

INSIDE



City Ballet's next is 'American Icons'

PAGE 7



Another strong season for Mission Bay girls volleyball

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Bucs making moves



Mission Bay junior quarterback Mia Siqueiros makes a play in a win against Carlsbad. The Bucs have won seven of the last 10 games heading into the playoffs. See page 10. (Photo by Steve Sidell/Special for Times of San Diego)

COVER STORY

SD Police launch Operation Blue Tide in response to fatal shooting near pier

Operation Blue Tide is a proactive effort to address crime in coastal communities. It began the weekend of Oct. 16 and will continue until further notice. In a statement to Beach & Bay Press, Northern Division Capt. Jo Makwana added that Pacific Beach residents can expect to see officers on foot and in vehicles throughout the operation. Operation Blue Tide comes after multiple violent incidents made headlines in the past year. In October 2025, three security guards were stabbed outside a Pacific Beach bar and last month a woman was critically injured after being hit by a stolen vehicle on the boardwalk. Operation Blue Tide will be staffed with personnel from the Community-Oriented Policing Team. **PAGE 4**

GOVERNMENT

City seeks EMS bids despite former chief's role with potential bidder

Despite potential conflicts of interest from one of the largest ambulance providers, American Medical Response, which now employs the city's former fire chief, Colin Stowell, the city still plans to seek bids from that private company to run the its Emergency Medical Services system. **PAGE 2**

COMMUNITY

Mission Beach Women's Club to celebrate centennial in November

The nonprofit with over 100 members fundraises year-round supporting the beach community. Their free Open House at the club on Nov. 7 will highlight 100 years of community involvement and accomplishment. **PAGE 5**





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City will seek EMS bids despite former chief's role with potential bidder

By Andrew Keatts
TIMES OF SAN DIEGO

SAN DIEGO — The city of San Diego still plans to seek bids from private companies to run the city's Emergency Medical Services system.

The city is doing so despite potential conflicts of interest from one of the largest ambulance providers, American Medical Response, which now employs the city's former fire chief, Colin Stowell.

Two years ago, Stowell kicked off the city's effort to remake its EMS system. He told a City Council committee he and a consultant would issue a request for proposals to companies capable of reorganizing and improving San Diego's troubled ambulance service.

"I will bring you, along with a consultant, bring you back options of what the future EMS system should look like," Stowell said at the committee meeting. "And that's what we hope to do here by the winter-time of this calendar year."

Stowell retired in August 2024 and in March 2025 started working for AMR — the city's former EMS provider and now a supplemental provider — as a consultant. In late 2025, Stowell took a role as AMR's Director of Fire Partnerships.

The consultant Stowell referred to in the committee hearing was AP Triton, which worked with the city on EMS-related issues for years.

In September of 2024, AP Triton officially agreed to finalize the city's bid for ambulance services.

There's no evidence that Stowell discussed working with AMR while he was with the city.

In a January 2026 interview with Times of San Diego, Stowell said he complied with all regulations and was hired for his years of relevant experience and that he never discussed any city-related work or interacted with city officials until a year after his retirement.

“To my knowledge, no one knows what the (request for proposals) will look like.”

Colin STOWELL
city's former
fire chief

"To my knowledge, no one knows what the (request for proposals) will look like," Stowell said.

AMR backed also said that the company was not aware of any information that would prevent it from competing for the city contract, whenever the city releases it.

"We want to be clear, at the time of [Stowell's] departure from the city, no draft of the RFP had been created — the third party to develop and run the RFP for the city had not been hired, nor had any written material or preparatory content been produced," a statement from a spokesman reads.

But the city and AP Triton actually had released some written material ahead of the potential RFP.

In June 2024, while Stowell was still the fire chief, AP Triton completed a 135-page EMS optimization and feasibility study. The report described its scope as analyzing "possible EMS models for ambulance transport services."

That report outlined recommendations for the city to include in its new system and a timeline for issuing the RFP.

The report recommended implementing "nurse navigation," a service that uses registered nurses to triage some 911 calls to reduce ambulance trips.

"Nurse navigation," however, is the specific name of an AMR product, rather than a generic industry term.

In public hearings, Stowell often outlined the importance of increasing the city's use of nurse triage to manage the 911 system. He said that just reflects the collective understanding that the city's next contract needed to take advantage of it.

"Nurse Navigation is a specific term for a general type of service," he said. "It's getting some 911 calls out of the system,

which is something we've always battled in San Diego. That was always in our discussion."

Candace Hadley, a spokesperson for the San Diego Fire-Rescue Department, said in August that the city has not changed its plan to issue an RFP this year.

"The city's request for proposals process is a structure, standardized system designed to be fair, competitive and transparent," she wrote in an email. "All proposals are considered and evaluated against predefined criteria to ensure impartial, merit-based selections that best serve the needs of the city, the Fire-Rescue Department and the public."

But it is not always obvious when a public official's involvement in a contract or project could violate a broad state law called Government Code Section 1090, a conflict-of-interest law that prohibits public officials from having a financial interest in any contract made in their official capacity.

A relevant, recent local example came in 2020, when the newly formed utility San Diego Community Power could not hire its top choice for its new CEO.

San Diego Community Power issued a letter to the state's Fair Political Practices Commission asking if its top choice was eligible for the job. The commission said she could not be hired, because of Section 1090. Since she had helped draw up the organization's bylaws, which included the creation of a CEO position, the commission concluded that she had in essence "made" the position she was seeking.

An FPPC spokesperson confirmed that the city of San Diego has not requested an advice letter on whether Stowell's employment with AMR would constitute a conflict of interest, or a Section 1090 violation.

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SDPD launches ‘Operation Blue Tide’ in response to fatal shooting at Crystal Pier

By Thai's Giraudet
TIMES OF SAN DIEGO

PACIFIC BEACH — The San Diego Police Department has launched an operation focused on preventing violent crime in Pacific Beach and along the coast, following the shooting death of a security guard at Crystal Pier.

In an email, police said Operation Blue Tide is a proactive effort to address crime in coastal communities. It began the weekend of Oct. 16 and will continue until further notice.

“Through swift intervention and a strong enforcement posture, we will directly address criminal activity, ensuring that public safety remains our highest priority,” police said.

In a statement to Times of San Diego, Northern Division Captain Jo Makwana added that Pacific Beach residents can expect to see officers on foot and in vehicles throughout the operation.

When asked about the department’s low staff levels and the ongoing Operation Last Call in Gaslamp Quarter, Makwana said Operation Blue Tide will be staffed with personnel from the Community-Oriented Policing Team.



Police at Crystal Pier on Oct. 5 after a nearby shooting left a security guard dead.
(Photo by Thai's Giraudet/Times of San Diego)

“Regular patrol staffing will not be affected by this operation,” she wrote.

Operation Blue Tide comes after multiple violent incidents made headlines in the past year. In October 2025, three security guards were stabbed outside a Pacific Beach bar and last month a woman was critically

injured after being hit by a stolen vehicle on the Pacific Beach boardwalk.

Makwana said SDPD hopes to provide a strong deterrent to violent crime by increasing police presence in the area.

“Officers assigned to specific locations under directed enforcement increase the

likelihood of detection and apprehension, disrupt opportunities for criminal activity, and reinforce a proactive presence,” she wrote.

Chloe Fogle, a fourth-year student at San Diego State who lives in Pacific Beach, said she was shocked and concerned when she heard about the shooting of security guard Luis Alberto Quiroz-Arreola, 31, earlier this month because she and her friends frequently go out in that area.

“Originally, I would walk home alone and for the most part I have felt safe ... but after the recent events, I actually don’t go home alone anymore,” Fogle said. “It’s just an annoying part of life, you kind of wish you didn’t have to be so on edge and you could just relax or feel safe in your environment.”

Fogle said she is happy to see law enforcement implement the operation, but she wonders if it will be enough.

“There’s just so many other root causes and systemic issues that need to be addressed that kind of lead to those [violent crimes] happening in the first place,” Fogle said.

Police said community partnership is vital and asks San Diegans to report any suspicious activity.

Pacific Beach on track for record year of beachgoer stingray injuries

By Thai's Giraudet
TIMES OF SAN DIEGO

PACIFIC BEACH — Stingray injuries in Pacific Beach are on the rise, continuing a three-year trend.

According to data obtained through the Public Records Act, Pacific Beach had the highest number of stings reported to lifeguards so far this year citywide.

Lifeguard Lt. John Maher said these numbers represent stingray injuries south of the pier: from Crystal Pier to Mission Beach. With warm conditions lingering, reports are likely to keep rising through the end of the year.

“We’re still three months out, and there have been more [stings] year-to-date than all of last year,” Maher said.

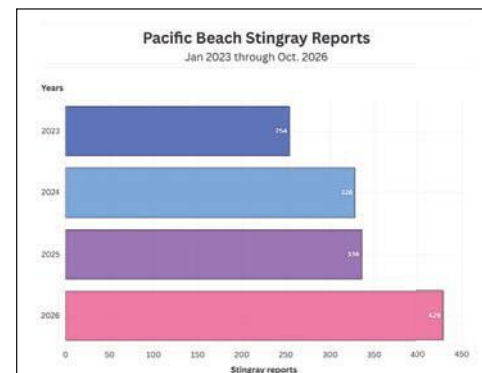
The data provided by lifeguards likely underestimates the real numbers, as many beachgoers don’t report stings.

While there is no single explanation for this strong increase, Zach Merson, a Ph.D. student at Scripps Institution of Oceanography, said two factors are at play — more people and warmer waters.

“Generally, stingrays like the same conditions that people going to the beach really like, nice, shallow, warm water,” Merson said. “And that’s where you’re going to have the most people wading into the water.”

With a super El Niño coming, Merson said water temperatures have been unusually high, even bringing in all sorts of exotic animals to the coasts of California.

“That’s definitely contributing to more stingrays coming close to the beach than in a typical year,” he said. “This year, because the water is warmer further into the year, I just expected that peak stingray season will extend, perhaps, through



the end of October into November as well.”

Merson also said stingrays tend to be most heavily concentrated at low tides, when there is a smaller area of shallow water for them to be in.

If stung, Maher said to treat any bleeding, clean and bandage the wound, and submerge it in hot water not exceeding 110 degrees for 45 minutes to an hour

and a half.

To prevent being stung by a stingray, beachgoers should do the “stingray shuffle” by keeping both feet in contact with the sand at all times while sliding forward. This prevents someone from stepping directly on a stingray’s barb.

“When a stingray is stepped on, it thinks you’re something trying to eat it, and that’s when it will defend itself by flicking its spine into, probably, your ankle,” Merson said. “But if you’re shuffling your feet, you actually either spook the ray off before you even get to it, or you bump up against its side.”

If lifeguards are not on duty when someone is stung, people can use the emergency call boxes located along beaches in San Diego to reach a 24-hour dispatch center for help.

“Don’t let the stingray scare you into staying out of the water,” Maher said.

Mission Beach Women’s Club to celebrate centennial in November

By Dave Schwab
TIMES OF SAN DIEGO

MISSION BEACH – Mission Beach Women’s Club is celebrating a century of philanthropy in the Mission Bay area on Nov. 7 with an open house in its historic clubhouse.

The Saturday program will highlight 100 years of community involvement and accomplishment from 2-6 p.m. at 840 Santa Clara Place in Mission Beach.

The free community event commemorates the club’s founding in 1926 and will give neighbors, community partners, and members past and present a chance to tour the clubhouse and celebrate the organization’s long history of service on Mission Bay.

The nonprofit with over 100 members fundraises year-round supporting the beach community. Over the past century, the club has granted more than \$1 million to local nonprofits while working to meet community needs.

President Mary Bradstreet said Mission Beach Women’s Club’s purpose has never wavered.

“Our mission remains the same today as in the beginning,” Bradstreet said. “The women of this club have shown what a small group of neighbors can accomplish when they commit to serving their community. We are dedicated not only to charitable giving and community service but also to educational enrichment and social activities. We have made a profound difference to other nonprofits in our community and have improved the lives of many underserved individuals.”

Bradstreet’s sentiment that the club has real staying power and appeal was echoed by colleague Cordelia Mendoza, who noted the club is anchored by its historic clubhouse. “We’re proud of that little cottage on the bay. It’s a little gem,” Mendoza said. “It’s just a great place, and people love to have special events there.”

The women’s philanthropy club takes many forms. Each week, the club employs unsheltered individuals from Shoreline Community Services’ Community Care Crew in Pacific Beach to help maintain its clubhouse and grounds.



The original roster of Mission Beach Women’s Club from the club’s photo archives. The young girl in the photo is Elaine Harris. She was the first female born in Mission Beach in 1923. She remained an honorary member of MBWC until her death a few years ago. (Photo courtesy of Mission Beach Women’s Club).

Through its annual philanthropy grant program, the club has awarded more than \$100,000 in the past two years to local organizations and is currently accepting grant requests. Schools and nonprofit organizations may also use the clubhouse

CENTENNIAL CELEBRATION

What: Mission Beach Women’s Club Centennial Open House.

When: Saturday, Nov. 7, 2-6 p.m. Program starts at 3 p.m.

Where: Mission Beach Women’s Club, 840 Santa Clara Place.

Cost: Free and open to the public.

venue free for their events, while proceeds from private rentals — including weddings and other celebrations — are donated back to the community.

Mission Beach Women’s Club also holds regular food drives and donates toys, computers, and clothing to needy children, along with assisting the unsheltered. Each November, the club’s SOS Campaign ships hundreds of care packages to servicewomen stationed aboard ships and overseas, timed to arrive by Veterans Day.

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Pueblo celebrates 10 years with upgrades to menu and interiors

By Mark Nero

SPECIAL FOR TIMES OF SAN DIEGO

PACIFIC BEACH – After a decade of Baja-inspired cuisine, Pueblo is getting a glow up.

The restaurant, located at 877 Hornblend St., will debut both a new look and updated menu soon.

Those who are fans of the restaurant's current theme have no need to worry, however, because the new menu will take cues from Baja, but updated with a more modern viewpoint, according to the restaurant's managing partner Mark Oliver.

"When we opened the restaurant (in September 2016), we wanted to open it as a Baja-style Mexican restaurant. I would call it nouveau California maybe, with influences of Mexican traditional cooking," Oliver explained in an interview.

"So, we did that, but we didn't make it Baja enough I guess, and we ended up following the more traditional Mexican

restaurant – an El Torito restaurant, something like that.

"That's not really what we wanted to do, but it was successful, it's still successful," he continued. "But we really wanted to get back to our original vision, which is a restaurant that is Baja-inspired Mexican cuisine, with a contemporary coastal influence."

For him, "everything is new" thanks to the changes.

"The restaurant has been completely reimagined. Although still a Mexican restaurant, it's a different vision of Mexican food," Oliver remarked. "I guess one of the things I would say is that the food is definitely going to be elevated over what it was, and the food is going to be beautiful and tasty and creative and much different than the Mexican restaurant that we have been for 10 years."

Oliver said that the revamped menu and physical upgrades at the 9,000-square-foot eatery are ongoing but should be complete



Aerial view of Pueblo at 877 Hornblend St. in Pacific Beach. (Photo courtesy of Pueblo)

around the first week in November.

The restaurant's décor upgrade is just as intricate and thought-out as the changes to the menu, he said.

"It will be same structural building – we're not moving anything or changing any dimensions of the building, but it's all going to be re-envisioned in terms of the visual appearance," he said.

