North Shores Pintery

**Printer**

Paper Printing

The Bluff

Cream of the Crop

**Resale shop**

The Bluff

The UPS Store

Shoe Me

**Salad bar**

Market & Deli

The UPS Store

Which Wich

**Shopping & Packaging**

Surf & Post Shipping Center

Surf & Post Shipping Center

World Famous/Beachwood (tie)

Rusty Spokes

**Tax prep**

Mikes

Mikes

Primp / Purse Addict (tie)

**Shoe store**

Surf Club Surf Shop

Surf Club Surf Shop

World Famous

**Workout Spot**

Wavenue Athletic Club

Wavenue Athletic Club

World Famous

**Auto Repair**

Pacific Beach Auto

Pacific Beach Auto

Rutledge Automotive

**Bank**

Commerica Bank

Commerica Bank

Cruising King

**Bicycle shop**

Rusty Spokes

Rusty Spokes

Pacific Coast Bicycle

**Bookstore**

Travelers’ Depot

Travelers’ Depot

Travelers’ Depot

**Chiropractic**

Libbi Chiropractic

Libbi Chiropractic

**Computer repair**

Si & Lisa

Si & Lisa

Si & Lisa

**Contractor**

Armstrong Builders

Armstrong Builders

Armstrong Builders

**Electrician**

Tula Ru

Tula Ru

Tula Ru

**Eye doctor**

Cataract Resort Hotel

Cataract Resort Hotel

Cataract Resort Hotel

**Florist**

Impulsive Flowers

Impulsive Flowers

Impulsive Flowers

**Furniture store**

Underground Furniture

Underground Furniture

Underground Furniture

**Hair salon**

Teasers Hair Salon

Teasers Hair Salon

Teasers Hair Salon

**Art gallery**

Gallery at land's end

Gallery at land's end

Gallery at land's end

**Architecture**

Casa Design & Architecture

Casa Design & Architecture

Casa Design & Architecture

**Auto repair**

Pacific Beach Foreign Auto

Pacific Beach Foreign Auto

Pacific Beach Foreign Auto

**Bank**

Home Bank

Home Bank

Home Bank

**Bicycle shop**

Rusty Spokes

Rusty Spokes

Rusty Spokes

**Bookstore**

Travelers’ Depot

Travelers’ Depot

Travelers’ Depot

**Chiropractic**

Libbi Chiropractic

Libbi Chiropractic

Libbi Chiropractic

**Computer repair**

Si & Lisa

Si & Lisa

Si & Lisa

**Contractor**

Armstrong Builders

Armstrong Builders

Armstrong Builders

**Electrician**

Tula Ru

Tula Ru

Tula Ru

**Eye doctor**

Cataract Resort Hotel

Cataract Resort Hotel

Cataract Resort Hotel

**Florist**

Impulsive Flowers

Impulsive Flowers

Impulsive Flowers

**Furniture store**

Underground Furniture

Underground Furniture

Underground Furniture

**Hair salon**

Teasers Hair Salon

Teasers Hair Salon

Teasers Hair Salon
Best Bar

Pacific Beach Shore Club

“Where Grand Meets the Sand”

You can’t drink on the beach anymore, unless you want a big fat ticket. The law, however, doesn’t say you can’t drink near the beach – and that’s what makes Pacific Beach Shore Club’s locale so convenient. The flat-screen TVs are only feet from the water to boot, as are the great Happy Hour deals, goldfish races, Karaoke on Sunday, Red Bull slushies and ‘tater-tots.

Pacific Beach Shore Club
4315 Ocean Blvd.
(858) 272-7873
www.pbshoreclub.com

Guava Beach Bar & Grill

Guava Beach is a locals Bar for everyone. It combines a warm and comfortable atmosphere with a lively and fun energy that ensure good times for all. They are just steps away from the ocean & Sail Bay, in beautiful Mission Beach. Guava Beach offers plenty of plasma TVs including a 10 foot HD projection screen with surround sound to satisfy all your sports viewing needs. They have the NFL, NBA, MLB, NHL, College Football and Fox soccer packages so you don’t have to miss any of the games! With their VIP Room, an elevated pool table lounge, 2 jumbo booths, a plush leather couch, cozy fireplace, and long mahogany bar there is a comfortable spot for all. You’ll also find free parking in the bayside lot at Santa Clara. They thought of everything.

Guava Beach
3714 Mission Blvd.
(858) 488-6688

Best Beer Selection

Tap Room

One look at Tap Room’s beer selection and you will know these folks are serious about their brews. Far from the standard Stellas and Shocktops, the beer list contains dozens of unique ales for every palate. Don’t see the one you’ve been dying to try? Just send in your request through their website, and they’ll send you an email when they have it on tap. Yeah, you heard it right! You can also check their live beer page, where they update what they are serving and how much is left before they move on to the next delicious draft. How’s that for the perfect beer house.

Tap Room
1269 Garnet Avenue
(858) 274-1010
www.sdtaproom.com

Pacific Beach AleHouse

PB AleHouse isn’t your dad’s Pacific Beach bar – it’s every bit a world-class microbrewery and restaurant. Handcrafted burgers, fries, pizza and a diverse menu make PB Ale House a destination location for the beer connoisseur, tourist and San Diegan. The place brews a gold, wheat, pale ale, amber, IPA, porter and stout – and as if that weren’t enough, it hand-patties each hamburger. Its fries are cut daily from fresh Idaho potatoes. Each pizza is handcrafted. It has more than 15 big fat TVs. Do not pass “go” – stop here.

Pacific Beach AleHouse
721 Grand Ave.
(858) 581-BEER
www.pbalehouse.com

Pacific Beach Ale House

PB AleHouse isn’t your dad’s Pacific Beach bar – it’s every bit a world-class microbrewery and restaurant. Handcrafted burgers, fries, pizza and a diverse menu make PB Ale House a destination location for the beer connoisseur, tourist and San Diegan. The place brews a gold, wheat, pale ale, amber, IPA, porter and stout – and as if that weren’t enough, it hand-patties each hamburger. Its fries are cut daily from fresh Idaho potatoes. Each pizza is handcrafted. It has more than 15 big fat TVs. Do not pass “go” – stop here.

Pacific Beach Ale House
721 Grand Ave.
(858) 581-BEER
www.pbalehouse.com

Kono’s Surf Club Cafe

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

Kono’s Surf Club Café
704 Garnet Ave.
(858) 483-1669
www.sdbeachlife.com/kono.htm

The Mission

The Mission is a concept of a cafe specializing in simple, healthy, tasty food with a whimsical edge and a focus on artful presentation at an affordable price. The simplicity and fresh ingredients are produced with dedication to the cause of living a more conci-
Thank You Pacific/Mission Beach! For voting us a Readers Choice for 3 Years in a Row!

