

M A K I N G W A V E S

MAKING WAVES

Twelve businesses that prove San Diego is an exciting place to build a business.

By Sherrin Guy

Despite harboring some of the best biotechnology, software, telecommunications and microbreweries in the country, San Diego is a thrilling epicenter for entrepreneurs and businesses that may soon become the vanguard of style and rebirth of cool. From decadent donuts, made-to-measure clothing, to gourmet organic tacos. Fusing functionalism with fringe and traditionalism with modernity, here are some of the city's up and coming businesses worth watching.





FISH 101 fish101restaurant.com

1. If there's one thing Josh Kerr, Tony Hawk, and Todd Richards know, it's where to get the freshest bite. Fish 101 does all that and more, dangling clams, steamed mussels, oysters, and sashimi grade tuna as enticing bait. Modern yet rustic, the restaurant with its wooden tables, aluminum chairs, outside patio strung with lights, reverberates a cool, laid-back Leucadia vibe. Co-owners John Park and Ray Lowe bring their culinary expertise via sushi bars from San

Francisco to San Diego, along with a philosophy that blends, "the highest quality 5-star ingredients with value for money." Working with local farmers and fishermen, Park and Lowe believe the fresh flavor of their food speaks for itself. "We don't believe in masking flavors by covering everything in heavy butter sauces," explains Park. It's little wonder that the owners have succumbed to the growing demand by adding a new lunchtime menu.



THE DONUT BAR donutbarsandiego.com

2. There's a reason why the Donut Bar has attained national recognition—hailed as one of the ten best donut shops in the United States. Owner Santiago Campa, says he's "bringing the five-star touch back to the donut." Discontent with the ubiquitous quality of donuts available, Campa's desire was to do the opposite, by offering high-end quality donuts in high-end business areas. His philosophy permeates into the donuts crammed with unctuous ingredients like Jim Beam's bourbon reduction, Vermont maple syrup Belgian chocolate curls crested atop chocolate fudge icing, christened with chocolate bar powder, freshly squeezed Meyer lemons and mildly tart blueberries. Campa also claims that when it comes to donuts, "size does matter." His 6" x 3" donuts don't come anywhere close to those being offered anywhere else, and the proof lies in the daily lines that dissolve by midday when most have sold out. With 30 creations to choose from, and new temptations always added, it's no wonder celebrities like Brad Pitt have stood in line.





HAGGOS ORGANIC TACO SHOP haggosorganictaco.com

11. A recycled drain acts as a water feature in the eclectic little eatery. Tiffany and sea blues awash under gravel covered floors, and quirky little picture frames hang with cartoons of Jacques Cousteau. Haggos Organic Taco Shop houses some of Southern California's freshest organic tacos, burritos, and fish fare. James Haggard, owner and chef comes from a five-star culinary background. Haggard strives to put quality, certified organic ingredients on each plate. "I'm doing 120 ingredients all of which

are 98-percent certified organic," said Haggard. Even the kale, oregano, chard and peppers are a testament to that philosophy as they sprawl in the shop's tiny garden. Haggard is a firm believer in offering clean food—brown rice, vegan patties, non-gmo cheese, fresh halibut, cumin-lime crema, and caramelized onions are just a few of his savory offerings. The wealth of the ocean, farms, and flavors have venerated the humble taco to gourmet status right here on San Diego's shores.



THE CELLAR DOOR
cellardoor.com

12. The art of parties—specifically private parties and supper clubs—is a mainstay of chic European cities like Paris, London and New York, but now it's making its mark on the San Diegan culinary landscape, thanks to food devotees Logan Mitchell and Gary McIntire. These talented maestros open their home to eclectic groups of singular food lovers, who are, according to Logan, "adventurous, outgoing people." Seated in the intimate setting of Logan's home, the guests embark on gastronomic adventures that can include anything from a four course rabbit meal of parsley, sage, and rosemary, to a 60's-spirited Tiki offering that includes dishes like spam musubi and kalua pork sandwich on cardamom brioche buns. With monthly themed dinners and cocktails to boot, this amuse-bouche of a gem is creating ripples among the ordinary entrees of San Diego.





CHUCK JONES GALLERY

chuckjones.com

3. The art history of animator Chuck Jones—creator of Looney Tunes characters Bugs Bunny, Daffy Duck, Road Runner and more—resides one block from San Diego's Convention Center. The only gallery dedicated exclusively to the art of animated film in San Diego, Chuck Jones Gallery offers rare insights into the creative life of this legend's work including rare prints, limited editions, hand painted production cels and gicleés. Visitors can also view less familiar traditional drawings, nudes and paintings. A surprise to any fan of Comic-Con or animation, the gallery also houses prints licensed to Marvel Comics, DC Comics, Peanuts and Dr. Seuss. With constantly changing pieces, special events including Mother's day, Christmas and more, this place is perfect for native pop culture enthusiasts.