"In terms of the ambiance, we have currently a very clean contemporary environment – bright and airy is what we

were shooting for. But to go along with this change with the food, we felt that we need to also make a change in the environment," he said.

The result, Oliver said, is a space with "considerably more atmosphere to it," that feels "like an upscale Mexican dining experience without the formality of fine dining." The renovations include new lighting, new paint, new fabrics and new artwork.

It all adds up to "good food in a beachy, Pacific Beach kind of atmosphere," he said. "An ingredient-driven menu with enough recognizable favorites, but also some unexpected combinations."

But Oliver, who himself lives in Pacific Beach, also said that he wants Pueblo to be an eatery that's a draw for other diners, not just locals.

"We've taken it, we've reimagined it and we're thinking, how can we make this an experience for our guests that's different?" he said.

Halloween happenings in Pacific Beach, Mission Beach and La Jolla

By Dave Schwab

TIMES OF SAN DIEGO

SAN DIEGO – Now through Halloween on Saturday, Oct. 31, activities at the coast will be spooktacular, featuring everything from surfers in costume to a haunted aquarium, a creepy marine mammal park, and trick-or-treating in La Jolla.

Pacific Beach and Mission Beach

► **Trunk-or-Treat** – From 3–6 p.m. on Oct. 25, view classic cars at Belmont Park and go trunk-or-treating. Make

sure to have candy bags ready at 5 p.m., because that's when the fun starts. No tickets required, just come in costume and have a great time.

► **Halloween Surf contest** – The Tourmaline Halloween Surf contest at 600 Tourmaline St., on Saturday, Oct. 31, starts at 8 a.m. Surf in your best costume while enjoying coffee and treats. Stick around for awards at 10 a.m. Guests will pick who wins. There is also a beach cleanup at 11 a.m.

► **Library 'Thriller'** – The Pacific Beach/Taylor Branch Library at 4275 Cass St.

has a full lineup of Halloween-themed events and activities planned, including a presentation of "The Nightmare Before Christmas" (1993) at 1 p.m. on Oct. 23. Halloween Craftacular (painting wooden pumpkins, making masks) on Saturday, Oct. 24 from 10 a.m. to noon. Thriller Dance Classes and Thriller Night Performance (Free lessons to learn the dance from Michael Jackson's "Thriller," culminating in an outdoor performance on Cass Street Plaza). Remaining class dates include Oct. 24 and 27 with morning and evening times.



Divers make the final adjustments for the fully assembled skeleton in the Giant Kelp Forest habitat at Birch Aquarium at Scripps for its family-friendly Halloween Aglow event. (Photo by Jordann Tomasek/Birch Aquarium at Scripps)

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Best of BEACH & BAY 2026

BEACH & BAY PRESS

Congratulations to all the winners!

Each year, the Beach & Bay Press readers take the time to recognize the restaurants, shops, and service providers that go the extra mile—and this special Best Of section is our way of shining a light on those local favorites.

Pacific Beach and Mission Beach have always been more than a place—it's a close-knit community built on involvement, local pride, and a long history of neighbors showing up for one another. The businesses highlighted here are an important part of that story. They're the familiar faces behind the counters, the sponsors of community events, the volunteers

who give back, and the professionals who make life a little easier for all of us.

This annual tradition is not just about popularity; it's about appreciation. It reflects the values that make Pacific Beach and Mission Beach so unique— independence, authenticity, and a deep-rooted commitment to supporting local. These businesses are woven into the fabric of daily life, and their success depends on the loyalty and trust of the community they serve.

From longtime staples that have stood the test of time to exciting newcomers bringing fresh ideas to

the neighborhood, the winners in this issue represent the heart of PB's small business scene. They embody the laid-back vibe and creative spirit that make Pacific Beach and Mission Beach such a special place to live, work, and visit.

Readers took the time to cast thousands of votes across dozens of categories—from tacos to tree service, salons to surf shops—reflecting the diverse mix of services and personalities that make PB tick. It's a reminder that when we support local, we're investing in more than just a product—we're sustaining the culture, character, and community we love.

Whether it's your go-to pizza spot, a trusted mechanic, a beloved boutique, or a favorite dog groomer, these local businesses help define the everyday rhythm of Pacific Beach. Your votes honor their hard work and reflect the strong ties between residents and the businesses they support.

Thank you to everyone who participated—and congratulations to all the winners. We're proud to share this showcase of Pacific and Mission Beach's most appreciated local gems. Here's to another year of keeping it local and keeping it PB.



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Congratulations to these businesses who were chosen by the readers of the Beach & Bay Press.

The business categories were published in ballot form over a period of 4 weeks. Readers were asked to cast ballots for their favorite choices. With more than 115 categories, our readers came through with overwhelming response. We wish to thank all the readers who took the time to recognize these local businesses. *Editor’s note: Factual descriptions for sponsored guides were compiled with the help of artificial intelligence and checked for accuracy by an editor.*

BEST ACAI BOWL

- Ocean Café
- Rush Bowls

BEST AMERICAN

- Tavern
- Flamingo Deck
- Big Jim’s Roast Beef

BEST APPETIZER

- Bar Ella
- Duck Dive
- The Sandbox

BEST BBQ

- Bubba’s Smokehouse BBQ
- Coaster Saloon

BEST BAGEL SHOP

- Mission Bagel
- Spill The Beans Coffee and Bagels
- Java Earth Coffee

BEST BAKERY

- Desserts by Clement
- Olive Café Baking Company

BEST BAR

- Duck Dive
- Rocky’s Crown Pub
- Tavern

BEST BAY VIEW

- Oceana Coastal Kitchen
- Superbloom Coffee & Juice

BEST BEER SELECTION

- Duck Dive
- Rocky’s Crown Pub
- The Sandbox

BEST BREAKFAST

- Kono’s
- Spill The Beans Coffee and Bagels
- The Olive Cafe

BEST BRUNCH

- Bar Ella
- Duck Dive
- Flamingo Deck

BEST BUFFET

- Great Plaza Buffet

BEST BURGER

- Rocky’s Crown Pub
- Bar Ella
- Duck Dive

BEST BURRITO

- Taco Surf
- Vallarta Express Mexican Eatery
- La Perla

BEST CAFE

- Crown Point Coffee
- The Olive Cafe
- Ocean Café

BEST CARNE ASADA

- Taco Surf
- Vallarta Express Mexican Eatery

BEST CATERING

- Jersey Mike’s

BEST CHICKEN WINGS

- Dirty Birds
- Duck Dive
- The Sandbox

BEST CHINESE RESTAURANT

- PB Oriental
- Great Plaza Buffet

BEST COFFEE SHOP

- Crown Point Coffee
- Spill The Beans Coffee and Bagels
- Ocean Café

BEST DESSERTS

- Desserts by Clement
- Insomnia Cookies
- Nibble Chocolate

BEST DINNER

- Café Athena
- Bar Ella
- Costa Brava

BEST FAMILY RESTAURANT

- Café Athena
- Filippi’s Pizza
- Sauced Pizzeria

BEST FAST FOOD

- In-N-Out
- Wendy’s

BEST FISH TACO

- Pacific Beach Fish Shop
- City Tacos
- PB Shore Club

BEST FRENCH

- Creperie Antoinette

BEST FRIED CHICKEN

- The Crack Shack – Pacific Beach
- Dave’s Hot Chicken

BEST FROZEN YOGURT

- Yogurt on the Rock’s

BEST GREEK

- Café Athena
- Arslan’s Gyros

BEST HAPPY HOUR

- Bar Ella
- Guava Beach
- Duck Dive

BEST ICE CREAM

- Mr Frostie
- Pacific Beach Ice Cream Co.

BEST INDIAN

- Himalayan Spice & Savor Indian Cuisine
- Spice Lounge

BEST ITALIAN

- Filippi’s Pizza
- Pastiamo
- Sauced Pizzeria

BEST JUICE BAR

- Juice Kaboose
- Rush Bowls
- Juice Wave

BEST LIQUOR STORE

- Crest Liquor
- Chip’s Liquor

BEST LUNCH

- Dockside 1953
- City Tacos
- Vallarta Express Mexican Eatery

BEST MARGARITA

- Bar Ella
- Guava Beach
- Duck Dive

BEST MARTINI

- Bar Ella
- JRDN
- Waterbar

BEST MEXICAN RESTAURANT

- Pueblo
- City Tacos
- Vallarta Express Mexican Eatery

BEST MEXICAN SEAFOOD

- Oscar’s Mexican Seafood
- Pueblo

BEST MOST ROMANTIC

- JRDN
- Bar Ella
- Slowly Restaurant and Lounge

BEST NACHOS

- PB Shore Club
- Taco Surf

BEST NEW RESTAURANT

- Pizza Cassette
- Mission Bagel
- Mr. Charlie’s

BEST OCEAN VIEW

- JRDN
- Waterbar

BEST OVERALL REST SERVICE

- Bar Ella
- JRDN
- Pueblo

BEST OVERALL RESTAURANT

- Bar Ella
- JRDN

BEST PATIO SERVICE

- Pacific Beach Fish Shop
- Firehouse American Eatery & Lounge

BEST PET FRIENDLY RESTAURANT

- Pacific Beach Fish Shop
- The Fishery
- Duck Dive

BEST PIZZA

- Filippi’s Pizza
- The Sandbox
- Square Pizza Co

BEST PLACE FOR A B-DAY PARTY

- Belmont Park

BEST POKE BOWL

- Poke Chop
- PB Pokehouse

BEST RICE BOWL

- Mr. Shawarma

BEST SANDWICH

- Steak N Fries
- Big Jim’s Roast Beef
- Gusto Deli & Bistro

BEST SEAFOOD

- Pacific Beach Fish Shop
- Nico’s Fish Market

BEST SPECIALTY DRINK

- Bar Ella
- Duck Dive
- Miss B’s Coconut Club

BEST SPORTS BAR

- Tavern
- Guava Beach
- The Sandbox

BEST STEAK

- Moe’s
- JRDN

BEST SUSHI

- Sushi Ota

BEST TEQUILA BAR

- Pueblo
- Guava Beach

BEST THAI

- Lanna Thai
- Hot or Not Thai

BEST VEGETARIAN/VEGAN

- Second Nature
- Sauced Pizzeria
- Armonia Kitchen

BEST VIETNAMESE / PHO

- PB Pho & Grill
- Pho Sao Bien

BEST WINE SELECTION

- JRDN
- Enoteca Adriano

BEST ARCHITECT

- Oasis Architecture

BEST AUTO DETAIL

- Sanchez Auto Detailing

BEST AUTO REPAIR

- Cass Street Auto
- Coastal Auto Repair

BEST BANK

- SDCCU

BEST BIKE SHOP

- Bicycle Warehouse
- Bicycle Discovery

BEST CARWASH

- Pacific Beach Car Wash

BEST CHIROPRACTOR

- Libs Chiropractic

BEST COMPUTER REPAIR

- SD laptops

BEST CONTRACTOR/ CONSTRUCTION

- Armstrong Builders
- K D Development Co

BEST DAY SPA

- Catamaran Day Spa
- Kiwi Spa

BEST DENTIST

- Dovey Dental
- Altrock & Fabb Dental

BEST DOCTOR

- Dr Anderson

BEST DOG GROOMING

- Diego Dogs
- Fon Jon Pet Care

BEST DRY CLEANING

- Amy’s Cleaners

BEST EYE WEAR

- Blenders Eyewear

BEST FINANCIAL PLANNER

- Schoettle Financial

BEST FLORIST

- Petals by the Beach

BEST GIFT SHOP

- Pangaea
- Pacific Gift Shop

BEST GROCERY STORE

- Trader Joes
- Grocery Outlet PB
- Gusto Deli & Bistro

BEST GYM

- Fitness West
- F45 Training Pacific Beach

BEST HAIR SALON

- Salon Del Rey
- Paper Doll Salon
- Belli Belli Salon & Boutique

BEST HOME IMPROVEMENT

- Ace Hardware

BEST HOTEL

- Catamaran
- Bahia
- San Diego Mission Bay Resort

BEST INSURANCE AGENT

- Steven Nguyen, Allstate
- Mike Morrell @ Morrell Insurance Agcy Inc

BEST JEWELRY STORE

- House of Jewels

BEST KICKBOXING GYM

- RockBox Fitness

BEST LAUNDROMAT

- Bubbles at the Beach
- Beach Laundromat

BEST LIVE MUSIC

- Moonshine Beach

BEST LOCAL ATTRACTION

- Belmont Park
- Campland on the Bay

BEST MASSAGE

- Thai Style Massage
- The Grand Dara Thai Massage

BEST MENS CLOTHING

- Mission Surf Shop

BEST NAIL SALON

- Pacific Beach Nails & Spa
- Pb Nailology

BEST NURSERY

- Green Gardens Nursery

BEST OPTOMETRIST / OPTHALOMOLOGIST

- LNY Optometry
- Eyeloha

BEST PAINT STORE

- Sherwin Williams
- Dunn Edwards Paint

BEST PAWN SHOP

- PB Pawn & Jewelry

BEST PET HOSP / VET

- West Coast Animal Hospital
- ABC Veterinary Hospital

BEST PET STORE

- Noah’s Natural Pet Market

BEST PHARMACY

- Pacific Beach Pharmacy
- Good Pharma Compounding Pharmacy

BEST PICTURE FRAMING

- Aztec Graphics
- Gallery at Lands End

BEST PILATES

- Pilates Plus
- Tilcia Studio Pilates

BEST PLUMBER

- Emory Plumbing
- Anderson Plumbibng

BEST RESALE SHOP

- Play it again Sports
- Buffalo Exchange

BEST SENIOR LIVING

- Wesley Palms

BEST SHIPPING / PACKING

- Beach Mailbox
- Surf & Post Shipping Center

BEST SKATE SHOP

- Soul Grind

BEST SPECIALTY SHOP

- Monday Morning
- Gusto Deli & Bistro
- Nibble Chocolate

BEST SURF SHOP

- Mission Surf Shop

BEST SWIM WEAR

- Gone Banana’s Beachwear
- Beachworks

BEST WATER STORE

- PB Water Store
- Local H2O

BEST WOMEN’S CLOTHING

- South Coast Surf Shop
- Lanethix Women’s Activewear

BEST YOGA FACILITY

- Soma Yoga Studio
- Tranquil Tree Yoga

GOLD WINNER LISTINGS

Best Acai Bowl

Ocean Café

Ocean Café believes in healthy ingredients and classic recipes. Serving healthy breakfast all day, their menu offers a variety of 100% organic Acai bowls, breakfast sandwiches, functional smoothies, green juices, protein shakes, grilled paninis and the best coffee drinks around. Voted number one Coffee Shop and Best Acai bowl in Pacific Beach for many years in a row, they stay true to their authentic/original Brazilian recipe and serve only 100% ORGANIC ACAI, sourced from a farm in Brazil. Stop by today for your daily dose of health and enjoy the relaxed atmosphere.

4426 Ingraham St, Pacific Beach
(858) 900-9126 | oceancafesd.com

Best American

Tavern at the Beach

Opened in 1997, Tavern is the spot for those looking to “eat, drink, and party.” With a full-service kitchen, high-quality burgers, a lively atmosphere, rotating beer and shot specials, Tavern knows how to host a happy hour. If you’re looking for brunch, trivia night or game-day watch parties, don’t wait to visit this neighborhood staple that knows how to do it the American way.