Love, Pop, Mama and the boys

Best Burger
Rocky’s Crown Pub

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

Rocky’s Crown Pub
3786 Ingrahm St.
(858) 272-3877
www.rockycrown.com

Bare Back Grill

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

Bare Back Grill
4640 Mission Blvd.
(858) 274-7177
www.barbackgrill.com

Best Burrito
Taco Surf

The burrito is to fast Mexican cuisine what the hamburger is to the uneducat-ed American palate. Each item is incredibly tasty when it’s done right — and in the case of the former, Taco Surf has it knocked. There’s not much to the decor of the place other than a pick-up counter and a few small tables — but the ceiling is lined with some sweet classic surfboards to fuel the local fla-vor. The burritos, tacos and fajitas are big and fat to boot, and you get to experiment with a massive choice of toppings. You reportedly can’t go wrong with the California burrito, topped with hashed browns.

Taco Surf
4657 Mission Blvd.
(858) 272-3877
www.tacousrfpb.com

Fred’s Mexican Café

Fred’s is as well known for its vibrant, festive décor as it is for its menu, which includes a burrito that weighs two pounds. Every wall is painted in a bright hue and plastered with art-works, murals and advertisements for premium drinks, and the owners have thrown in sombreros and street signs for good measure. The bright interior is replicated in the outdoor heated patio, so the party will follow you wherever you choose to sit.

Fred’s Mexican Café
1665 Garret Ave.
(858) 483-8226
www.fredsmexicancafe.com

The French Gourmet

California-French Cuisine in a casual setting.

Full service or catering to go in the cuisine of your choice.

California-French Cuisine in a casual setting.

The Gourmet’s traditional bakery is renowned for its outstanding French pastries. It’s also a showcase for full-service catering and wedding cakes, which many consider to be the best in the history of the universe. The Gourmet’s selection of breads, break-fast pastries, cookies 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 meringue. Wash it all down with an espresso drink or a glass of wine, or keep the experience moving with plated, quiche or imported cheese.

The French Gourmet
965 Turquoise St.
(858) 929-3964
www.thefrenchgourmet.com

Taco Surf

The burrito is to fast Mexican cuisine what the hamburger is to the uneducat-ed American palate. Each item is incredibly tasty when it’s done right — and in the case of the former, Taco Surf has it knocked. There’s not much to the decor of the place other than a pick-up counter and a few small tables — but the ceiling is lined with some sweet classic surfboards to fuel the local fla-vor. The burritos, tacos and fajitas are big and fat to boot, and you get to experiment with a massive choice of toppings. You reportedly can’t go wrong with the California burrito, topped with hashed browns.

Taco Surf
4657 Mission Blvd.
(858) 272-3877
www.tacousrfpb.com

Best Café/Coffee Shop
Turquoise Coffee

This is a great little coffee shop. The location is off the beaten path of Grand Avenue and the stuff is sweet and friendly. Laid back, great music and they open the garage-style doors when the weather permits. It’s a great place to chill, and it’s very dog-friendly. Good variety of food stuff plus they serve a good cup of joe. It’s everything you want in a coffee shop.

Turquoise Coffee
5026 Cass St.
(858) 486-4677

Zanzibar Café

Zanzibar Café has created a welcoming, atmospherically appealing place that provides a relaxing haven in the heart of Garnet Avenue. Decor from local artists hangs on the walls and the aroma of freshly brewed organic coffee wafts through-out the dining area. At the counter, you are greeted with friendly staff and a tantalizing display of pastries, which is an irresistible combination. It’s no wonder that Zanzibar has been a staple in Pacific Beach for 17 years. Stop in to try their organic coffee and healthy gourmet fare for breakfast, lunch or dinner.

Zanzibar Café
976 Garnet Ave.
(858) 272-4762
www.zanzibarcas.com

Best Catering

The French Gourmet

The Gourmet’s traditional bakery is renowned for its outstanding French pastries. It’s also a showcase for full-service catering and wedding cakes, which many consider to be the best in the history of the universe. The Gourmet’s selection of breads, break-fast pastries, cookies 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 meringue. Wash it all down with an espresso drink or a glass of wine, or keep the experience moving with plated, quiche or imported cheese.

The French Gourmet
965 Turquoise St.
(858) 929-3964
www.thefrenchgourmet.com

Taco Surf

The burrito is to fast Mexican cuisine what the hamburger is to the uneducat-ed American palate. Each item is incredibly tasty when it’s done right — and in the case of the former, Taco Surf has it knocked. There’s not much to the decor of the place other than a pick-up counter and a few small tables — but the ceiling is lined with some sweet classic surfboards to fuel the local fla-vor. The burritos, tacos and fajitas are big and fat to boot, and you get to experiment with a massive choice of toppings. You reportedly can’t go wrong with the California burrito, topped with hashed browns.

Taco Surf
4657 Mission Blvd.
(858) 272-3877
www.tacousrfpb.com

Best Chicken Wings

Dirty Birds

For a place with a name like this, things inside look incredible. Wooden beams and stanchions with cool beachy art on the walls. And Dirty Birds throws you a few oddities, too — turkey chili fries and fried cheese sliders are just a couple quirky entries on the menu. 22 different wing flavors.

Dirty Birds
4656 Mission Blvd.
(858) 274-4273
www.dirtybirdsrb.com
Bub's Dive Bar & Grill

Locals remember when Bub's had a chicken wing eating contest that lasted 15 rounds—and since chicken wings are an official comfort food, Bub's must have some kind of handle on just this kind of fare. Chipotle fish tacos, onion rings, brownies, even mash balls (spiced mashed potatoes): Bub's carries them and more, catering to every fiber of your being that craves empty calories as a matter of survival. Sauer stuff, like fruit bowls and steak and eggs, is also available, but it's not nearly as much fun.

Bub's Dive Bar & Grill
1030 Garnet Ave. (858) 270-7269
www.bubsdive.com

Comfort Food

Big Kahuna's

Originally out of Hawaii, the Big Kahuna's Restaurant is family owned and operated. In 1992, their first location opened it's doors on the island of Oahu, Hawaii. In 2001, the Big Kahu-na's Restaurant opened its doors on the island of Maui, Hawaii. The Big Kahu-na's Restaurant is family owned and operated. In 1992, their first location opened it's doors on the island of Oahu, Hawaii. In 2001, the Big Kahu-na's Restaurant opened its doors on the island of Maui, Hawaii.