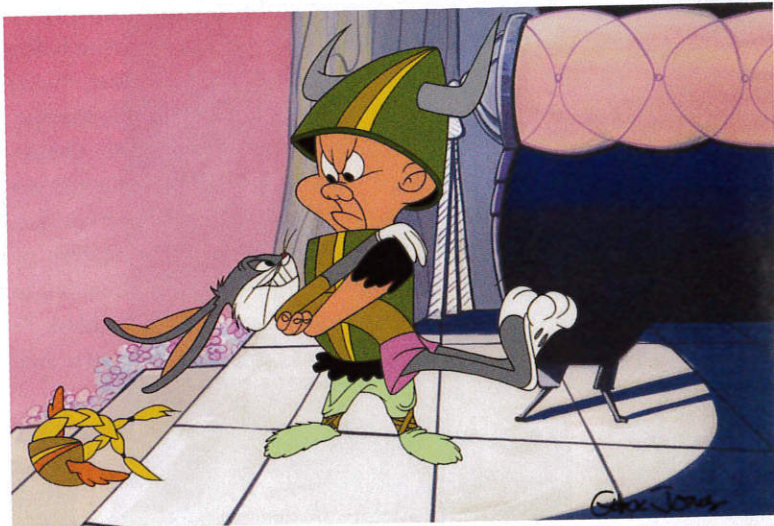


Photo by: Igor & Lana Dovbenko
Stunning-Photography.com

THE CAVE STORE cavestore.com

4. An Aladdin's cave for the curious and historically minded lies hidden by the ocean sea. An oddity, a spectacle of sight and sound beckons to the discerning. The Cave Store, arguably one of the most unique and oldest stores in La Jolla, sits directly above Sunny Jim's Cave—one of 6 caves that can be entered by water. The Cave Store, however, is the only sea cave that can be entered from land. For a small fee, visitors can descend into an under-world existence by staircase, surrounded by celestial colors daubed in purples, pinks and reds. These beautiful colors seep into the cave's epidermis from the stains left behind by iron oxide in mineral deposits. The store maintains almost untouched, like it did almost a century ago, but now it sells shiny wares, shells, jewelry and clothing to the inquisitive.

THE SECRET COOKIE SERVICE

thesecretcookieservice.com

5. There is a rumor awry. Spread not by the surreptitious, but by the ardent midnight snacker— a secret that is rapidly being unwrapped by sweet-toothed lovers in San Diego. The Secret Cookie Service delivers warm and chewy, fresh baked cookies right to your door, anytime until 2:00 a.m. Started by agent Snicker Doodle, a former Ph.D. student at UCSD's Department of Chemistry, the farcical delivery experience is a real draw. Texted orders are delivered by agents dressed in dark shades, white shirts and black ties. So popular is the cryptic cookie service that a new cookie stand opened in Mission Beach, offering cookies, ice-cream cookie sandwiches, and coffee—open from 6:00 p.m. until they sell out.



Photo by: Igor & Lana Dovbenko
Stunning-Photography.com

TECHNOMANIA CIRCUS technomaniacircus.com

6. A hybrid of low brow humor, performance art, music, puppetry and homegrown special effects, the Technomania Circus has reinvented what comes to town. San Diego's Technomania, a freakish, outlandish and fantastical performance/art-circus, has turned the idea of entertainment literally on its head. Employing Black Light Theatre and the use of negative space—where the venue and performers are blackened in darkness—fluorescent light paint and music are used to create an orgy of spectacle, with live music, stand-up comedy, negative striptease and aerial acrobatics, all housed in the Victory Theater. The experience is truly original, much like its producer and director Dr. Techno who thrives on, "nurturing talent" from his performers and employs an open door policy where anyone can bring their creative ideas to the table.





CROW THIEF crowthief.com

7. Named in loving homage for her husband—the Crow Thief has captured the hearts of gentlemen who prefer their clothing cut to the cloth. The bespoke garments are sourced from countries like Turkey, Paris, and Japan, to obtain the finest quality fabrics and fastenings. However, these custom threads are all made locally in San Diego. “It’s very important for me to keep things made in the U.S.” said owner Melissa Hendrix. Melissa’s perspective on fashion is

both ethical and unique and her philosophy is reflected in the tailoring, which uses no plastics, nylon, polyester blends or synthetic fibers. The shop mantra is to cultivate and elevate the client’s experience, producing a signature look which is both sophisticated and edgy. Offering customers the option to assist in designing their attire with Melissa’s expertise, the outfit is growing in leaps and bounds with the store undergoing a major remodel and expansion shortly.



HARVEY MILK'S AMERICAN DINER harveymilksamericandiner.com

8. Named after Harvey Milk, the first openly gay person elected into public office in California, this modern eatery has re-imagined the classic American diner. Offering American comfort food with a twist, late night cocktail lounge, and bakery, this diner offers something for everyone. Apart from the Stonewall breakfast, green eggs and ham, and made to order erotic cakes, they also serve some of the best hamburgers in town. The diner holds fundraisers every month to honor and support their community. “This is a place where we feed the souls of our community, and Harvey Milk was all about grass roots and the community,” said Frank Lechner, co-owner and managing partner.



HDQTRS
hdqtrsshop.com

9. Hats are Robert Salazar’s raison d’être—his private collection extends to over 200 and his passion spills out and into the store. Offering one-of-a-kind headwear and accessories, from beanies to buckets, the shop caters to the designer set, with limited custom-made rifle shaped pens, lighters, handmade shaving bowls, brushes, knitted bow ties, male jewelry and pomades. Exclusivity and uniqueness is key to Salazar, who believes a limited stock guarantees unique merchandise. “Originality before popularity, is our call of duty,” proclaims the shop’s slogan, and according to San Diegans, this military inspired store is the bomb.



GOLDLINE SALON goldlinesalon.com

10. Anna Elia and Heather Northcote Elsey are a dynamic duo bringing edgy, experimental color and individuality to the orthodox salon experience. Their verve for life, art, design, and culture is apparent throughout their custom-designed moving walls—sculptures that are constantly changing. Much like their breathing attitude for life, the pair insist, “things should never get stagnant, and always be fluid.” Creating a boutique of

urban cool meets luxury, customers are handed cold glasses of locally crafted beers and wines on arrival. They’re eponymous ‘Glamtack’ look, a combination of glamor laced with tackiness, creates cuts, hair painting, and looks that customers are queuing for. The salon also claims to be pet friendly, kid tolerant, and from the satisfied looks on their client’s faces Goldline Salon is doing more than just raising a few eyebrows.