1200 Garnet Ave, San Diego
(858) 272-6066 | tavernatthebeach.com

Best Appetizer

Bar Ella

Bar Ella is a modern, cozy spot for an evening drink, offering comfortable seating and a relaxed yet sophisticated atmosphere. Their carefully crafted cocktails include classics like the espresso martini, but also innovative blends for adventurous customers. To accompany their drinks, Bar Ella offers a coastal culinary experience, fusing East Coast tradition with West Coast flavors. Discover Bar Ella’s tapas-style American appetizers and seafood

fare in this vibrant restaurant nestled in the heart of Pacific Beach.

1030 Garnet Ave, San Diego
(858) 808-2286 | barellapb.com

Best BBQ

Bubba’s Smokehouse BBQ

Located inside Society PB, a popular sports bar, pool hall and event space, Bubba’s BBQ features a wide array of menu items for all hungry customers. Whether you start with sliders and chili fries, choose Bubba’s Angus beef burgers, or indulge in sweet potato pie, you’ll find something you like on the BBQ menu. Bubba’s Smokehouse offers both dine-in and takeout.

1051 Garnet Ave
(858) 551-4227 | bubbasmokehousebbq.com

Best Bagel Shop

Mission Bagel

If you have been looking for New York-style bagels in San Diego, Mission Bagel is the place for you. First launched during the pandemic by two siblings, this family-run food truck brings fresh, handmade bagels to Pacific Beach. The menu includes classic bagel-and-schmear combos, an egg-and-cheese bagel sandwich, a tuna melt special and even a kid’s bagel for your little ones. Mission Bagel has one mission: to make real chewy, shmearable bagels.

1344 Garnet Ave
(858) 522-0389 | missionbagel.com

Best Bakery

Desserts by Clement

Chef Clément Le Déoré, a French native, has been a pastry chef for over 15 years and brings his passion and expertise to every event. His baking journey began at the age of 15 in his mother’s kitchen in Brittany, where he first discovered the magic of patisserie. Even then, he dreamed of coming to the U.S. to share his love for traditional French pastry and open



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CassStreetAuto.com

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his own business. Over the past six years, he has lived and baked across the globe—in Sydney, Corsica, and Brazil—refining his craft and drawing inspiration from each unique culture. Now settled in beautiful San Diego, Clément continues to express his creativity, earning recognition from Pastry Arts Magazine, Oust France, San Diego Voyager, and national TV shows including The Great American Baking Show and Spring Baking Championship (Season 9 Finalist). For unforgettable desserts that impress guests and elevate any occasion, Desserts by Clément delivers a truly sweet experience.

1380 Garnet Ave, San Diego
(858) 203-7070 | dessertsbyclement.com

Best Bar Duck Dive

The Duck Dive's ambiance pays tribute to Pacific Beach's surf culture, featuring hand-crafted, surf-inspired décor. Known for its laid-back, always-summer vibe, The Duck Dive offers a menu filled with classic American dishes and coastal favorites, paired with a cocktail menu featuring refreshing, locally sourced ingredients. With 20+ beers on tap and bottomless mimosas daily, the open-air concept is perfect for dining, catching a game, or enjoying a sunny day with friends and family.

4650 Mission Blvd, Pacific Beach
(858) 273-3825 | theduckdive.com

Best Bay View

Oceana Coastal Kitchen

Located inside the iconic Catamaran Resort Hotel on Mission Bay, Oceana Coastal Kitchen offers one of San Diego's most stunning beachfront dining experiences. Open for breakfast, lunch, and dinner, the restaurant showcases fresh, chef-driven coastal California cuisine with a touch of Baja flair. Guests can savor dishes like seafood paella, fresh oysters, and seasonal local specialties while taking in panoramic bay views. With its modern, ocean-inspired décor and relaxing indoor-outdoor setting, Oceana Coastal Kitchen is the perfect place to unwind, celebrate, and savor San Diego's coastal beauty and Mission Bay views.

3999 Mission Blvd, Pacific Beach
(858) 488-1081 | catamaranresort.com

Best Beer Selection

Duck Dive

(See listing under Best Bar)

Best Breakfast

Kono's Cafe

Nobody does breakfast like Kono's — because nobody does potatoes like Kono's! Famous for their hearty breakfast plates piled high with cheesy, bell pepper-topped potatoes and your favorite add-ins, Kono's has been a Pacific Beach landmark for decades. Enjoy

your morning meal with a stunning ocean view from the patio overlooking the surf, or grab a coffee from the outdoor kiosk next door. Friendly service, beach vibes, and big portions make Kono's a must for locals and visitors alike.

704 Garnet Ave, Pacific Beach
(858) 483-1669 | konoscafe.com

Best Brunch

Bar Ella

(See listing under Best Appetizer)

Best Buffet

Great Plaza Buffet

The Great Plaza Buffet is the place to go to get your fill of great food on a tight budget. And, with more than 150 items served daily, they offer something for everyone in the family. Indulge in crab legs, fried dumplings, lobster rolls, sushi, clams, appetizers or hit the soup and salad bar. To take things up a notch, the Great Plaza has added a beer and wine selection.

1840 Garnet Ave, Pacific Beach
(858) 273-6868 | greatplazabuffet.com

Best Burger

Rocky's Crown Pub

Rocky's offers all kinds of hearty and meaty burgers for those who come hungry. With its lunch special including 1/3 pound cheese-

burger, fries and a drink, customers can indulge in Rocky's best without hurting their wallet. Customers must be 21 or older and can enjoy indoor and outdoor seating while sipping a cold beer.

3786 Ingraham Street, San Diego
(858)-273-9140 | rockyburgers.com

Best Burrito

Taco Surf

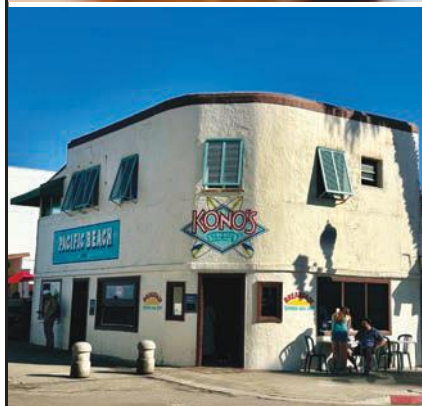
The burrito is to fast Mexican cuisine what the hamburger is to the American palate. Each item is incredibly tasty when it's done right — and in the case of the former, Taco Surf nailed it. There's not much to the decor of the place other than a pick-up counter and a few small tables — but the ceiling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

4657 Mission Blvd, Pacific Beach
(858) 272-3877 | tacosurftacoshop.com

Best Cafe

Crown Point Coffee

This family-owned, dog-friendly, made-to-order cafe is a great place to enjoy fresh breakfast and specialty coffee right by the bay. Crown Point Coffee is a community sta-



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We hope to serve you for many more.

ple, having served its coffee in Crown Point for over 18 years. They offer something new every day, giving customers a different reason to keep coming back throughout the week. Whether it's Motivation Monday or Feel Good Friday, Crown Point Coffee will be there to make your day.

3510 Ingraham St
(858) 272-8003 | crownpointcoffee.com

Best Carne Asada

Taco Surf

(See listing under Best Burrito)

Best Catering
Jersey Mike's

If you have an event or party coming up, you can rely on the popular, fast-casual restaurant chain Jersey Mike's to cater to your needs. Customers can choose from subs by the box, subs by the bag or personal boxed lunches. These East Coast-style sandwiches are best known for their signature topping style "Mike's Way®," with onions, lettuce, tomatoes, spices, and a red wine vinegar and olive oil blend known as "The Juice."

1975 Garnet Ave (858) 224-1880 | jerseylikes.com/20074/san-diego-ca

Best Chicken Wings

Dirty Birds Bar and Grill

Just one block from the Pacific Beach board-

walk, Dirty Birds offers a warm welcome with its wooden interior, beachy art filling the walls, and a lively atmosphere. Their menu features five levels of spice for their countless chicken wing flavors, plus a great selection of appetizers and loaded fries, tacos, burgers, salads and desserts. Whether you are a local enjoying a beer while watching sports, a family of tourists coming back from the beach or a group of friends looking for a place to unwind, this local chicken spot is there for you.

4656 Mission Blvd
(858) 274-2473 | dirtybirdsbarandgrill.com

Best Chinese Restaurant
PB Oriental

PB Oriental is a much-loved spot known for its exceptional Chinese cuisine and welcoming atmosphere. With a modern twist on classic dishes, PB Oriental takes pride in using only the freshest, high-quality ingredients to create bold, flavorful meals. Whether you're craving traditional favorites like Kung Pao Chicken or exploring new dishes, the restaurant's commitment to authentic flavors keeps locals and visitors coming back for more.

1038 Garnet Ave, Pacific Beach
(858) 886-7811 | pborientaltogo.com

Best Coffee Shop

Crown Point Coffee

(See listing under Best Cafe)



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PET FRIENDLY



Best Desserts Desserts by Clement

(See listing under Best Bakery)

Best Dinner Café Athena

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

1846 Garnet Ave, Pacific Beach
(858) 274-1140 | cafeathena.com

Best Family Restaurant Café Athena

(See listing under Best Dinner)

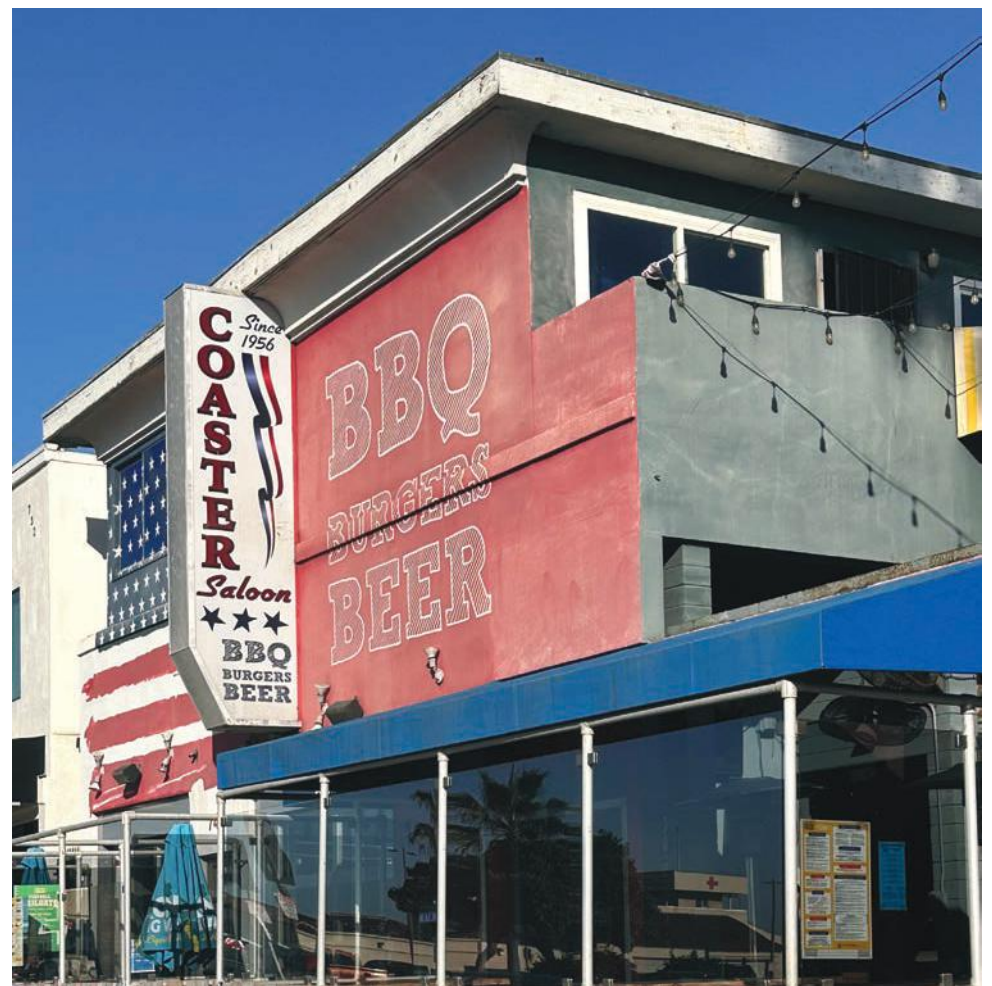
Best Fast Food In-N-Out

Voted Best Fast Food, In-N-Out Burger has earned a loyal following for its fresh, made-to-order burgers, hand-cut fries, and classic milkshakes. Since 1948, the family-owned chain has stayed true to its simple formula – using only the freshest ingredients, with no freezers, microwaves, or heat lamps – just pure Quality You Can Taste®. From their not-so-secret menu favorites to the friendly service and spotless kitchens, every visit delivers the timeless taste of California's iconic burger culture.

2910 Damon Ave Pacific Beach
(800) 786-1000 | in-n-out.com

Best Fish Taco Pacific Beach Fish Shop

The Pacific Beach Fish Shop's sole purpose is providing the best service and freshest fish in Pacific Beach. Since then, they've become a local favorite and a popular destination for the many thousands of visitors to PB. The menu is uniquely tailored, offering a boatload of fresh fish selections, a preferred seasoning and a choice of having it all tucked into a taco, sandwich, salad or served on a plate. You'll get hooked on some of the freshest seafood east of the beach. Dine on their comfortable heated patio, take out, or order from one of



the daily catch selections to cook at home. Relax and enjoy one of the 50 San Diego microbrew beers. Family- and dog-friendly atmosphere with plenty of parking. Just look for the 17 ft. marlin hanging outside.

1775 Garnet Ave, Pacific Beach
(858) 483-4746 | thefishshops.com

Best French

Creperie Antoinette

This French creperie serves sweet and savory crepes, plus gelato and espresso. If you're looking for a gourmet French snack to satisfy your cravings, Creperie Antoinette is a great fit. Their menu offers classics like berries and Nutella, as well as refined recipes like the goat cheese, fig butter and walnuts savory crepe. Customers can enjoy true French flavors in thin, tasty dough while sipping a warm, rich Macchiato.

1154 Garnet Ave
(858) 352-6275 | creperieantoinette.com

Best Fried Chicken

The Crack Shack – Pacific Beach

Voted Best Fried Chicken, The Crack Shack brings its award-winning recipes and playful energy to Pacific Beach. Guests flock to this open-air coastal coop for crave-worthy fried chicken, signature sandwiches, hearty bowls, and irresistible sides made with premium, locally sourced ingredients. The vibrant

space on Mission Blvd features a dog-friendly patio, TVs for sports fans, and plenty of sunshine. With its bold flavors, craft drinks, and lively beach-town atmosphere, The Crack Shack is the ultimate spot for good food, good fun, and all things chicken.

4525 Mission Blvd, Pacific Beach
(877) 595-8304 | crackshack.com/location/pacific-beach

Best Frozen Yogurt

Yogurt on the Rocks

This local favorite offers a wide selection of creamy frozen yogurt flavors, fresh fruit, candies, and irresistible toppings – so you can swirl, stack, and customize your perfect treat. Beyond froyo, guests enjoy premium ice cream, vegan desserts, and refreshing açai bowls, making it the go-to stop for a cool indulgence any time of day. Friendly service, fun atmosphere, and pure dessert joy await at this PB gem.