Big Kahuna
3780 Ingraham St. (858) 270-9200

Pacific Beach Ale House
(see listing under Best Beer Selection)

Deli
Rubicon Deli
Every deli has its own spin on how to make their sandwiches stand out in a crowd, and at Rubicon Deli, its all about the bread. All of their sandwich-es come on bread that is baked fresh daily, and they stay open until “the bread runs out.” And this is no ordinary bread. Customers can choose from standard white or wheat, or inhale an adventurous side by ordering pono, jalapeno jack, garlic, garlic cheese or bleu cheese. Add in quality meats, gourmet condiments and an impressive variety of cheese, and this deli becomes a must-visit.

Rubicon Deli
3819 Mission Blvd. (858) 488-DELI (3354)
www.therubicondeli.com

Chalkboard Deli
For 14 years, Bill Thomson of Mission Beach has layered Boar’s Head deli meats onto sandwiches, spin smooth-iies and assembled salads behind the counter of Chalkboard Deli, while his wife runs the orders. The duo named all their sandwiches after famous people: Howard Stern shrimp in the ham, turkey and roast beef. Fidel Castro takes marinated turkey, breast and cools it in salsa. Donald Trump knows how to bring home the bacon, lettuce and, apparently, the tomato as well. Sandwiches range in price from $6.95 to $9. The deli is also a mini juice bar. The Thomson’s squeeze oranges and carrots for fresh juice, as well as wheat grass. The deli offers strawberry banana smoothies, banana and chocolate smoothies and banana, chocolate and peanut butter smoothies. A late break-fast includes BLT and egg salad sand-wiches. Chalkboard is open from 11 a.m. to 5 p.m., Tuesday through Saturday, and 11 a.m. to 3 p.m. on Mondays.

Chalkboard Deli & Coffee Shop
1066 Garnet Ave. (858) 274-8919

Desserts
Sugar & Scribe
(see listing under Bakery)

Zanzibar Café
(see listing under Best Cafe/Coffee Shop)

Dinner

World Famous
The menu at World Famous changes daily depending on what is fresh at the market, which speaks volumes about the staff’s commitment to quality. Not only is the food top-notch, but so is the view. Customers seated in the dining room will feel like they are eating on the beach, and they can enjoy the beautiful Pacific Ocean as they dive into one of the restaurant’s famous omelettes, seafood specials or Taco Tuesday offerings. World Famous is the ideal place for a sunrise breakfast or sunset dinner.

World Famous
711 Pacific Beach Dr. (858) 272-3100
www.worldfamous.nbkiandiego.com

Saska’s Steak & Seafood
(see entry listing under Best Steak)

Overall Service

Nick’s at the Beach

This neighborhood restaurant has made a name for itself by serving the best seafood in a comfortable, casual environment. It’s also no stranger to press accolades - a local magazine once rated it the top neighborhood eatery. The sidewalk café can accommodate up to 20 people, and the Sports Bar upstairs toasts 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, sandwich-es and Chilean sea bass, a huge local favorite. Add the banquet facilities and take-out service, and you’ve got Nick’s, now 14 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. (858) 270-1730
nicksatthebeach.com

Service

All Shapes & Sizes • Mini to 100lbs.
Custom Carving • Free Refreshments
Indian Corn • Gourds • Corn Stalks
Carving Tools • Stencils • Paint Kits • Candles
Stickers • Free Shaved Ice for Kids
Personalize Your Pumpkin at our
Pumpkin Painting and Carving Station
10am—10pm
876 Garnet Ave. at Bayard
483-0329

PB Pumpkin Patch

Largest Selection in PBI

10% Off any Quantity of Pumpkins
Purchased Totaling $5.00
Not valid with any other offer

Say what? Patron’s do a double-take when they see this beer promo-
tion outside Nick’s at the Beach.

Are you down?

Purchased Totaling $5.00
Not valid with any other offer

PB Pumpkin Patch

Largest Selection in PBI

10% Off any Quantity of Pumpkins
Purchased Totaling $5.00
Not valid with any other offer

Say what? Patron’s do a double-take when they see this beer promo-
tion outside Nick’s at the Beach.

Are you down?

Purchased Totaling $5.00
Not valid with any other offer
Diego since 1959, which makes it older than most of you. The thing is, it didn’t start out as a pizza restaurant at all. Its origins were in Little Italy, where Vincent dePhilippis and Madeleine Stefani ran a deli grocery — the couple’s business savvy fed on itself until Filippi’s pizza took hold. Enjoy fifteen delicious pizza entries, with mountains of the traditional toppings, lasagna, ravioli, spaghetti, soups, salads and subs.

Filippi’s Pizza Grotto
962 Garnet Ave.
(858) 483-6222
www.realcheesepizza.com

Nick’s at the Beach
(see listing under Best Overall Service)

Fish Tacos
PB Shore Club
(see entry under Bar)

Pacific Beach Fish Shop
(see listing under Best Overall Restaurant)

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, cookies 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, quiche or imported cheese.

The French Gourmet
960 Turquoise St.
(858) 929-1984
www.thefrenchgourmet.com

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

Bogart Yogurt
910 Grand Ave., Ste. 108
(858) 581-0202

Yogurt on the Rocks
Yogurt on the Rocks has launched the traditional self-serve concept into the 21st century by creating a lounge-like environment and installing free 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. Choose your base, layer on some of the 36 available toppings and enjoy!

Yogurt on the Rocks
1886 Garnet Ave.
(858) 274-3950
www.yogurtontherocks.com

Greek
Cafe Athena
The Greek cuisine at this spot is so good, and its reputation so formidable, that it’s probably best to make a reservation. If you don’t, you may wait a while on the area’s most comprehensive Greek menu, which includes terrific gyros, souvlaki, moussaka and no fewer than 1 million desserts.

Cafe Athena
1420 Garnet Avenue, Pacific Beach, 858-274-1733

Sugar & Scribe Bakery
is thankful to you for being sinfully sweet and voting our treats best!
In appreciation bring in the ad for a FREE Halloween Cookie with any $5 purchase.