1886 Garnet Ave, Pacific Beach
(858) 274-3950 | yogurtontherocks.com

Best Greek

Café Athena

(See listing under Best Dinner)

Best Happy Hour

Bar Ella

(See listing under Best Appetizer)

Best Ice Cream

Mr. Frostie

Established back in 1949, Mr. Frostie continues to serve the Pacific Beach community, one ice cream scoop at a time. This family business specializes in soft-serve, reduced-fat ice cream and is well known for its specialty shakes. Mr. Frostie also offers many fudge options, from the All American topped with sprinkles and whipped cream to the Dirt Cup filled with gummy bears and Oreo crumbles. You can be sure to satisfy your sweet tooth at this longtime community favorite.

1470 Garnet Ave, Pacific Beach
(858) 274-9977 | mrfrostiepb.com

Best Indian

Himalayan Spice & Savor Indian Cuisine

Himalayan Spice & Savor offers a fast-casual experience for easy dining, quick lunches and a relaxed atmosphere. Customers can gather around fresh, authentic Indian flavors and savor carefully crafted in-house recipes. Their menu highlights beloved Indian classics like their rich chicken tikka masala, warm garlic naan, palak paneer and aloo gobi. Himalayan Spice & Savor also offers vegetarian options, daily lunch specials and catering service.

1768 Garnet Avenue
(858) 352-6187 | himalayanss.com

Best Italian

Filippi's Pizza Grotto Pacific Beach

Filippi's offers a true taste of classic Italian dining, famous for its generous portions and delicious, handmade pizzas loaded with real mozzarella cheese. With over 70 years of tradition, Filippi's serves a variety of Italian favorites, including pasta, lasagna, and hearty sandwiches, in a casual, family-friendly atmosphere. Whether you're looking for dine-in or takeout, Filippi's is the go-to spot for authentic Italian comfort food.

962 Garnet Ave, Pacific Beach
(858) 483-6222
realcheesepizza.com/pacific-beach

Best Juice Bar

Juice Kaboose

Juice Kaboose is a gourmet juice and sandwich bar offering a comprehensive fresh juice cleanse program. Juices are crafted in front of customers, with fresh, organic fruits and vegetables. To complement juices, customers can also enjoy açai and pitaya energy bowls, low-calorie wraps and sandwiches, and gluten-free snacks. If you're up for a detox or just a nourishing start to your day, Juice Kaboose has all the vitamins ready for you.

1826 Garnet Ave
(858) 272 3000 | juicekaboose.com



Best Liquor Store

Crest Liquor

Crest Liquor offers a wide variety of premium spirits, wines, cigars and craft beers. Their curated selection of local San Diego and international brands has attracted customers for over 75 years. Their latest products feature a Four Roses private selection and Woodinville 100 proof, aged ten-year bourbon. Customers can also shop for single barrel selections, carefully handpicked by Crest Liquor.

3787 Ingraham Street, San Diego
(858) 274-3087 | onlydrams.com

Best Lunch

Dockside 1953

Situated just steps from the beach and resort marina, Dockside 1953 is the new nautical-inspired restaurant in Mission Bay. Guests are spoiled with a spacious outdoor patio featuring cozy fire pits, a covered trellis, and stunning unobstructed views of Mission Bay.

998 W Mission Bay Dr (Bahia Hotel)
(858) 539-7634
bahiahotel.com/dockside-1953

Best Margarita

Bar Ella

(See listing under Best Appetizer)

Best Martini

Bar Ella

(See listing under Best Appetizer)

Best Mexican Restaurant

Pueblo

Just two blocks from the ocean, Pueblo brings a bit of the Baja coast to PB. Culinary-wise, Pueblo reunites the two Californias as they once were into a single territorial palate. Like the peninsula to our south, Pueblo's menu offers dishes from Baja's coastal communities—contemporary, chef-driven plates fueled by regional ingredients, emphasizing seafood and lighter preparations—yet influenced by traditional dishes and spices that celebrate Mexico's culinary heritage. The two bars, indoors and on the rooftop deck, pour beer and wine from both sides of the border and offer a varied selection of tequila and agave-based spirit cocktails.

877 Hornblend St, Pacific Beach
(858) 412-3312 | pueblopb.com

Best Mexican Seafood

Oscar's Mexican Seafood

Savor the Fresh Taste of San Diego's Finest Mexican Seafood at Oscar's! This legendary San Diego staple serves some of the best, most authentic Baja-style fish tacos, ceviche and tortas in Southern California. Known for its incredibly fresh ingredients, house-made

sauces and beach vibes, this local favorite is the perfect seafood spot.

746 Emerald St, San Diego
(858) 412-4009 | oscarsmexicanseafood.com

Best Most Romantic

JRDN

Come see what's new at the reimaged JRDN restaurant. Refreshed decor, sushi bar and reinvented Golden Coast menu. The look is fresh, cool, clean and upbeat. The atmosphere transforms from California casual to West Coast hip as the day advances. Each evening, the dramatic setting sun Pacific Beach is famous for is celebrated by an ambient reflection on a 70-foot "wave wall" at the back of the restaurant. This theatrical effect throughout the evening.

723 Felspar St, Pacific Beach
(866) TOWER23 | tower23hotel.com

Best Nachos

PB Shore Club

Pacific Beach Shore Club offers the quintessential beach bar experience with unbeatable panoramic views of the Pacific Ocean from every seat. The open-air design lets fresh ocean breezes flow through, creating a laid-back, surf-inspired atmosphere. The menu features fresh seafood dishes prepared with a Mexican flair, including mouthwatering fish tacos, shrimp ceviche, and crispy cal-

amari. Pair these coastal delights with one of their famously large, ice-cold schooners of beer. Whether you're enjoying the ocean view from their patio or at the classic Butcher Block bar, it's the perfect spot for beachside dining and drinks.

4315 Ocean Blvd, Mission Beach
(858) 272-7873 | pbshoreclub.com

Best New Restaurant

Pizza Cassette

Pizza Cassette serves handcrafted, wood-fired pizzas with bold flavors, fresh ingredients, house-made ingredients and laid-back vibes. Founded by Chef James "Jimmy" Terwilliger, the restaurant is known for its music-themed menus. They specialize in scratch-made, Neapolitan-style and "cassette-style" Detroit pan pizzas built on a signature five-flour fermented dough

1459 Garnet Ave, San Diego
(619) 257-6361 | pizzacassette.com

Best Ocean View

JRDN

(See listing under Best Most Romantic)

Best Overall Rest Service

Bar Ella

(See listing under Best Appetizer)

1010 Turquoise St., Suite 255

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Best Overall Restaurant

Bar Ella

(See listing under Best Appetizer)

Best Patio Service

Pacific Beach Fish Shop

(See listing under Best Fish Taco)

Best Pet Friendly Restaurant

Pacific Beach Fish Shop

(See listing under Best Fish Taco)

Best Pizza

Filippi's Pizza

Filippi's Pizza Grotto in Pacific Beach offers a true taste of classic Italian dining, famous for its generous portions and delicious, handmade pizzas loaded with real mozzarella cheese. With over 70 years of tradition, Filippi's serves a variety of Italian favorites, including pasta, lasagna, and hearty sandwiches, in a casual, family-friendly atmosphere. Whether you're looking for dine-in or takeout, Filippi's is the go-to spot for authentic Italian comfort food. Call to place an order today.

962 Garnet Ave, Pacific Beach
(858) 483-6222 | realcheesepizza.com

Best Place for a B-Day Party

Belmont Park

Belmont Park has been a beloved San Diego landmark since 1925. This historic beachfront amusement park and boardwalk offers fun for all ages—from the iconic Giant Dipper roller coaster and classic midway games to oceanfront dining, arcade action, and boutique shopping. The park also features The Plunge, an Olympic-size swimming pool originally built in 1925 and beautifully restored for today's visitors. With free parking, free admission, year-round entertainment, and stunning ocean views, Belmont Park captures the timeless charm and adventure of San Diego's coastal lifestyle—where locals and visitors make memories that last a lifetime.

3146 Mission Blvd., San Diego
(858) 488-1549 | belmontpark.com

Best Poke Bowl

Poke Chop

Build your own bowl by adding fresh ingredients to your liking! Add only what you love or try something new. Leave out what you're not sure about. No worries.. Still not sure what to combine for a good bowl? Check out the specialties that the shop has put together and experience the tastes!

1404 Garnet Ave, Pacific Beach
(858) 225-8875 | pokechopsd.com



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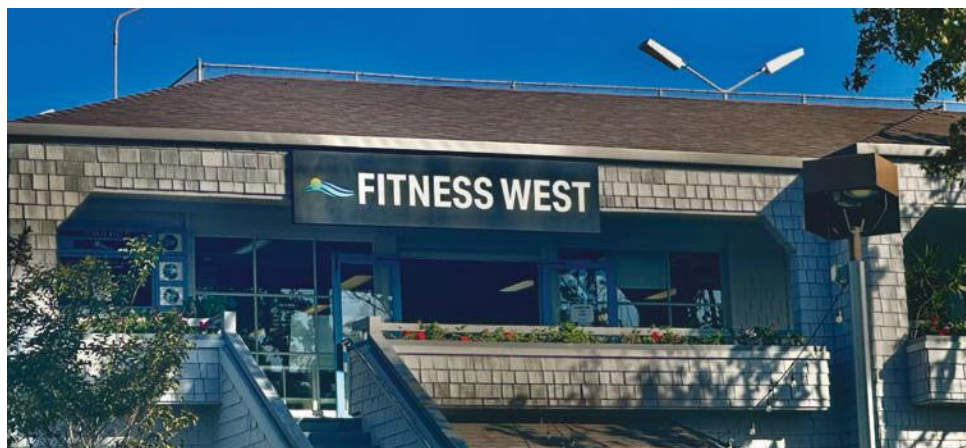
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Best Rice Bowl Mr. Shawarma

Voted Best Rice Bowl, Mr. Shawarma brings authentic Mediterranean flavors to Pacific Beach. Known for generous portions and bold, fresh ingredients, their menu features tender shawarma, crispy falafel, savory kebabs, and fragrant rice bowls packed with flavor. Enjoy fresh salads, housemade sauces, and traditional sweets like baklava. Whether dining in or grabbing takeout, Mr. Shawarma delivers a satisfying, made-from-scratch meal that keeps locals coming back for more.

1050 Garnet Ave. Ste B, Pacific Beach
(619) 750-3073 | mrshawarmasd.com

Best Sandwich Steak N Fries

Craving an authentic Philly cheesesteak? Steak N Fries keeps it simple— and seriously delicious. Every sandwich is made fresh to order using thinly sliced ribeye steak cooked to perfection, served on hearty Amoroso bread straight from Philadelphia. Choose from five cheeses and a variety of fresh veggies to craft your perfect cheesesteak, paired with golden fries made just the way you like them. Nothing is premade—just quality ingredients, friendly service, and big East Coast flavor in the heart of Pacific Beach.

1039 Garnet Ave, Pacific Beach
(858) 352-6600 | steaknfries.com

Best Seafood Pacific Beach Fish Shop

(See listing under Best Fish Taco)

Best Specialty Drink Bar Ella

(See listing under Best Appetizer)

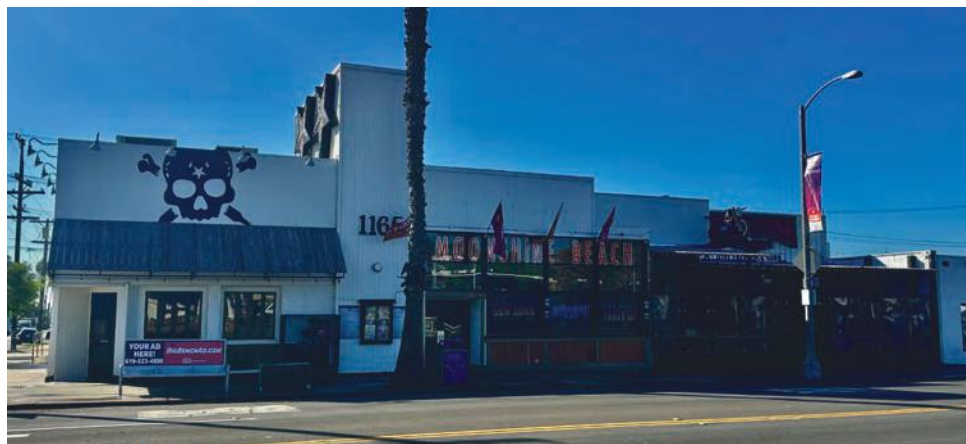
Best Sports Bar Tavern at the Beach

(See listing under Best American)

Best Steak Moe's

Moe's is reviving the classic steakhouse experience in Mission Beach, blending timeless charm with modern touches. Known for its rich history, this neighborhood favorite has been beautifully restored and offers a warm, inviting atmosphere. Now open daily for dinner starting at 4 p.m., Moe's offers a delectable menu of steaks, seafood, and more. Join them for Social Hour from 4-6 p.m., with great deals on craft cocktails, wine, beer, and a special food menu. Whether you're out for a night or after-hours drinks, make it Moe's.

3768 Mission Blvd, Mission Beach
(858) 488-7311 | moesmissionbeach.com



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Best Sushi
Sushi Ota

Sushi Ota is all about freshness – every bite showcases the best of San Diego’s local catch. Their signature uni, delivered straight from the docks, is served over rice and rivals the finest in Japan. Other favorites include buttery yellowtail sashimi and chawanmushi, a delicate egg custard. For the adventurous, an omakase experience offers an unforgettable taste journey through traditional Japanese flavors. Unlike the flashier sushi spots around town, Sushi Ota keeps it simple—focused on quality, craftsmanship, and authenticity. The inviting atmosphere and friendly service make it a true local gem for sushi lovers.

4529 Mission Bay Dr, Pacific Beach
(858) 880-8778 | sushi-ota.com

Best Tequila Bar
Pueblo

(See listing under Best Mexican Restaurant)

Best Thai
Lanna Thai

Lanna offers light, fresh, and healthy Thai food with homemade recipes passed through generations. Their menu offers an extensive selection of popular Thai dishes from different regions of Thailand. We prepare made-to-order cuisine using the finest spices and freshest ingredients (no MSG added). They also make

use of local produce whenever possible. Thai food uses many herbs and spices to bring out each dish’s flavors. They will cook your meal just the way you like it. Please specify your preferred spice level from 1 to 10. Gluten-free soy sauce is available. Now open for dine-in, takeout or Delivery within 4 miles.

4501 Mission Bay Dr, 1B, Pacific Beach
(858) 274-8424 | lannathaicuisine.com

Best Vegetarian/Vegan
Second Nature

Located just two blocks from the ocean, Second Nature specializes in mixed-dietary-group dining. Rather than treating plant-based options as an afterthought, the chef intentionally crafts complex vegan dishes – such as watermelon poke, orange cauliflower, and pulled jackfruit sandwiches – making it a stress-free destination for groups with diverse dietary habits.

5026 Cass St, San Diego
(888) 609-9298 | secondnaturepb.com

Best Vietnamese / Pho
PB Pho & Grill

Discover genuine Vietnamese food in the heart of Pacific Beach. The menu features a large selection of Vietnamese food, from Pho soup and sandwiches to stir-fried rice noodles. They’ll treat you like family, cooking for you with the same attention to detail they use at home. Enjoy breakfast, lunch, and dinner





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Best Wine Selection

JRDN

(See listing under Best Most Romantic)

Best Architect

Oasis Architecture

Oasis is a full-service architectural firm specializing in custom residential homes, historic renovations and quality additions. The staff's primary goal is to understand their client's vision and help guide them through the entire development process, from design to permits and approvals through the actual construction – start to finish.