Sugar & Scribe Bakery
1269 Garnet Ave
Free Delivery
858-274-1010

Thank You PB for Voting us Best Beer Selection

Manuel's
1728 Garnet Ave.
(858) 274-0008
www.manausrestaurants.com

Guava Beach
BAR & GRILL
Happy Hour
At The Beach!
Monday Through Friday 4pm - 7pm
- 1/2 Price - Cocktails, Beers, & Shots!*

25% Off All Appetizers

College Night Thursdays
$2 U Call Its From 9pm-Close

Progressive
U Call It

Saturdays
9-10pm = $2 U Call Its
10-11pm = $3 U Call Its
11-12pm = $4 U Call Its
12-mid = $5 U Call Its

3714 Mission Blvd. SD, CA 92109 858-488-6688
www.guava-beach.com

*Except holidays, excludes supers, premiums, and not to be combined with other specials

Miller’s Field
Yep — this is a sports bar. Just don’t let the chef chef hear you say that. At Miller’s, you can enjoy a wide variety of unique entrées each expertly prepared with the highest quality ingredients. Whether it’s lunch, dinner, happy hour or late at night, it’s a great time to sit down to one of our hearty appetizers. Signature flatbread pizzas. Huge burgers and sandwiches made fresh, by hand. Crip salads, piled high. Savory soups, made fresh daily. Delectable desserts or any of our other fresh food creations.

Miller’s Field
4465 Mission Blvd.
(858) 483-4143
www.millersfield.com

Sports Bar

Thank You P8 for Voting us Best Beer Selection

Guacamole
1269 Garnet Ave
Full Breakfast Sat + Sun
Free Delivery
858-274-1010

Subs Pastas Salads Pizzas Appetizers Calzones Burgers & Desserts

Free Delivery
858-274-1010

Exception holidays, excludes supers, premiums, and not to be combined with other special
 Gelato and crepe cafe in the Pacific experience. Gelato Bus Stop is the first fruit, and generations of gelato making Diego from Bologna, Italy. We make generations old recipe brought to San tic, homemade gelato created using a Gelato Bus Stop specializing in authen-

Mr. Frostie’s
Mr. Frostie’s is the ideal place for a sweet treat on a warm summer day. Whether you are looking for a classic banana split or a more modern spin like a Butterfinger milkshake, this is the place to be. It’s also one of the only places in town where you can give your ice cream cone an extra special touch by having it dipped in chocolate or caramel.

Brewley’s Pint
Brewley’s Pint on Garnet Avenue is an Irish pub with 17 taps, big screen TVs, live music and DJ’s and tasty pub grub. The bar is already counting down the days until the next St. Patrick’s Day, but it if the postponement has become a regular occurrence in the same spot. The bright interior is thrown in sombreros and street signs festive décor as it is for its menu, which includes a burrito that weighs two pounds. Every wall is painted in a bright hue and plastered with artwork, murals and advertisements for premi-um drinks, and the owners have thrown in some humorous and street signs for good measure. The bright interior is service has its roots in the sourer commu-

Ice Cream/Gelato
(see listing under Best Beer Selection)

Cafe Athena
1846 Garnet Ave. (858) 274-1940
www.cafeathena.com

Check out our Extensive Collection of Craft Beers and Premium Wines
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)

THANK YOU PB PACIFIC! FOR VOTING US
BEST SANDWICH IN MISSION & PACIFIC BEACH

FREE 12 OZ. CAN OF SODA OR 16 OZ. BOTTLE OF WATER & BAG OF CHIPS*
with purchase of any regular priced sandwich Exp. 10/27/11
Must present this ad. *Up to 1.7oz bag of chips.

PB Market & Deli
CALL IN YOUR ORDER, WE’LL HAVE IT READY FOR YOU!
CHECK OUT OUR EXTENSIVE COLLECTION OF CRAFT BEERS AND PREMIUM WINES
4435-1/2 Cass St. 858-272-8500
Open Daily 8am-Midnight - Fri. & Sat. until 1:45am
Deli Hours 8am-7pm (Sun. until 6pm)
Fat Fish Cantina
(see listing under Best Appetizer)

Most Romantic
JRDN
(see listing under Best Overall)

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

Best New Restaurant
Pacific Beach Fish Shop
(see entry under Best Overall)

Fat Fish Cantina
(see listing under Best Appetizer)

Best Ocean View
World Famous
(see listing under Best Ocean View)

The BeachWood
The BeachWood brings Pacific Beach something it’s never seen. It’s a place where options are endless. A bar, restaurant and rooftop patio with an ocean view. A place where you can meet people from all walks of life or bring your own party. A place where you can be comfortable, laid back or dressed up. With fresh homemade food, open air dining in the heart of Pacific Beach across from the sand and ocean, The Beachwood is Pacific Beach’s favorite local spot promising to keep it real. Simply put, The Beachwood is Pacific Beach’s newest way to eat, drink and mix. The BeachWood 4190 Mission Blvd. 659-750-2512

Pacific Beach Shore Club
(see entry under Best Bar)

Best Patio Dining
Fig Tree Café
Fig Tree Café has intertwined casual PB dining on its spacious, outdoor patio under a large Ficus tree with Mediterranean cuisine. Fig Tree Café serves largely organic, California-Mediterranean food like smoked salmon omelets or, on the hilly side, blue corn pancakes and whole grain granola. Johan Engstrom opened the restaurant in 2008 with the intent to focus on organic, locally sourced ingredients. Among its most popular dishes are the organic, veggie-filled Windansea omelet comprised of locally raised free-range eggs and a BLT served on a croissant with the unexpected addition of turkey and avocado. Enjoy dining on the patio or indoors. Fig Tree Café 5199 Cass St. (858) 274-2223

Firehouse American Eatery + Lounge
(see listing under Best American)

Best Pizza
Woodstock Pizza
Woodstock’s Pizza has been making its mark in college towns across California for more than two decades, and this year Pacific Beach finally got its own location for families and students to enjoy. Here, the secret really is in the sauce, which is baked into the folded crust for a spicy kick from your first bite to your last. Founders Chuck Woodstock and Mike Chew committed early on to using only fresh dough and piling on more toppings than their competitors. They also established a family-friendly environment, where parents can enjoy an adult beverage and watch sporting events on large-screen TVs while their children dig into the gooey slices of pie. Woodstock’s Pizza 1221 Garnet Ave. (858) 483-8226 www.woodstockspb.com

il Padrino
Making Pizza and Grinders you can’t refuse! Having been forced to eat sub-par pizza in Pacific Beach for the past 5 years, they decided it was high time to step up and bring the best of our East Coast roots and family recipes to San Diego. Stop in and try the Best Pizza and Grinders you’ve had in San Diego, and for those of you from the East Coast, experience instant nostalgia when you take that first bite. il Padrino is located in Pacific Beach at Hornblend & Bayard, in between China Inn and Millers Field. Looking forward to seeing you soon at il Padrino! il Padrino 859 Hornblend St, (858) 2Pizzas

Best Place to go for Birthday Party
Woodstock Pizza
(see entry under Family Restaurant)

Pacific Beach Ale House
(see listing under Best Beer Selection)
Best Place to go on a Budget
Pacific Beach Bar & Grill
(see entry under Happy Hour)

Dirty Birds
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. 22 different wing flavors.

Dirty Birds
4656 Mission Blvd.
(858) 274-2473
www.dirtybirdspb.com

Place to People Watch
Lahaina Beach House
The best thing about Lahaina Beach House is it is one of the very few places you can drink on the beach in Pacific Beach or at least close to it! Located right on the sand, behind the Eggery, with a view of the ocean and boardwalk. This has been a locals favorite for years. Stop by for a drink open 9 a.m. to 9 p.m. 7 days a week.

Lahaina Beach House
710 Oliver Ave
(at Strand Way)
(858) 270-3888

Pacific Beach Shore Club
(see entry under Bar)

Best Seafood
Pacific Beach Fish Shop
(see entry under Best Overall)

World Famous
(see entry under Best Oceanview)

Best Sandwich
PB Market & Deli
PB’s Market & Deli has grown in popularity due to their premium beer, wine and gourmet sandwiches. You’ll love the fast, friendly service. The large menu board could be overwhelming for the weak of heart! But never fear, the staff will help you make a delicious choice—and there’s always another day to enjoy the fresh ingredients, large proportions, fair prices and outdoor seating. What a great lunch combo.

PB Market & Deli
4435 Cass St.
(858) 272-8500

Pop’s Jersey Style Cheese Steaks
What makes a Jersey style cheese steak sandwich different from a Philly style one is bread that is toasted a little longer to give it a crispier texture. Also setting a Jersey sandwich apart is the standard peppers, onions and mushrooms. August marks the one-year anniversary of Pop’s Jersey Style Cheese Steak at its location in Pacific Beach. Serving up these tantalizing sandwiches are two boys, a mom and one pop.

Pop’s Jersey Style Cheese Steaks
1730 Garnet St.
(858) 483-2600

Best Sports Bar
Miller’s Field
(see photo on page 6)

Pacific Beach Bar & Grill
(see listing under Best Lunch)

Best Steak
Saska’s Steak & Seafood
All of 60 years ago, Joe Saska opened this simple restaurant with the idea of offering quality steaks and real Roquefort salad dressing to his customers. Today, Saska’s offers a distinctive dining experience in a quaint, intimate atmosphere. Steaks have always been the main draw to this place—the juicy, expertly cooked “Duke” is one of the most delicious in San Diego. Saska’s Firehouse American Eatery + Lounge
Located next to the Pacific Beach fire station and just steps away from the beach, Firehouse mixes downtown-type luxury (leather sofas, fire pit bar, patio seating) with PB casual—board shorts, flips-flops and the usual beach-town trademark sartorials. Foodwise, it’s all about appetizers like fondue, quesadillas and mini-corn dogs. Along with the sandwiches, salads and lighter dinner fare is a small dessert menu that even includes chocolate chip cookies and milk.

Firehouse American Eatery + Lounge
722 Grand Ave.
(858) 274-3100
www.firehousepb.com

Thank You for Voting Us!
Monday Pints & Sliders – 5 for $5
Tuesday – $2 Tacos
Wednesday Wings – 6 for $3, 10 for $5, 20 for $8
Thursday Street Tacos – 5 for $5
Friday Fajitas – $6.95, Street Tacos $1.50
Happy Hour
Monday thru Friday, 3pm to 7pm
longboardgrill.com 858.270.4030
1466 Garnet Avenue

South Bay Sports Bar
2801 Garnet Ave.
(858) 274-1919
www.southbaysp.com

Beach & Bay Press
READERS CHOICE AWARDS 2011
THURSDAY
SEPTEMBER 29, 2011
9

THANK YOU PB FOR VOTING US BEST SPORTS BAR!

WATC THE
CHARGERS & DOLPHINS, GIANTS & CARDINALS HERE!
4465 Mission Blvd. • 858.483.4143

Thank You for Voting Us!
Monday Pints & Sliders – 5 for $5
Tuesday – $2 Tacos
Wednesday Wings – 6 for $3, 10 for $5, 20 for $8
Thursday Street Tacos – 5 for $5
Friday Fajitas – $6.95, Street Tacos $1.50
Happy Hour
Monday thru Friday, 3pm to 7pm
longboardgrill.com 858.270.4030
1466 Garnet Avenue

PB’s Most Wanted
Thank you for voting us your favorite!

We appreciate all of our loyal customers support & invite anyone who has not tried PB’s Best Pizza to do so!

Thank You for Voting Us Your Favorite!

6105 Clarion Blvd. Campus Plaza
858.483.4030
1466 Garnet Avenue

PB’s Most Wanted

Check out our website for
daily food & drink specials!

THANK YOU PB FOR VOTING US BEST SPORTS BAR!

WATC THE
CHARGERS & DOLPHINS, GIANTS & CARDINALS HERE!
4465 Mission Blvd. • 858.483.4143

Thank You for Voting Us!
Monday Pints & Sliders – 5 for $5
Tuesday – $2 Tacos
Wednesday Wings – 6 for $3, 10 for $5, 20 for $8
Thursday Street Tacos – 5 for $5
Friday Fajitas – $6.95, Street Tacos $1.50
Happy Hour
Monday thru Friday, 3pm to 7pm
longboardgrill.com 858.270.4030
1466 Garnet Avenue

PB’s Most Wanted
Thank you for voting us your favorite!

We appreciate all of our loyal customers support & invite anyone who has not tried PB’s Best Pizza to do so!

Thank You for Voting Us Your Favorite!

6105 Clarion Blvd. Campus Plaza
858.483.4030
1466 Garnet Avenue

PB’s Most Wanted

Check out our website for
daily food & drink specials!

THANK YOU PB FOR VOTING US BEST SPORTS BAR!
Motu Hawaii

If you’re looking for LEDs in San Diego... you’ll find it at Motu Hawaii! Been searching for a ukulele? They have them too! You’ll find products from Hawaii and other Pacific Islands like fresh flower leis, ukuleles, Locals slippers, Surfah slippers, Hawaiian heirloom jewelry, Tahitian black pearls, tees, Hinano fashions, aloha shirts & dresses, HIC, Hawaiian Style, Bulky Boy, Island Tat flower leis, ukuleles, Locals slippers, Surfah slippers from Hawaii and other Pacific Islands like fresh flower leis, ukuleles, Locals slippers, Surfah slippers, Hawaiian heirloom jewelry, Tahitian black pearls, tees, Hinano fashions, aloha shirts & dresses, HIC, Hawaiian Style, Bulky Boy, Island Tat flower leis, ukuleles, Locals slippers, Surfah slippers.
Noon designs round out a fun gallery made greeting cards and jewelry from works from our local artists. Hand-the gallery also carries exclusive ing options and 500 matting choices. Gallery offers more than 3,000 mold-clean metal molding to elaborate, record of almost 40 years in custom Gallery at Land's End has a track mmarchitect.com (858) 274-5978 4747 Mission Blvd., Suite 6 Mark Mitchell Architecture & Planning capabilities. He has designed more than 300 residential, commercial and hospitality projects during his career. Mark Mitchell's architecture firm is cel-sive list of A-Z services.