1015 Turquoise St. # 2, Pacific Beach
(858) 273-5632 | oasis-ad.com

Best Auto Detail

Sanchez Auto Detailing

For over a decade, Sanchez Auto Detailing has been Pacific Beach's trusted name for premium vehicle care. Specializing in both interior and exterior detailing, they combine skilled craftsmanship with eco-friendly, biodegradable products that protect your car and the environment. From meticulous

hand washes and deep interior cleaning to paint correction and high-end waxing, every service is designed to make your car look showroom-ready. Sanchez Auto Detailing takes pride in delivering professional results, personalized service, and a shine that turns heads every time.

1234 Main St, Pacific Beach
(619) 555-1234 | sanchezautodetailing.com

Best Auto Repair

Cass Street Auto

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5165 Cass St, San Diego
(858) 488-0885 | cassstreetauto.com

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1650 Garnet Ave, Pacific Beach
(877) 732-2848 | sdccu.com

Best Bike Shop

Bicycle Warehouse

This premier, family-owned cycling retailer has been serving the San Diego region since 1992. Originally known as Mountain Bike Warehouse, Bicycle Warehouse has expanded into a full-service destination, specializing in e-bikes, mountain bikes, road bikes and comprehensive repair services.

4670 Santa Fe St, San Diego
(858) 273-7300 | bicyclewarehouse.com

Best Carwash

Pacific Beach Car Wash

Pacific Beach Car Wash Auto Detailing Center has been a trusted name in Pacific Beach

for decades. Originally built by Shell Oil Company as its first car wash in the U.S., this iconic location still provides top-notch car wash and detailing services. With years of experience and a commitment to using only the finest products, the team treats every vehicle with care and precision. Customers can expect high-quality service that leaves their cars looking spotless.

2075 Balboa Ave, Pacific Beach
(858) 272-2844 | pbcarwash.com

Best Chiropractor

Libs Chiropractic

Libs Chiropractic has been a trusted part of the Pacific Beach community for over 37 years. Founded by husband-and-wife team Dr. David and Lori Libs, the center has become a local staple for chiropractic care. Since 2014, their son, Dr. Jay Libs, has joined the practice, continuing the family tradition of excellence. Specializing in family wellness, athletic performance, and personal injury care, the Libs team is dedicated to supporting the health and well-being of the Pacific Beach community for years to come.

4410 Lamont St, Pacific Beach
(858) 483-8500 | libschiropactic.com

Best Computer Repair

SD laptops

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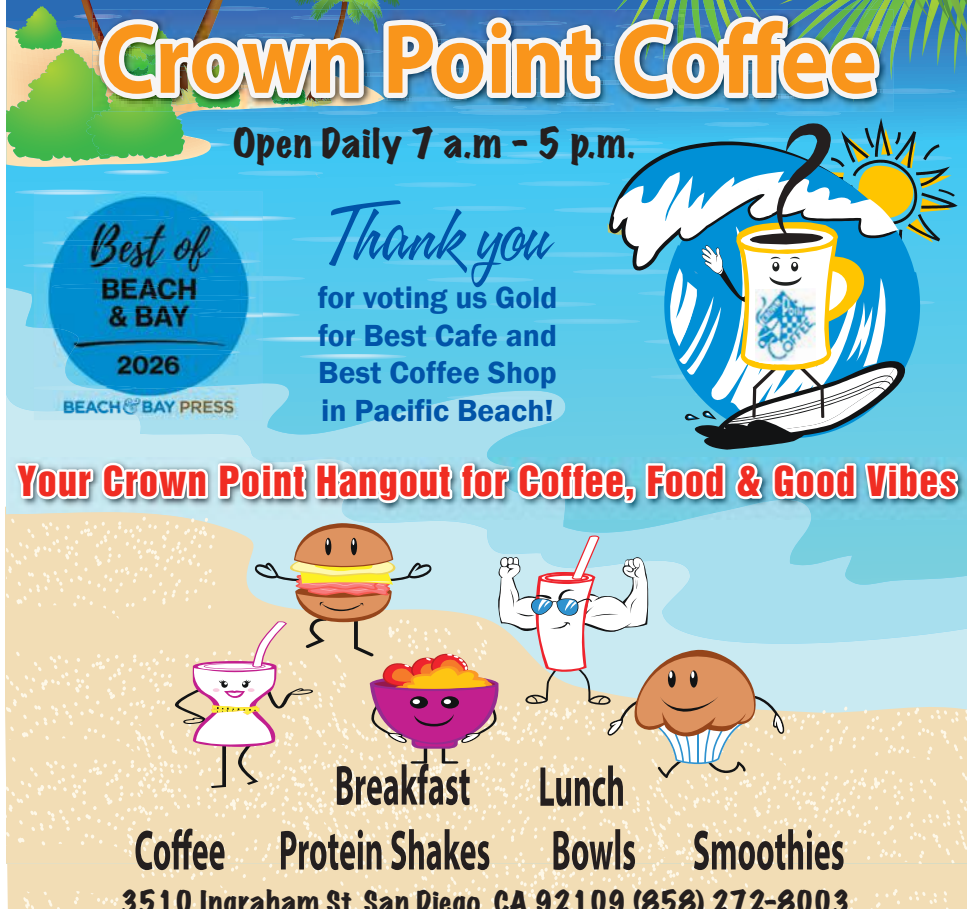
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4645 Cass St., #. 201A, Pacific Beach
(858) 864-3108 | sdaptops.com

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Since 1980, Armstrong Builders, Inc. has been a trusted name in coastal San Diego, with their custom homes, condos, and townhomes seen throughout Pacific Beach. Specializing in design-build remodeling and construction, Armstrong Builders has earned a reputation for creativity, quality, and integrity. Founder Tom Armstrong's innovative approach to the design-build method ensures seamless, responsible project management from start to finish. With decades of experience, they take pride in building long-lasting client relationships, many of whom return for additional projects, knowing they will receive the highest-quality craftsmanship.

(858) 488-2825 | armstrongbuilt.com

Best Day Spa
Catamaran Day Spa

From its gorgeous location to innovative treatments you can't find anywhere else, the Catamaran Spa is a truly unique escape. Inspired by South Pacific and Asian healing traditions, guests can look forward to an array of rejuvenating services featuring marine- and botanical-based products.

3999 Mission Blvd, Mission Beach
(800) 422-8386 | catamaranresort.com

Best Dentist
Dovey Dental

Dovey Dental is a progressive dental office located in the heart of Pacific Beach between Mission Bay and La Jolla. They offer all phases of cosmetic dentistry to improve patients' smiles. The practice is amalgam-free and uses the latest composite technology to help preserve teeth. They use laser technology to support gum health and emphasize cosmetic dentistry through bonding, porcelain restorations, and Invisalign.

4527 Fanel St, Pacific Beach
(858) 272-2222 | doveydental.com

Best Doctor
Dr. Anderson

San Diego Sports Medicine and Family Health Center provides caring and compassionate urgent care services at our Pacific Beach location for non-life-threatening medical issues. Dr. Anderson and the team of highly skilled and experienced providers treat patients of all

ages with acute illnesses or injuries that don't require high-level emergency medical attention. Pacific Beach urgent care location offers both walk-in and scheduled appointments.

1945 Garnet Ave, Pacific Beach
(858) 224-7977 | sdsm.com

Best Dog Grooming
Diego Dogs

Diego Dogs Grooming is a stress-free, women-owned pet salon and retail shop. They deliver high-quality grooming, using state-of-the-art equipment and luxury products, while remaining easy on the wallet. They also offer daycare, pet walking and pet sitting.

4605 Cass St, San Diego
(858) 412-5202 | diegodogsgrooming.com

Best Dry Cleaning
Amy's Cleaners

A great local dry cleaning service with great prices, in a great location! The friendly staff will begin to feel like family. Amy's is everything you would expect from a neighborhood dry cleaner and a little bit more!

1015 Turquoise St., Suite 4, San Diego
(858) 483-1459 | No official website listed

Best Eye Wear
Blenders Eyewear

Born on the beach in San Diego and rocked with pride worldwide, Blenders Eyewear has

become one of America's fastest-growing sunglasses brands. What started as founder Chase Fisher selling shades from a backpack after surfing at San Diego State has exploded into a global style movement. Known for bold designs, vibrant colors, and durable performance, Blenders has caught the eye of athletes, influencers, and celebrities alike. Whether you're hitting the waves, slopes, or streets, Blenders delivers style, protection, and confidence with every pair.

4683 Cass St., San Diego
(858) 999-7782 | blenderseyewear.com

Best Financial Planner
Schoettle Financial

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

1010 Turquoise St., Suite 255, San Diego
(858) 488-3800 | schoettlefinancial.com



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We are launching our very own kids book, Tails of Teela, that will be a story about a little dog and girl learning to Surf the waves of Pacific Beach!
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1470 Garnet Ave., Suite A, San Diego
(858) 270-3000 | petalsbythebeach.com

Best Gift Shop

Pangaea Outpost

Since 2004, Pangaea Outpost has been a fun coastal marketplace where creativity and culture come together. This large, vibrant space accommodates dozens of local vendors, offering a wonderful mix of unique items—handcrafted jewelry, clothing, accessories, art, home décor, crystals, and one-of-a-kind gifts you won't find anywhere else. Visitors can explore treasures from talented San Diego artisans alongside exotic imports from around the world. Whether you're shopping for yourself or the perfect gift, Pangaea Outpost promises a truly inspiring and unforgettable shopping experience. Pangaea creates adventure in shopping.

909 Garnet Ave., San Diego
(858) 581-0555 | pangaeaoutpost.com

Best Grocery Store

Trader Joe's

Trader Joe's is a neighborhood grocery store known for its private-label products, everyday staples and rotating seasonal selections. The Pacific Beach location carries fresh produce, meat, bakery items, cheeses, frozen foods, snacks, flowers and other groceries at value-focused prices.

1640 Garnet Ave., San Diego
(858) 581-9101 | traderjoes.com

Best Gym

Fitness West

Since 1985, Fitness West has thrived as Pacific Beach's favorite family-owned and operated gym. For 40 years, their simple philosophy is: treat customers as we would want to be treated. Their goal is to provide a clean, friendly, non-intimidating, hassle-free environment where anyone (regardless of age or level) feels comfortable working out and living a healthy lifestyle. The large 6,300-square-foot facility features an expertly selected array of exercise equipment including: ellipticals, treadmills, stair-climbers, upright and recumbent Life-cycle bikes, spin bikes, rowing machines, Olympic free weights, and a complete circuit of Nautilus machines. The studio is specifically designed for group exercise classes in-

cluding Yoga, Spin, Core N Strength Training, and Pilates. All classes are included with membership. Fitness West is conveniently located in Pacific Beach with ample parking in the Pacific Plaza II.

1880 Garnet Ave., San Diego
(858) 272-9378 | fitnesswestpb.com

Best Hair Salon

Salon Del Rey

Salon Del Rey offers haircuts, styling, balayage, highlights, color services, Brazilian blowouts and keratin treatments for men and women. Established in 2015, the Pacific Beach salon focuses on personalized service and treatments designed for each client's hair type and goals.

3517 Del Rey St., Suite 113, San Diego
(619) 228-6604 | salondelrey.com

Best Home Improvement

Pacific Beach Ace Hardware

Pacific Beach Ace Hardware is the best hardware store around, providing superior service to the neighborhood since opening our doors in 1954. This intimate, family-owned business combines the benefits of a small business with the perks of being part of the Ace Hardware family. Whether you are a contractor, homeowner, property manager, or just need a few tools, they are the go-to place to get the supplies you need. They specialize in hydroponics, plumbing, electrical, and out-

door products, and offer a recently renovated garden center for all of your plant and succulent needs.

1544 Grand Ave., San Diego
(858) 274-6464 | acesandiego.com

Best Hotel

Catamaran Resort Hotel and Spa

The Catamaran Resort Hotel and Spa is a tropical hideaway in San Diego's Pacific Beach community. This Polynesian-themed resort is only 8 miles from San Diego International Airport. The casual elegance, palm trees, lush vegetation, tiki torches, koi ponds, waterfalls and exotic birds evoke a tropical paradise. With Mission Bay as the backyard and the Pacific Ocean across the street, there's no better choice among Pacific Beach hotels. Whether you enjoy sunbathing at the beach, relaxing by the pool, rejuvenating in the Catamaran Spa's hot tub overlooking the bay, paddleboarding, or cruising the boardwalk on a bike or Segway, the resort has something for everyone.

3999 Mission Blvd., San Diego
(858) 488-1081 | catamaranresort.com

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assess their insurance needs and explore coverage for their vehicles, homes, personal property and financial futures. Nguyen and his team emphasize local relationships, individualized guidance and policy reviews that can adjust as customers' needs change.

2204 Garnet Ave., Suite 204B, San Diego
(858) 274-2377 | agents.allstate.com/steven-nguyen-san-diego-ca.html

Best Jewelry Store
House of Jewels

House of Jewels owners Leonard and Sofia Shpigel moved from the former Soviet Union with their son Alex in 1979 to pursue the American dream. The idea of opening a jewelry store came in 1985, when they opened their first store in Bird Rock. In 1991, they moved to their current Pacific Beach location. After decades in business, many clients have become close friends. Customers return for quality service, and families who first visited with young children now send those children in for wedding and engagement rings, allowing the store to serve several generations.

1772 Garnet Ave., Suite B, San Diego
(858) 490-8097 | houseofjewelssd.com

Best Kickboxing Gym
RockBox Fitness

RockBox Fitness delivers a fusion of boxing, strength training, and cardio in a high-energy, results-driven environment. Each class blends kickboxing combinations with full-body conditioning designed to build muscle, endurance, and confidence. More than just a gym, RockBox is a motivating community where members find support, accountability, and fun while achieving real results. With energizing music, dynamic trainers, and a positive vibe, it's a place to punch out stress, boost your fitness, and feel unstoppable.

1896 Garnet Ave., San Diego
(858) 886-7114 | rockboxfitness.com/locations/pacific-beach

Best Laundromat
Bubbles at the Beach

Bubbles at the Beach is an attended Pacific Beach laundromat offering high-capacity machines, self-service washing, wash-and-fold service and dry cleaning. Customers can also arrange pickup and delivery, while drop lockers provide another convenient option outside counter hours.

1902 Balboa Ave., San Diego
(619) 535-9653 | bubbleslaundryservice.com

Best Live Music
Moonshine Beach

Moonshine Beach brings Nashville energy to Pacific Beach with its in-your-face honky-tonk vibe, live country concerts, line dancing, and DJs spinning the best in country, rock, and pop. This high-energy venue features one of Southern California's largest LED screens and a massive wooden dance floor built for two-stepping the night away. Outfitted with

state-of-the-art sound and lighting, Moonshine Beach rivals its downtown sister venue, Moonshine Flats. Whether you're a die-hard country fan or just ready to dance and let loose, it's the ultimate party spot.

1165 Garnet Ave., San Diego
(858) 999-0158 | moonshinebeachsd.com

Best Local Attraction
Belmont Park
(See listing under Best Place for a B-Day Party)

Best Massage
Thai Style Massage

Thai Style Massage combines traditional Thai techniques with a calm, restorative setting. Its certified therapists use assisted stretching and targeted bodywork to ease tension, support flexibility, improve mobility and help clients recharge physically and mentally.

1350 Garnet Ave., San Diego
(619) 365-5999
thaistylemassagesandiego.com

Best Men's Clothing
Mission Surf Shop

The iconic location is San Diego's first surf shop, in its original location, opened more than 50 years ago. Mission Surf Shop offers products from premium brands such as Oakley, Ray-Ban, Spy, Rainbow, Reef, Salty Crew, Sector 9, Carver and many others, making it a destination for locals and tourists gearing up for a surf trip or beach day. From a bar of wax to shades, flip-flops, board shorts and tank tops, they've got you covered. The store also offers equipment rentals and a full selection of surfboards, boogie boards, wetsuits, skateboards and more. Mission Surf Shop is truly your one-stop shop for the beach.

4320 Mission Blvd., San Diego
(858) 483-8837 | missionsurf.com

Best Nail Salon
Pacific Beach Nails & Spa

Pacific Beach Nails & Spa offers manicures, pedicures, gel, acrylic, dip systems, Gel-X enhancements and custom nail art. The salon pairs detailed nail care with spa-style treatments, complimentary drinks and hospital-grade sanitation in a calm setting near the Pacific Beach boardwalk.

1345 Garnet Ave., San Diego
(858) 221-0070 | pacificbeachnailsandspa.com

Best Nursery
Green Gardens Nursery

For more than 30 years, Green Gardens Nursery has been the neighborhood go-to for plants, pottery, and expert advice. Family-owned and operated by the Backus family on Cass Street, the nursery carries a wide variety of healthy plants, trees, and succulents, along with both organic and non-organic fertilizers to help them thrive. Customers will also find an impressive selection of imported pottery, home goods, gifts, garden décor, and



specialty fountains that bring color and character to any space. Owner Paul Backus offers complimentary rose consultations to help gardeners choose the right variety, prepare soil, and set up irrigation. Landscape design services are also available for larger projects, making Green Gardens a trusted local source for everything green, growing, and inspiring.

4910 Cass St., San Diego
(858) 483-7846 | greengardenssd.com

**Best Optometrist/
Ophthalmologist**
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LNy Optometry provides comprehensive eye exams, contact lens services and prescription eyewear with a focus on personal care. Dr. Yosuke Yonemasu and Dr. Kristine Pham use diagnostic technology to address patients' vision concerns and help them select lenses and designer frames suited to their needs and budgets.

1890 Garnet Ave., San Diego
(858) 274-3777 | lnyoptometry.net

Best Paint Store
Sherwin-Williams

Sherwin-Williams is a contemporary paint store with an extraordinary history. Founded in 1866, only one year after the Civil War ended, it entered the market at a time when there was no railroad to the Pacific, no telephones, no electric lights, no automobiles

and, perhaps most notably, no ready-to-use paint. Founders Henry Sherwin and Edward Williams set out to invent the product that consumers now use by the gallon every day.

1220 Garnet Ave., San Diego
(858) 581-3607 | sherwin-williams.com

Best Pawn Shop
PB Pawn & Jewelry

PB Pawn & Jewelry is the go-to spot in Pacific Beach to sell or pawn items. With second- and third-generation gemologists, goldsmiths, and diamond experts, they offer expert evaluations and discreet, confidential transactions. Whether you need quick cash or great deals on jewelry, electronics, musical instruments, or tools, PB Pawn & Jewelry has you covered. Their team ensures you receive fair value, and their selection of items for sale is extensive.

1950 Garnet Ave., San Diego
(858) 263-4904 | pbpawn.com

Best Pet Hospital/Veterinarian
West Coast Animal Hospital Pacific Beach

West Coast Animal Hospital opened its Pacific Beach location in fall 2025 in the renovated former home of Pacific Beach Veterinary Clinic. The full-service hospital provides care for dogs and cats, including wellness exams, vaccinations, dentistry, diagnostics, surgery, specialty services and treatment for sick pets

in a modern, low-stress environment.

1362 Garnet Ave., San Diego
**(619) 431-1423 | westcoast.vet/locations/
west-coast-animal-hospital-pacific-beach**

Best Pet Store
Noah's Natural Pet Market

Noah's Natural Pet Market is Pacific Beach's trusted source for holistic pet care. True to its name, Noah's offers a wide selection of natural and organic dog and cat foods, including raw diets, supplements, and healthy treats. Pet owners also love the variety of high-quality accessories—from collars and leashes to toys, shampoos, and training supplies. With knowledgeable staff and a commitment to pet wellness, Noah's has built a loyal following of animal lovers who want the very best for their furry family members.

4431 Cass St., San Diego
(858) 270-8161 | noahsnaturalpetmarket.com

Best Pharmacy
Pacific Beach Pharmacy

Pacific Beach Pharmacy is a pharmacist-owned community pharmacy offering prescriptions, online and smartphone refills, delivery, durable medical equipment, hospice and pain-management services. With more than 20 years of hospice and pharmacy experience, its team emphasizes fast, friendly and professional care.

1721 Garnet Ave., San Diego
(858) 900-9877 | pbpharmacy.com

Best Picture Framing
Aztec Graphics

Since 1991, Rick and Barbara have proudly served San Diego from their shop in Pacific Beach. Fill your home with décor that speaks to you and sets you apart. Aztec Graphics Custom Framing's philosophy is that an empty wall is a lonely wall, which is why they built their business around providing quality custom frames, shadow boxes, and prints that reflect your unique interests. Whether you're an avid sports fan or prefer classic art, Aztec Graphics offers prints that appeal to everyone. Once you've made your selection, finish the look with their one-of-a-kind framing service. Their custom framing offers protection, class, and style to help your piece last a lifetime. Give your spaces a touch of style with Aztec Graphics.

1439 Garnet Ave., San Diego
(858) 272-7760 | aztecgraphicssd.com

Best Pilates
Pilates Plus Pacific Beach

Pilates Plus Pacific Beach combines core Pilates principles with modern strength training in a community-focused studio near the ocean. Its fast-paced reformer classes challenge the full body while instructors encourage members to progress at a pace that works



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1015 Turquoise St., Suite 1, San Diego
(858) 888-3281 | pilatespluspb.com

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Emory Plumbing

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1552 Grand Ave., Suite B, San Diego
(858) 483-6880 | myemory.com

Best Resale Shop

Play It Again Sports

Whether you're cleaning out your garage or upgrading your gear, Play It Again Sports is the go-to spot for quality new and gently used sporting equipment. Serving Pacific Beach athletes and families for years, this local favorite keeps sports affordable and sustainable by buying, trading, and reselling gear for all ages and skill levels. Perfect for parents with kids in multiple sports and activities year after year, it's a smart way to save while staying active. Find top brands without paying full retail.

1401 Garnet Ave., San Diego
(858) 490-0222 | playitagainsports.com/
locations/san-diego-ca-pacific-beach

Best Senior Living

Wesley Palms

Discover Wesley Palms Retirement Community, perched on scenic hills offering breathtaking Mission Bay views in Pacific Beach. Immerse yourself in San Diego's beauty, explore walking paths and embrace an inspired lifestyle filled with possibilities every day. As you wander through this charming neighborhood, mature trees and fragrant flowers will greet you at every turn. Wesley Palms offers the perfect setting for your unique lifestyle, providing independent living, assisted living and specialized memory care. Here you'll find more than just a residence; you'll discover a vibrant community where joy and contentment flourish. Experience it for yourself and redefine what coastal front porch senior living can be.

2404 Loring St., San Diego
(858) 274-4110 | frontporch.net/
community/wesley-palms

Best Shipping/Packing

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864 Grand Ave, Pacific Beach
(858) 272-8877 | beachmailbox.com

Best Skate Shop

Soul Grind

Soul Grind has been the top beach skate shop since 1993, offering cruisers, longboards, street boards, and accessories. Along with a large selection of boards, they provide free part replacement with the purchase of new parts. Their accessory department includes a wide range of products. Soul Grind also offers surfboards, wetsuits, boogie boards, and skateboard rentals. Their collection of vintage and modern skateboards showcases the sport's evolution, with signed boards from pros.

4645 Cass St., Suite 102, San Diego
(858) 581-2468 | soulgrind.com

Best Specialty Shop

Monday Morning

Monday Morning is a Pacific Beach bottle shop and lounge specializing in nonalcoholic and alcohol-free beverages. Its selection includes more than 500 beers, wines, spirits, mixers and ready-to-drink options for customers who are sober, sober-curious or simply looking to drink differently.

1854 Garnet Ave., San Diego
(858) 412-3253 | mondaymorning-af.com

Best Surf Shop

Mission Surf Shop

(See listing under Best Men's Clothing)

Best Swim Wear

Gone Bananas Beachwear

A Mission Beach staple since 1975, Gone Bananas Beachwear has long been San Diego's premier destination for women's swimwear and resort wear. Just steps from the Pacific Ocean, this beloved boutique is where bikini trends begin. With beach weather nearly year-round, Gone Bananas keeps locals and visitors ready for the sun with an incredible selection of swimsuits, coverups, accessories, and beachwear for every style and season. Discover why generations have trusted Gone Bananas for the perfect fit and coastal flair.

3785 Mission Blvd., San Diego
(858) 488-4900 | gonebananasbeachwear.com

Best Water Store

PB Water Store

PB Water Store makes staying hydrated easy, convenient, and eco-friendly. The shop features indoor fill stations offering reverse osmosis purified water, mineral water, and adjustable pH-level hydrogen-infused ionized water. Its bottle rinse station helps sanitize containers before filling. Customers can also choose from a wide selection of water bottles—ranging from one to seven gallons—in BPA-free plastic, glass, PET, or PC. The store carries water coolers, ceramic crocks, pumps, stands and other accessories, making PB Water Store a one-stop shop for quality water and supplies. Its outdoor reverse osmosis vending machine is available 24 hours a day.

1425 Garnet Ave., San Diego
(858) 246-7577 | pbwaterstore.com

Best Women's Clothing

South Coast Wahines PB

South Coast Wahines PB carries women's surf and beach apparel, swimwear, footwear and accessories from leading coastal brands. The Pacific Beach shop is part of the locally rooted South Coast family, which has served San Diego's surf community since 1974.

4500 Ocean Blvd., San Diego
(858) 273-7600 | southcoast.com

Best Yoga Facility

Sōma Yoga Studio

Sōma Yoga Studio is a Mediterranean-inspired movement space offering heated and non-heated yoga, sculpt, strength, breathwork and sound-healing classes. The Pacific Beach studio welcomes a range of experience levels and blends challenging instruction with restorative practices in a community-centered setting.

1559 Garnet Ave., San Diego
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City Ballet caps nation's 250th birthday with 'American Icons'

By Elizabeth Ireland
TIMES OF SAN DIEGO

PACIFIC BEACH — For much of the nation's 250-year history, America borrowed its ballet from Europe. Then a handful of choreographers reimagined the art form with an American identity.

Pacific Beach-based City Ballet of San Diego will close its yearlong salute to the country's 250th birthday with works from three master choreographers who helped shape ballet in the United States.

"American Icons," including works by George Balanchine, Peter Martins and Gerald Arpino, plays at the Balboa Theatre Saturday and Sunday.

"It's a spectacular program in every sense of the word," said artistic director Steven Wistrich.

Billed as "Three Visions — Imagination Unbound," the program pairs two returning favorites with a company premiere.

Balanchine's "Concerto Barocco," a 1941 neoclassical masterwork set to Johann Sebastian Bach's Double Violin Concerto, returns to City Ballet's stage for the first time since March 2016. The San Diego troupe is best known for performing Balanchine's works, which the George Balanchine Trust licenses only to companies it deems artistically competent to dance them.

Martins, who succeeded Balanchine at the helm of New York City Ballet, created "Ash" in 1991 to music by Michael Torke. Blending athletic movement, lyrical expression and theatrical imagery, the contemporary ballet explores resilience and transformation. City Ballet last performed the work in November 2022.

The company premiere is Arpino's "Light Rain," created for the Joffrey Ballet in 1981. Set to a score by Douglas Adamz and Russ Gauthier that evokes Mediterranean rhythms, the work fuses classical technique with contemporary dance.

"Each ballet is like a shiny jewel," Wistrich said.

The program reflects Wistrich's admiration for the choreographers, whose work he sees as central to the evolution of American ballet. A former Boston Ballet and Stuttgart Ballet dancer, he founded

AMERICAN ICONS

Where: Balboa Theatre, 868 Fourth Ave.

When: 7:30 p.m. Saturday, and 2 p.m. Sunday. Free pre-performance lecture 45 minutes before each show.



A ballerina gets a lift during a performance of Balanchine's 'Concerto Barocco.' (Photo courtesy of City Ballet of San Diego)

City Ballet in 1993 with his wife, Elizabeth.

"George Balanchine, Gerald Arpino and Peter Martins are world renowned ballet innovators and each has elevated this magnificent art form to new heights with imagination, vision and creativity," he said.

Although Balanchine and Martins were born outside the United States, both helped define the distinctly American style of ballet, while Arpino expanded its expressive range by blending classical technique with modern dance.

Wistrich encouraged newcomers not to shy away from a ballet just because it lacks a title as familiar as "Sleeping Beauty."

"These innovative programs push the art form into the future with variety, creativity, great choreography, dancing, lighting, costumes, music and wonder," he said.

Wistrich considers the program a way to bring world-class work home.

"San Diegans deserve to see the best the world of ballet has to offer and this program delivers on that promise," he said.

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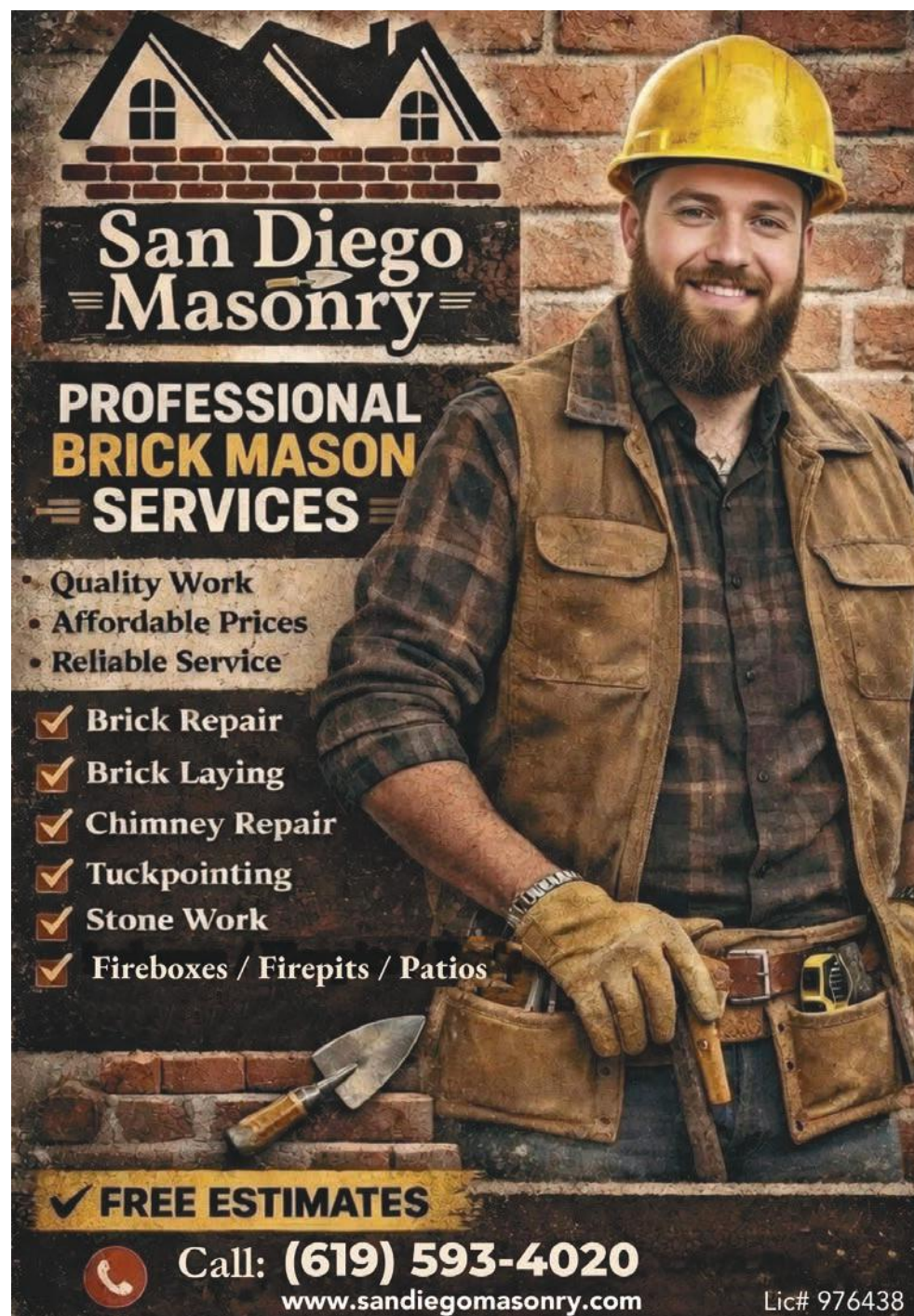
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LEGAL ADS