FB Auto Car repair shops can be intimidating, but not FTS Auto. The staff goes out of its way to ensure that customers are comfortable, and they can handle any type of repair on any type of vehicle. Visit their website to see their impressive list of A-Z services.

FTS Auto 5165 Cass St. (858) 488-0885 www.ftsautope.com

Best Bank Home Bank of California Have you noticed how hard it is to squeeze a cashier's check out of a teller these days? Either the bank doesn't sell them or they cost the equivalent of a second mortgage. Home Bank of Cali-fornia goes against the grain in this respect. In fact, Home Bank goes the extra mile in most respects – and these days, with so much riding on every financial decision you make, it's good to know PB has a friend like that in its corner.


Comerica Bank Rooted in Detroit and headquartered out of Dallas, the 160-year old Comeri-ca Bank has established its footprint in southern California. Within the past nine years, the bank has set up 100 branches in the region, including seven branches that opened in San Diego in recent years. The branch on Garnet Avenue specializes in small businesses, and the bank attempts to be proactive by visiting businesses and residents at their location, as well as offering full services to its banking clients.

Comerica Bank 1902 Garnet Ave. (858) 274-4693 www.comerica.com

Best Bicycle Shop Rusty Spokes Bike Shop Rusty spokes claims to have the most comfortable bikes in Pacific Beach! Apparently our readers agree! The staff is very friendly and helpful and will try to fit you into a bike for your needs. Follow-up is great – need a minor adjustment no problem or stop by and fill up my tires. They’ll take good care of you after your purchase.

Rusty Spokes Vintage Bicycles 1344 Garnet Ave (858) 581-1931 www.softstruer.com

Pacific Coast Bicycle The logo for Pacific Coast Bicycle says it all: a stick drawing of a bicycle in the shape of a Harley Davidson – high

Thank You for Honoring Us Three Years in a Row! Best Contractor / Construction

“I love being an integral part of the community, doing what I do best to make our community a more beautiful place to live.” – Tom Armstrong

Call Us For a Free In-Home Consultation

Custom Homes

Home Remodels and additions

Kitchens and Baths

Insurance Restorations

We take everything into account – the purpose or function of the remodel or addition, the location of it, what our client likes and how our client lives.

armstrongconstructioninc.com

One of San Diego's Top Builders Since 1980

755 Turquoise Street Pacific Beach • 92109 (858) 488-2823 www.armstrongbuilt.com

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

4516 Mission Blvd. Pacific Beach at the corner of Mission Blvd. and Garnet by Crystal Pier

(858) 373-3936 www.kafeyen.com

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

Kafe Yen

4516 Mission Blvd.

(858) 373-3936

WWW.KAFEYEN.COM

THANK YOU FOR MAKING KAFE YEN AN AWARD WINNER

THURSDAY SEPTEMBER 29, 2011

Beach & Bay Press

11

MIXED CONSERVATION

Thank You for Making Kafe Yen an Award Winner

Best Thai Cuisine in PB Four Years in a Row

4516 Mission Blvd. Pacific Beach at the corner of Mission Blvd. and Garnet by Crystal Pier

(858) 373-3936 www.kafeyen.com

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

Kafe Yen

4516 Mission Blvd.

(858) 373-3936

WWW.KAFEYEN.COM

THANK YOU FOR MAKING KAFE YEN AN AWARD WINNER

THURSDAY SEPTEMBER 29, 2011

Beach & Bay Press

11

MIXED CONSERVATION

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

Kafe Yen

4516 Mission Blvd.

(858) 373-3936 www.kafeyen.com

THANK YOU FOR MAKING KAFE YEN AN AWARD WINNER

THURSDAY SEPTEMBER 29, 2011

Beach & Bay Press

11

MIXED CONSERVATION

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

Kafe Yen

4516 Mission Blvd.

(858) 373-3936 www.kafeyen.com

THANK YOU FOR MAKING KAFE YEN AN AWARD WINNER

THURSDAY SEPTEMBER 29, 2011

Beach & Bay Press

11

MIXED CONSERVATION

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

Kafe Yen

4516 Mission Blvd.

(858) 373-3936 www.kafeyen.com

THANK YOU FOR MAKING KAFE YEN AN AWARD WINNER

THURSDAY SEPTEMBER 29, 2011

Beach & Bay Press

11

MIXED CONSERVATION

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

Kafe Yen

4516 Mission Blvd.

(858) 373-3936 www.kafeyen.com

THANK YOU FOR MAKING KAFE YEN AN AWARD WINNER

THURSDAY SEPTEMBER 29, 2011

Beach & Bay Press

11

MIXED CONSERVATION

Thank You for Making Kafe Yen an Award Winner Best Thai Cuisine in PB Four Years in a Row

Kafe Yen

4516 Mission Blvd.

(858) 373-3936 www.kafeyen.com

THANK YOU FOR MAKING KAFE YEN AN AWARD WINNER

THURSDAY SEPTEMBER 29, 2011

Beach & Bay Press

11

MIXED CONSERVATION
Reader's Choice Awards 2011

Best Eyewear
Libs Chiropractic Center
The Libs – a husband-and-wife team – have run Libs Chiropractic Center since the 1980s. 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. Dr. David specializes in working with accident/wednesday cases and severe lower back pain patients. The center also offers Vas-D treatment to treat herniated discs, as well as massage therapy, nutrition consultation and acupuncture.

Best Computer Repair
SD Laptops
The goal of SD Laptops is to provide affordable technical services for restoring your laptop/notebook, PC or desktop computer back to its stock original working state. They offer a flat fee of $89 for most repairs, and they provide free diagnostics for a free and fair assessment of the work required before they move forward with repairs, so you always know what to expect.

Best Contractor / Construction
Armstrong Construction Inc.
[Contact information]

Best Electrician
Beach Electrical Service
Beach Electrical Service is a family owned and operated business that has been servicing the Mission Beach and Pacific Beach area since 1985. They’re friendly, professional and dedicated to servicing the beach communities. So, when you have an electrical problem, no matter how small, call the trouble shooting experts!