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9020282
Fictitious Business Name(s) a. 007 Construction Cleaning, 4407 Caminito Pintoresco, San Diego, CA 92108 is registered by the following: a. 007 Cleaning, LLC business is conducted by: a Limited Liability Company. The first day of business was: 09/17/2026 Registrant Name: a. 007 Cleaning, LLC This Title of Officer, if Limited Liability Company/Corporation Title of Signor Sareya Shaheed, CEO. The statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on: September 21, 2026, ISSUE DATES: October 2, 9, 16 & 23 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9019324
Fictitious Business Name(s) a. Turning Tides Speech & Language Therapy, 4716 Murat Place, San Diego, CA 92117 is registered by the following: a. Laura Culbertson, OCHS business is conducted by: an Individual The first day of business was: 09/21/2021 Registrant Name: a. Laura Culbertson, OCHS This Title of Officer, if Limited Liability Company/Corporation Title of The statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on: September 04, 2026, ISSUE DATES: October 2, 9, 16 & 23 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9020709
Fictitious Business Name(s) a. Versed Interior Environments, b. Versed Design Studio, 1120 Sycamore Avenue, 2G, Vista, CA 92081 is registered by the following: a. Versed Design Solutions, LLC business is conducted by: a Limited Liability Company. The first day of business was: N/A Registrant Name: a. Versed Design Solutions, LLC This Title of Officer, if Limited Liability Company/Corporation Title of Manuela Bravo Smith, President The statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on: September 25, 2026, ISSUE DATES: October 2, 9, 16 & 23 2026

SUMMONS: Case No.: 26CU041955C NOTICE TO DEFENDANT: Donna Damson and does 1 through 2, YOU ARE BEING SUED BY PLAINTIFF: Suzanne Finch NOTICE - You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written

response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your response on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court. There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. The court's lien must be paid before the court will dismiss the case. The name and address of the court is County of San Diego Superior Court, Central Division 330 West Broadway, San Diego, CA 92101 The name, address, and telephone number of plaintiff's attorney, or petitioner without an attorney, are: Karen R. Frostrom, THORSNES, BARTOLOTTA, MCGUIRE, LLP, 2550 Fifth Avenue, Eleventh Floor, San Diego, CA 92103, Phone: 619-236-9363 Fax: 619-236-9653 Date: 8/6/2026 Clerk, by, M. Estrada, Deputy Clerk. ISSUE DATES: October 2, 9, 16 & 23 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9021102
Fictitious Business Name(s) a. AK Real Estate Media, 10439 Bosque Dr, Lakeside, CA 92040 is registered by the following: a. Aden Christopher Karta business is conducted by: an Individual The first day of business was: N/A Registrant Name: a. Aden Christopher Karta This Title of Officer, if Limited Liability Company/Corporation Title of The statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on: September 30, 2026, ISSUE DATES: October 9, 16, 23 & 30, 2026

CITATION FOR FREEDOM FROM PARENTAL CUSTODY AND CONTROL CASE NUMBER 26AD000496C ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar number, and address) MELISSA DIANE CIANCI, 29222 Rancho Viejo RD STE 122-C, SAN JUAN CAPISTRANO

CA 92675 ATTORNEY FOR (Name): SUPERIOR COURT OF CALIFORNIA, COUNTY OF SAN DIEGO 2851 MEADOW LARK DRIVE SAN DIEGO CA 92123; IN THE MATTER OF LEONARDO PEREZ MEDINA DATE OF BIRTH: 11/23/2010; A MINOR RESPONDENT(S): To ALBERT PEREZ ARBIETO You are ordered to appear in the Superior Court of the State of California, County of San Diego, in Department JC-02 at the court location indicated above on November 06, 2026 at 1:30 PM, to show cause, why (names) LEONARDO PEREZ MEDINA should not be declared free from parental custody and control (X) for the purpose of placement for adoption as requested in the petition. This hearing will be conducted by video or telephone through the 2851 Meadow Lark Drive San Diego CA 92123. See attached instructions and call the court to have the video link emailed to you. At the hearing, the judge will read the petition and, if requested, will explain the effect of the granting of the petition, any term or allegation contained therein and the nature of the proceeding, its procedures and possible consequences, and may continue the matter for not more than 30 days for the appointment of counsel, or to give counsel time to prepare. The court may appoint counsel to represent the minor whether or not the minor is able to afford counsel. If any parent appears and is unable to afford counsel, the court shall appoint counsel to represent each parent who appears unless such representation is knowingly and intelligently waived. Someone over the age of 18 -not the petitioner - must serve the other party with all the forms and complete a proof of service form, such as Proof of Citation (Adoptions)(SDSC Form #JUV 300) telling when and how the other party was served and file that with the court. If you wish to seek the advice of an attorney in this matter, you should do so promptly so that your pleading, if any, may be filed on time. Date: 9/29/2026 Judge of the Superior Court: TILISHA T. MARTIN Issue Dates: October 9, 16, 23 & 30, 2026

ORDER TO SHOW CAUSE FOR CHANGE OF NAME; CASE NO 26CU052289C SUPERIOR COURT OF CALIFORNIA, COUNTY OF SAN DIEGO; Superior Court of California, County of San Diego, 330 West Broadway, San Diego, CA 92101, Hall of Justice TO ALL INTERESTED PERSONS: 1. Petitioner (name) a. Molly Elisabeth Pratt Filed A Petition With This Court For A Decree Changing Names As Follows: Present Name: a. Molly Elisabeth Pratt To Proposed Name: a Molly Elisabeth Pratt Sherman THE COURT ORDERS That All Persons Interested In This Matter appear before the court at the hearing indicated below to show cause, if any, why the petition should not be granted. Any person objecting to the name changes described above must file a written objection that indicates the reasons for the objection at least two court days before the matter is scheduled to be heard and must

appear at the hearing to show cause why the petition should not be granted. If no written objection is timely filed, the court may grant the petition without a hearing. NOTICE OF HEARING a. Date: November 12, 2026: 8:30 AM DEPT: 61; a. A copy of this Order to show cause shall be published at least once each week for four consecutive weeks prior to the date set for hearing on the petition in the following newspaper of general circulation, printed in this county (specify newspaper): La Jolla Village News, Beach & Bay Press & Peninsula Beacon. Date: October 01, 2026, by D. Donaldson, Deputy Clerk. Judge Michael S. Groch, Judge of the superior court ISSUE DATES: Issue Dates: October 9, 16, 23 & 30, 2026 NO HEARING WILL OCCUR ON THE DATE SPECIFIED IN THE ORDER TO SHOW CAUSE. The Court will review the documents filed as of the date specified on the Order to Show Cause for change (JC Form #NC-120) If all requirements for a name change have been met as of the date specified, and no timely written objection has been received (require at least two court days before the date specified), the petition for change of name (JC Form #NC-120) will be granted without a hearing. One certified copy of the Order Granting the Petition will be mailed to the petitioner. To change a name on a legal document, including a birth certificate, social security card, driver license, passport, and other identification, a certified copy of Decree Changing Name (JC Form #NC-130) or Decree Changing Name and Order Recognizing Change of Gender and for Issuance of New Birth Certificate (JC Form #NC-230) may be required. Contact the agency(ies) who issues the legal document that needs to be changed, to determine if a certified copy is required. A certified copy of Decree Changing Name (JC Form #NC-130) or Decree Changing Name and Order Recognizing Change of Gender and for Issuance of New Birth Certificate (JC Form #NC-230) may be obtained from the Civil Business Office for a fee. Petitioners who are seeking a change of name under the Safe at Home program may contact the assigned department for information on obtaining certified copies. If all the requirements have not been met as of the date specified, the court will mail the petitioner a written order with further directions. If a timely objection is filed, the court will set a hearing date and contact the parties by mail with further directions. A RESPONDENT OBJECTING TO THE NAME CHANGE MUST FILE A WRITTEN OBJECTION AT LEAST TWO COURT DAYS (excluding weekends and holidays) BEFORE THE DATE SPECIFIED. Do not come to court on the specified date. The court will notify the parties by mail of a future hearing date. Any Petition for the name changes of a minor that is signed by only one parent must have this Attachment served along with the Petition and Order to Show Cause, on the other non-signing parent, and proof of service must be filed with the court.

LEGALS CONTINUED ON PAGE. 9

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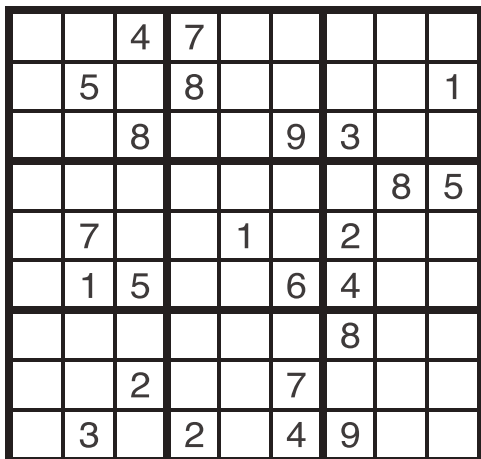
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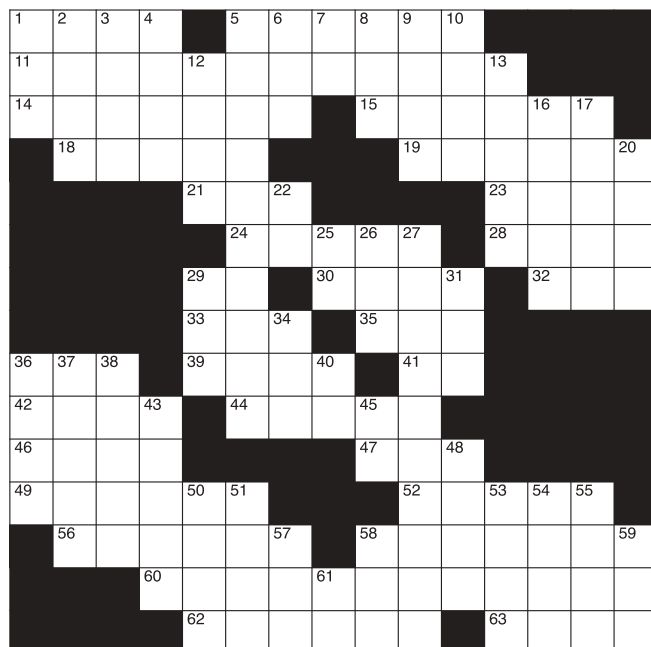
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46. Grayish-white
47. A woolen cap of Scottish origin

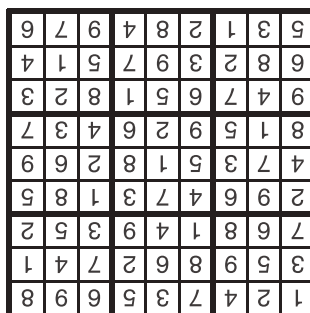
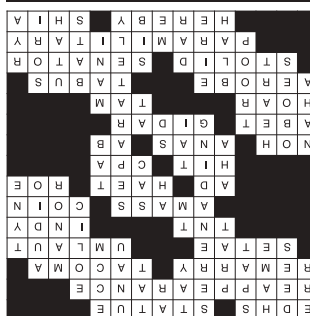
49. Microorganism
52. Strong social customs
56. Calm and dependable
58. Congressman
60. Force
62. As a result of this document
63. A main branch of Islam

CLUES DOWN

1. Make a mistake
2. American DJ Rick
3. Fictional Asimov planet
4. Coughed out
5. Singing to one's lover
6. Scotland's longest river
7. One of the six noble gases
8. Body art
9. Two-toed sloth
10. Electronic counter-countermeasures
12. A foolish person
13. Of the wind
16. Mansion
17. Sound
20. English river

22. Business symbol
25. Exclamation of surprise
26. Pouch
27. Individually
29. Satisfaction
31. The bill in a restaurant
34. Japanese delicacy
36. Port in southern Japan
37. Double-reed instruments
38. Center
40. "The Mount Rushmore State"
43. Soldier
45. Indicates position
48. Beauty treatment: ____-pedi
50. Nonsense (slang)
51. Republic of Ireland
53. Ballplayers' tools
54. American state
55. Clusters of a fern frond
57. Patriotic women's group
58. A person's brother or sister
59. Breed of sheep
61. Of I

ANSWERS

**CONTINUED FROM PAGE 8**

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9021362
Fictitious Business Name(s) a. Something More, 11821 Walnut Road,
Lakeside, CA 92040 is registered by the following: a. Stephanie Kay
Lean business is conducted by: an Individual The first day of business
was: N/A Registrant Name: a. Stephanie Kay Lean This Title of Officer, if
Limited Liability Company/Corporation Title of The statement was filed
with: Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on:
October 02, 2026, ISSUE DATES: October 9, 16, 23 & 30, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9021259
Fictitious Business Name(s) a. Full Circle Therapy, 5173 Waring Road,
Suite A35, San Diego, CA 92120 is registered by the following: a. Evelyn
Danelia Cohen business is conducted by: an Individual The first
day of business was: N/A Registrant Name: a. Evelyn Danelia Cohen
This Title of Officer, if Limited Liability Company/Corporation Title
of The statement was filed with Jordan Z. Marks, Jr. Recorder/County
Clerk of San Diego County on: October 01, 2026, ISSUE DATES: October
16, 23, 30 & November 6, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9020094
Fictitious Business Name(s) a. 1st Meridian Home Care, 4545 Murphy Canyon Road, Ste 211, San Diego, CA 92123 is registered by the following: a. 1st Meridian Home Care SC INC, business is conducted by: Corporation The first day of business was: N/A Registrant Name: a. 1st Meridian Home Care SC INC This Title of Officer, if Limited Liability Company/Corporation Eric Tucker, CEO Title of The statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on: October 07, 2026, ISSUE DATES: October 16, 23, 30 & November 6, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9021678
Fictitious Business Name(s) a. CareerReadyConnect, 14570 Luna Media, San Diego, CA 92127 is registered by the following: a. WorkForce-ConnectGroup, LLC business is conducted by: a. Limited Liability Company The first day of business was: 09/24/2026 Registrant Name: a. WorkForceConnectGroup, LLC This Title of Officer, if Limited Liability Company/Corporation Debbie Barnum, CEO Title of The statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on: September 17, 2026, ISSUE DATES: October 16, 23, 30 & November 6, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9019889
Fictitious Business Name(s) a. Ampersand Mental Health Therapy,
450S. Melrose Drive, Vista, CA 92081, is registered by the following: a.
Heather Lynn Gibson, business is conducted by: an Individual The first
day of business was: N/A Registrant Name: a. Heather Lynn Gibson,
This Title of Officer, if Limited Liability Company/Corporation Title of
The statement was filed with Jordan Z. Marks, Jr. Recorder/County
Clerk of San Diego County on: September 15, 2026, ISSUE DATES: Oc-
tober 16, 23, 30 and November 6, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9022045
Fictitious Business Name(s) a. Joyosa Bakery, 2146 McDonough Lane,
San Diego, CA 92106, is registered by the following: a. Jennifer Marie
Babington business is conducted by: an Individual The first day of
business was: N/A Registrant Name: a. Jennifer Marie Babington
This Title of Officer, if Limited Liability Company/Corporation Title of
The statement was filed with Jordan Z. Marks, Jr. Recorder/County
Clerk of San Diego County on: October 13, 2026, ISSUE DATES: October
16, 23, 30 & November 6, 2026