Best Eyewear
Dzinier Eyez
Are you one of those people who loves to wear the coolest sunglasses, but hates spending a ton of money because you will inevitably leave them at the beach or break them in half? If so, Dzinier Eyez is the place for you. Not only do they carry the most fashionable styles of the season, but at their beaches you can afford a few back-up pairs.

Best Florist
Impulsive Flowers
The Internet has changed business but flowers have not gone out of style – you just order them through the Internet now. Impulsive Flowers, sold outside Henry’s Basket offer creative arrangements for the usual occasions – weddings and funerals and romantic surprises – but you can also choose from a traditional, contemporary or exotic look, or just skip the petals and go for the gourmet basket. Take time to stop and smell the roses.

Best Furniture Store
Underground Furniture
You never know what the future holds. Just ask the peeps over at Underground Furniture, where the inventory is clean-lined and modern, which it was in the ‘50s and ‘60s. This place is always trying to keep that aspect in the store, and that’s why it’s been since its opening more than a decade 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.

Best Hair Salon
Teasers Salon
Stang for beautiful, Belli Belli has glam- orted its clients with full-service hair styling and treatments, skin care, eye- lash and waxing services, massage and wedging and event preparations. Belli Belli describes itself as classically organic where the staff blends Cheers with Nordstrom in its approach: everyone knows your name and you’re always right. Choose between senior stylists with five years and more under their belts or regular stylists that charge less.

Best Hair Salon
PaperDoll Salon
Located across the streets in San Diego, the vibe of the salon reflects the sparkle of the community it thrives in. There are many carfostylists and three estheticians who offer a variety of ser- vices from cutting, coloring, Hairloss Extensions and Global Keratin Smoothing Treatment, to facials, chemical peels, microdermabrasion treatments, eyelash and eyebrow tinting, eyelash extensions, waxing, etc. A routine trip to the salon turns into an experience at PaperDoll Salon.

Best Teasers Restaurant
31 Days
During the month of August, you’ll find special daily specials as well as Happy Hours from 3-7 pm. Be sure to check them out and come back again in September, when it will be all over again.

Best Furniture Store
Underground Furniture
[Contact information]
Beautifilicious Nails & Spa
1016 Grand Ave.
www.beautifiliciousnailsandspa.com

Best Optometrist
Eyeho Optometry
Eyeho Optometry provides the highest level of personal eye care in San Diego. Located in Pacific Beach and recently purchased from retiring Dr. Steven Longin, Dr. Lucinda Li is committed to providing the highest standards of comprehensive vision and eye care to her patients in a pleasant, caring, and fun environment. Should glasses be needed, Eyeho Optometry offers an extensive collection of frames that are up-to-date with today’s fashion trends. You and your entire family are invited to join the Eyeho ‘ohana and enjoy the Hawaiian spirit. Mahalo!
Eyeho
1018 Grand Ave.
(858) 272-6843
www.eyehoa@gmail.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, they 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
www.sherwin-williams.com

Best Pet Hospital/Veterinarian
Turquoise Animal Hospital
Turquoise Animal Hospital understands the profound value you place on your pet, and it’s prepared to care for it accordingly. The state-of-the-art labs and surgical facilities are designed for expert work on dogs, cats and smaller pets – and the hospital goes just about accordingly. The state-of-the-art labs and surgical facilities are designed for expert work on dogs, cats and smaller pets – and the hospital goes just about
and nesterizing service, puppy obedience classes and ID service, including chip implantation for instant identification of your animal.

Turquoise Animal Hospital
950 Turquoise St. (858) 488-6555 www.turquoiseanimalhospital.com

ABC Veterinary Hospital
ABC Veterinary Hospital offers a full range of veterinary services designed to provide the highest level of care for your special pet. The facilities are complete with radiology, dentistry and an in-house laboratory. In addition to general medicine, they provide low-cost spay, neuter and vaccine services as well as your round-flu, tick and heartworm prevention. Advances in medicine and science technology afford ABC Veterinary Hospital the opportunity to enhance their exceptional care through the field of telemedicine. Outside specialists in fields such as cardiology, orthopedics and radiology can assist in diagnostics. This allows the doctors and staff to care for your pet with the same specialized attention that you would expect for your pet with the same specialized attention that you would expect for your pet with the same specialized attention.

ABC Veterinary Hospital
2032 Hornblende Street (858) 952-1255

Best 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. From your kitchen utensils, Eastern cultural artifacts, bangles and beads: Pangaea’s the place to shuck to for a look at the world as it was and is.

Pangaea Outpost
909 Garnet Ave. (858) 581-0055 www.pangaeoutpost.com

Patina
Patina is an old fashioned gift store that carries desirable items like Annie Glass serving pieces, Huile d’olive soap, positively green cards and 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. From your kitchen utensils, Eastern cultural artifacts, bangles and beads: Pangaea’s the place to shuck to for a look at the world as it was and is.

Patina
909 Garnet Ave St. (858) 488-4488 www.patinaandthystore.com

Hydrangea Cove
Hydrangea Cove is a charming shop specializing in unique home and garden accessories with a beach cottage feel. It features coastal inspired decor, one-of-a-kind vintage pieces, books and lovely gifts in a casual and comfortable style for browsing and shopping. Hydrangea Cove was created after Susan Hoppiodor, owner of Hydrangea Cove, had extensive searches for items to outfit and decorate her Mission Beach cottage and small garden. Located in the north Pacific Beach area of San Diego, a few blocks from the ocean.

Hydrangea Cove 929 Turquoise St. www.hydrangeacove.com

Motu Hawaii
(see photo on page 10)

Best Printer

PB Printing
PB Printing is a full-service print shop that offers everything from business cards to flyers to posters to stickers, plus a knowledgeable staff that can help you with graphic and web design, logos, branding and direct mail campaigns. The company is committed to the environment, using soy-based inks, green seal certified paper and recycling programs.

PB Printing
855 Hornblende St. (858) 273-8335 www.50print.com

North Shores Printery
No job is too small for the North Shores Printery that has served the community since 1980. North Shores Printery offers services in off-set and digital printing, finishing, full capability binding, drilling and folding. A graphic designer can create logos or identity packages for customers. Jay Brewer and Jeremy Sessions manage the store.

North Shores Printery
926 Turquoise St. (858) 488-6871 www.northshoresprintery.net

Best Pool Care

Pacific Paradise Pools
Pacific Paradise Pools is a proudly owned and operated pool business. The company has been in business since 1983 and has gained a reputation for quality workmanship and customer service. The company has been recognized for their dedication to customer satisfaction and the use of the highest quality products.