SUMMONS: Case No.: 26CL040084N NOTICE TO DEFENDANT: Gerald Medina aka Gerald D. Medina, an Individual; and DOES 1 through 25, inclusive YOU ARE BEING SUED BY PLAINTIFF: White and Bright, LLP NOTICE – You have been sued. The court may decide against you without your being heard unless you respond within 30 days. Read the information below You have 30 CALENDAR DAYS after this summons and legal papers are served on you to file a written response at this court and have a copy served on the plaintiff. A letter or phone call will not protect you. Your written response must be in proper legal form if you want the court to hear your case. There may be a court form that you can use for your response. You can find these court forms and more information at the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), your county law library, or the courthouse nearest you. If you cannot pay the filing fee, ask the court clerk for a fee waiver form. If you do not file your re-sponse on time, you may lose the case by default, and your wages, money, and property may be taken without further warning from the court. There are other legal requirements. You may want to call an attorney right away. If you do not know an attorney, you may want to call an attorney referral service. If you cannot afford an attorney, you may be eligible for free legal services from a nonprofit legal services program. You can locate these nonprofit groups at the California Legal Services Web site (www.lawhelpcalifornia.org), the California Courts Online Self-Help Center (www.courtinfo.ca.gov/selfhelp), or by contacting your local court or county bar association. NOTE: The court has a statutory lien for waived

fees and costs on any settlement or arbitration award of \$10,000 or more in a civil case. The court's lien must be paid before the court will dismiss the case. The court's lien must be paid before the court will dismiss the case. The name and address of the court is Superior Court in the state of California, North County Division 325 S Melrose Dr, Vista, CA 92081 The name, address, and telephone number of plaintiff's attorney, or petitioner without an attorney, are: Michael A. Friedrichs, 177980, White and Bright, LLP, 970 Canterbury Place, Escondido, CA 92025, (760)747-3200 Date: July 27, 2026 by, I. Ledesma, Deputy Clerk. ISSUE DATES: October 16, 23 & 30 & Nov 6, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9021557
Fictitious Business Name(s) a. Babicakes Bakes, 2040 Columbia
Street, Unit 504, San Diego, Ca 92101 is registered by the following:
a. Destin Shantelle Harper business is conducted by: an Individual
The first day of business was: 8/14/2026 Registrant Name: a. Des-
tin Shantelle Harper This Title of Officer, if Limited Liability Company/
Corporation Title of the statement was filed with Jordan Z. Marks, Jr.
Recorder/County Clerk of San Diego County on: October 06, 2026,
ISSUE DATES: October 23, 30, November 6 & 13, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9021950
Fictitious Business Name(s) a. Code Creative Studios, 723 Camino
Magnifico, San Marcos, CA 92069 is registered by the following: a.
Code Creative Digital Marketing business is conducted by: a corpora-
tion The first day of business was: 10/12/2026 Registrant Name: a.
Code Creative Digital Marketing This Title of Officer, if Limited Liability
Company/Corporation Title of Signor Christopher Olstad, CEO The
statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of
San Diego County on: October 12, 2026, ISSUE DATES: October 23, 30,
November 6 & 13, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9022110
Fictitious Business Name(s) a. Lady Titan Beach Volleyball Foundation,
1426 El Dolora Way, Poway, CA 92064 is registered by the following:
a. Jeffrey Alan Smith business is conducted by: a. an individual The
first day of business was: N/A Registrant Name: a. Jeffrey Alan Smith
This Title of Officer, if Limited Liability Company/Corporation Title of
Signor The statement was filed with Jordan Z. Marks, Jr. Recorder/
County Clerk of San Diego County on: October 14, 2026, ISSUE DATES:
October 23, 30. November 6 & 13, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9020767
Fictitious Business Name(s) a. Living Earth Energy LLC, 5210 Castle Hills Drive, San Diego, CA 92109 –1922 is registered by the following:
a. Living Earth Energy LLC, business is conducted by: a. Limited Liability Company The first day of business was: 09/01/2026 Registrant Name: a. LivingEarthEnergyLLC, This Title of Officer, if Limited Liability Company/Corporation Title of Signor Jeffrey Gordon Reed, Member The statement was filed with Jordan Z. Marks, Jr. Recorder/County Clerk of San Diego County on: September 26, 2026, ISSUE DATES: October 23, 30, November 6 & 13, 2026

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME FILE NO. 2026-9020766 Fictitious Business Name to be Abandoned: Living Earth Energy, 5210 Castle Hills Drive, San Diego, CA 92109 –1922 The Fictitious Business name referred to above was filed in San Diego County on: 06/06/2024 and assigned File No. 2024-9019115 Fictitious Business name is being abandoned by: a. Jeffrey Reed Advisors, LLC This business is conducted by: A Limited Liability Company I declare that all information in this statement is true and correct. (A registrant who declares as true any material matter pursuant to section 17913 of the Business and Professions code that the registrant knows to be false is guilty of a misdemeanor punishable by a fine not to exceed one thousand dollars (\$1,000).) Registrant name: a. Jeffrey Gordon Reed, Sole Member Title of officer, if limited liability company/corporation. The statement was filed with Jordan Z. Marks, Jr., Recorder/ County Clerk of San Diego County on: September 28, 2026. ISSUE DATES: October 23, 30. November 6 & 13, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9022110
Fictitious Business Name(s) a. Lady Tiana Beach Volleyball Foundation,
14126 El Dolora Way, Poway, CA 92064 is registered by the following:
a. Jeffrey Alan Smith business is conducted by: a. an individual The
first day of business was: N/A Registrant Name: a. Jeffrey Alan Smith
This Title of Officer, if Limited Liability Company/Corporation Title of
Signor The statement was filed with Jordan Z. Marks, Jr. Recorder/
County Clerk of San Diego County on: October 14, 2026, ISSUE DATES:
October 23, 30, November 6 & 13, 2026

FICTITIOUS BUSINESS NAME STATEMENT FILE NO. 2026-9020101
Fictitious Business Name(s) a. Jag Real Estate Lifestyle, 704 Turquoise
St #1, San Diego, CA 92109 is registered by the following: a. A Journey
Heals business is conducted by: a corporation The first day of business
was: 05/11/2016 Registrant Name: a. A Journey Heals This Title of
Officer, if Limited Liability Company/Corporation Title of Signor Jason
Coleman, CEO The statement was filed with Jordan Z. Marks, Jr. Re-
corder/County Clerk of San Diego County on: September 17, 2026,
ISSUE DATES: October 23, 30. November 6 & 13, 2026

Buccaneers flag football heads into playoffs on hot streak

By Hector Trujillo

SPECIAL FOR TIMES OF SAN DIEGO

PACIFIC BEACH – After a rough start to 2026, the Mission Bay flag football team ended with another winning regular season (12-11) and is coming into the postseason playing its best ball with victories in five of its last six matches.

The Bucs are waiting on results from other matches this week to know where they will be seeded.

“It feels like we are gearing up for the playoffs and trending upward,” said head coach Walter Siqueiros. “We had a rough start to the beginning of the season, but everything started smoothing out. This group of girls that we have are amazing; they have played together for so long and know each other so well.”

After losing its first four matches, the Bucs got a win over Escondido on Aug. 27 in a defensive battle that ended 7-0. That performance was followed up with a 13-6 victory over Hoover before back-to-back losses at the hands of Lincoln and Brawley.

Mission Bay then got a win via forfeit over Mar Vista followed by a 33-6 blowout victory over Lincoln on Aug. 29.

“We pick each other up when we make a mistake, and we all cheer for each other,” said junior quarterback Mia Siqueiros.



Mission Bay running back Valerie Young gains yards against Carlsbad. (Photo by Steve Sidell/Special for Times of San Diego)



Wide receiver Madelyn Werner gets her flag pulled against Carlsbad. (Photo by Steve Sidell/Special for Times of San Diego)

“I expect us to do very well in playoffs because this team is a good group that works really well together.”

After losing to Clairemont in a 26-20 shootout on Sept. 1, the Bucs went on to defeat Ramona 8-6 on Sept. 3, but then fell to Mater Dei 41-21 on Sept. 14. Mission Bay then went on to win seven of the last 10 games to close out regular season play, including a 40-0 drubbing of Canyon Hills on Oct. 15.

“We lost some seniors last year, but the core group that we’ve had starting has been the same the last two years,” Walter Siqueiros added. “When you compare the last two seasons, they feel almost the same to me, with the group of girls that we’ve had showing a lot of confidence on offense and defense.”

Before taking the head coaching duties this season from Heather Nellis, Walter Siqueiros served as the offensive

coordinator for the varsity team along with being the head coach of the junior varsity team.

Among the standout players for Mission Bay are Valerie Young, Jade Pele, Sienna Zana and Marley López Ruiz, along with Rayn Lehr and Olivia Sisler, who are the only two freshmen. The Bucs will know their opponent for the first round of the CIF playoffs when the official announcement is made over the weekend.

Mission Bay undeterred after blowout loss to Cathedral Catholic

By Hector Trujillo

SPECIAL FOR TIMES OF SAN DIEGO

PACIFIC BEACH – Despite a one-sided 42-7 home loss to Cathedral Catholic on Oct. 16, the Mission Bay football team still has the chance to close out strong with two more league matches left in the regular season.

The Dons, who improved to a 5-3 mark, took a 28-7 lead into halftime and did not look back by adding two more touchdowns in the second half while shutting down the Bucs, who dropped to a record of 4-4.

“It is important to get on the field with a team like that and try to match their rhythm to see where we stand,” said Mission Bay head coach Greg Tate.

Cathedral Catholic quarterback Koa Smith-Mayall finished the game with an



Mission Bay quarterback Austin Stefl scrambles against Imperial earlier in the season. (Photo by Steve Sidell/Special for Times of San Diego)

efficient performance, going 9 for 11 and 180 yards with one touchdown and one

interception, while Mission Bay quarterback Austin Stefl ended the night going 12 for 24 and 135 yards along with one touchdown and two interceptions.

Dons’ wide receiver Isaac Cook contributed with 88 receiving yards on four catches and one touchdown, while Bucs’ receiver Sean Lander scored the only touchdown for his team and 82 yards with two receptions.

“We are going to clean things up moving forward and come out with a better product on Friday,” Tate added.

Mission Bay plays again at home on Oct. 23 versus Lincoln, which is a team they did not face last season when the Bucs finished undefeated at 10-0 before being eliminated in the CIF San Diego Section Div. II playoff semifinals by San Diego High 33-19.

Mission Bay then travels to Point Loma in the regular season finale on Oct. 30 in

hopes of propelling the team to a postseason run.

“These are opportunities that we welcome, so I expect the guys to keep playing hard and to take advantage of the opportunities,” said Tate. “We have a lot of returning guys. I think the biggest question mark going into this season was at quarterback, but for the most part I feel he has played up to par. It’s just about him continuing to get reps and raising his level of play to match the opponents.”

The most impressive win came versus University City on Sept. 11 when Mission Bay was trailing in the fourth quarter, but two interceptions by senior Jayden Marcelino, including a pick-six, turned the game around to give the Bucs a 20-17 victory.

Another strong season for Mission Bay volleyball, playoffs next

By Hector Trujillo
SPECIAL FOR TIMES OF SAN DIEGO

PACIFIC BEACH – After already securing a fifth-straight season with at least 20 wins, Mission Bay girls volleyball looks forward to a strong playoff showing this season, after a heartbreaking loss to Granite Hills in the opening round of the 2025 playoffs.

“We will probably be seated somewhere between fifth and ninth depending on how we do in our games this week,” said head coach Barbara Birnbaum. “If we get the eighth seed or higher, we host the first-round game on Wednesday, Oct. 28, at Mission Bay.

“We are having a really good season, and we are a strong team. We’ve got depth at every position, and every single player has contributed to this team.”

The Bucs opened the season by going 7-2 in the first nine matches, which included a five-game winning streak and only one set lost from Aug. 15 to Aug. 25. After falling 3-0 to Francis Parker on Aug. 27, Mission Bay went on another five-game win streak,



Mission Bay senior Audie Caban spikes the ball against Point Loma. (Photo by Steve Sidell/Special for Times of San Diego)



Junior Zara Hedley leads the Bucs in digs and assists. (Photo by Steve Sidell/Special for Times of San Diego)



Senior Kaylee Dowell leaps for a spike attempt against Point Loma. (Photo by Steve Sidell/Special for Times of San Diego)

which included three shutouts before losing to Otay Ranch on Sept. 5.

“We are in Eastern League, which is a really tough league,” Bimbaum added. “We have a couple of teams in our league that are Div. I teams, but I think we are in good shape for our Div. II in the playoffs.”

The two Div. I teams in the Eastern League are Patrick Henry and Point Loma. The Bucs bounced back from their defeat

to Otay Ranch with back-to-back victories over Clairemont and University City before dropping the next two matches to El Camino and Fallbrook.

This propelled Mission Bay to its longest undefeated streak of the season,

where the team beat its next six opponents without losing a set. That streak was followed by five straight losses, two at the hands of Patrick Henry. The Bucs won the next two against Lincoln and La Jolla before losing to Point Loma 3-0 on Oct. 16.

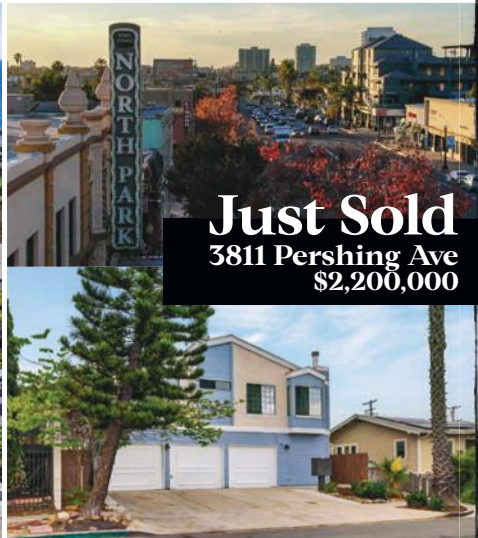
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