Pacific Paradise Pools & Spas
4937 Cass St. (858) 952-1845

Best Resale Shop

The Buff
(see photo on page 15)

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 Boutique
4805 Cass St.
(858) 272-8601

Best Shipping & Packaging

Surf & Post
Surf & Post is your one-stop-shop for personal mailboxes, FedEx and UPS Shipping. packaging services, black-and-white and color copies, faxes, and Notary services. Surf & Post also offers short-term storage, as well as loan signatures. Located one cross from the PB Post Office, it’s a far quicker way to send anything. Open Mon. to Fri. 8:30 a.m. to 5 p.m. Ask for Steve!

Surf & Post
4629 Cass St. (858) 488-6871 www.surfandpost.com

UPS Store
UPS Store can provide for your shipping needs. We can ship packages within or outside of the United States. We can also provide short-term storage, as well as loan signatures. Located one cross from the PB Post Office, it’s a far quicker way to send anything. Open Mon. to Fri. 8:30 a.m. to 5 p.m. Ask for Steve!

UPS Store
1804 Garnet Ave. (858) 237-6661

Best Shoe Store

Tutto Cuore
Tutto Cuore is a growing, local retail shop providing quality, fashion-forward, value-priced shoes and accessories to women. Serving as an outlet for women’s self-expression through clothing and footwear, Tutto Cuore is at the heart of fashion. Women can find a selection of brands, fashionable and fun-loving shoes for every occasion. From effortless, earthy-style styles to bold, fashion-forward trends of the future, Tutto Cuore is a symbol of what’s new and next in the fearless world of fashion.

Tutto Cuore
1019 Garnet Ave (858) 490-4685 www.tuttoocuoreshoes.com

Shoes Me
Shoes Me was owned by a husband and wife team, Tak and Sarina Abe. They opened their doors in March 2009 and have fast become known for their great shoe selection. They enjoy traveling all over to find the most beautiful and fashion-forward shoes and accessories. Most of the all the accessories are from West Africa. All the shoes are hand picked by them, from Africa, Lebanon, Paris, New York and more. They look for the best quality at an affordable price. Stop by and see what all the fuss is about.

Shoes Me
1419 Garnet Ave. (858) 412-3302

Best Skate Shop

Sole Grind
The part of the skateboard on which the user stands is called the deck. 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 it any trucks careening out of control on the open road, now.

Soulgrind
4627 Mission Blvd. (858) 581-2468 www.soulgrind.com

Best Smog Check

Quick Smog
This one-stop establishment is all about no fuss, no muss, with a staff of straight-shooters who get the job done. No appointments needed, you can get your smog, insurance and registration needs taken care of in one handy location. Quick Smog also has a “pass or do not pay” guarantee, so you can feel confident that your car will be DMV-worthy after a quick visit to the shop.

Quick Smog
1741 Garnet Ave. (858) 270-2523 www.smogquest.com
And you’re so close to the beach that one-piece suits, sandals, beach bags all, and it has everything you need for a beach. It’s just off the boardwalk, after takes its fashion cues right off the beach clothing stores in the area. It Gone Bananas Beachwear

Best Swim Suits
3232 Mission Blvd.
(858) 468-4900

Anna Brazzi
No need to go to Brazil for the perfect skimpy bikini just go to PB Store owner, Anna is super sweet and helpful and she will be the first to tell you how amazing you look. The shop carries items not likely to find at a chain store, with more color options beyond black. If you don’t find it, come back they are getting in new stuff all the time. Anna Brazzi
954 Garnet Ave.
(858) 273-3032

Best Woman’s Apparel/Accessories

Surf Club Surf Shop
(best listing under Best Surf Shop)

Primp Salon & Spa
Primp is where beauty is not a luxury, it’s a necessity! This stylish full service salon has complete hair services, customized facials with organic products, airbrush makeup application, UV free spray tanning. Where? Did I cover it all? Primp is committed to perfecting your beauty both inside and out. They take your beauty very seriously. Print Salon & Spa
1447 Garnet Ave
(858) 273-1303
www.primsandiego.com

The Purse Addict
Billed as a destination for purse addicts and the people who love them, this store is filled wall to wall with every type, color, shape and size of purse imaginable – more than 150 styles in all. And the addiction doesn’t stop at handbags; shoppers can also find shoes, sunglasses, wallets, luggage and jewelry to simultaneously complete their wardrobes and satisfy their obsessions.
The Purse Addict
1815 Garnet Ave.
(858) 272-8585
www.purseaddictsd.com

Best Workout Facility/Health Club

Wavehouse Athletic Club
At Wavehouse Athletic Club, you not only get access to state-of-the-art equipment, energetic group fitness classes and dedicated personal trainers, but also the chance to swim in The Plunge, San Diego’s largest indoor heated pool and a historic landmark to boot, as well as sessions on the Flowrider, a man-made wave machine that provides both fun and fitness.
3115 Ocean Front Walk
(858) 228-2900
www.wavehouseathleticclub.com

Shock Fitness
Not just in Pacific Beach, but on Pacific Beach, the area’s newest gym, Shock Fitness, boasts 15,000 square feet with three ocean-view outdoor workout areas, an exterior that opens up to sea breezes and a shocking $9.99 per month Grand Opening membership special. Shock also offers unlimited tanning for only $9.99 a month and has a menu of free group classes including spin, yoga, Zumba and cross training in a room with ocean views.
Shock Fitness
4150 Mission Blvd.
(858) 490-1551
www.ftpzagroupwork.com

Thank you for voting!
Thank You!
TO ALL THE BEACH N BAY PRESS READERS

2011
Beach n Bay Press

Shore Club
GOLD FOR BEST BAR
GOLD FOR BEST FISH TACO
SILVER MEDAL FOR BEST OCEAN VIEW
SILVER MEDAL PEOPLE TO WATCH

Fish Shop
GOLD FOR SEAFOOD
GOLD MEDAL FOR BEST NEW RESTAURANT
GOLD MEDAL FOR BEST OVERALL RESTAURANT
SILVER MEDAL FOR BEST FISH TACO
BRONZE MEDAL FOR BEST BEER SELECTION
BRONZE MEDAL FOR BEST LUNCH
BRONZE MEDAL FOR BEST DINNER
BRONZE MEDAL FOR BEST PATIO DINING

READERS' CHOICE AWARDS

PACIFIC BEACH
SHORE CLUB
San Diego, Cal.

SUNSETS SERVED DAILY
WHERE GRAND MEETS THE SAND
858.272.SURF • PBSHORECLUB.COM

FISH SHOP
market grill

175 GARNET AVENUE // SAN DIEGO // CALIFORNIA // 92109
858 483 1008 // THEFISHSHOPPB.COM