

SHOP
Edition

LIVING LIKE A LOCAL

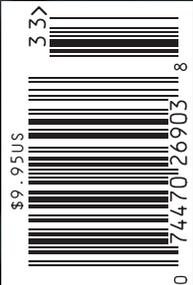
LOCALE

San Diego



Kayla REID

**WORTH THE WAIT.
THREE GASLAMP VENUES
WE COULD NOT WAIT TO
GET INTO.**

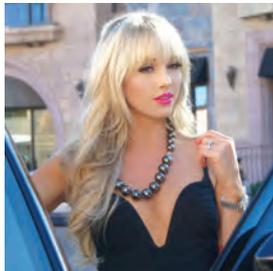


AT FLORENT
RESTAURANT & LOUNGE

the CONTRIBUTORS

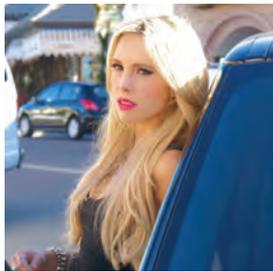
SEPTEMBER 2014

WRITERS



GRETCHEN HACKMANN

Gretchen Hackmann is the founder of **Nubry.com**—San Diego’s #1 fashion, beauty, health and lifestyle blog—holding a BS in Business Administration from Babson College with concentrations in Marketing and Entrepreneurship. Her expertise lies in digital marketing, branding and online strategy. Gretchen has a PhD in Style, is a Mrs., and is referred to as the Martha Stewart of Plants by those who know her home cooking. She can be spotted wearing boyfriend jeans and five-inch Saint Laurent pumps. @nubry



BRITT HACKMANN

Britt Hackmann is the founder of **Nubry.com**—San Diego’s #1 fashion, beauty, health and lifestyle blog—holding an MBA and BS in Business Administration from Babson College with a concentration in Entrepreneurship. Her expertise is in retailing management and marketing analytics. Britt can be spotted on the SD Polo fields or Aspen’s Ajax, and she loves her body-con Roland Mouret dresses the way she loves her Bogner pants. @nubry



DEIRDRE MICHALSKI

Deirdre Michalski is a travel and culinary writer covering topics near and far. She’s always on the hunt for the next hot chef, or the best in regional cuisine. You can read more about her adventures on her website **www.TastesAndTravel.com**. When not tied to her iPad, or traveling, she can be found in her garden or on the bike path along the coast.



JENNIFER LE

When she’s not being a college student five days a week, Jennifer can be found in one of three places: at home, the beach or a Starbucks! She considers herself to be a humanitarian, Pinterest addict and a writer by hobby. Traveling is one of Jennifer’s favorite things to do; her travel journal is her most prized possession.



JESSIE DAX-SETKUS

Jessie Dax-Setkus is a resident of Southern Orange County and a graduate of California State University Fullerton. She is a freelance writer with an advertising background and experience in social media, public relations, copywriting and blogging. She also has a passion for non-profit organizations, is a world traveler, a food fanatic and a hedgehog enthusiast. **www.cargocollective.com/jessiedaxsetkus**



KARLY SHIMAMOTO

Karly is a lover of all the beauty and diversity that Orange County has to offer. She graduated from UC Irvine with a BA in English and despite the struggles that burden any liberal arts major she has a passion for words that convinces her writing will always be a worthwhile pursuit.



NICOLE FERA

Nicole is a New Jersey native who studied English and Journalism at Monmouth

University, Long Branch. She moved to sunny San Diego to enjoy all that it has to offer, including the beach, the music scene and the opportunity to share her love of Journalism with others. She hopes to continue writing by making a career of her first true love: words.



HEIDI MARES

Heidi is the owner and style blogger of **A FASHION STATEMENT**, San Diego’s premier style blog. She works in business development for public relations and enjoys collaborating with brands that match her personal style.



KYLE ANDERSON

Kyle is a Rhode Island native who has resided in San Diego for the past three years. She has a Bachelor’s Degree in Journalism and is currently enrolled in a program for fashion merchandising.

PHOTOGRAPHERS



NANCY VILLERE

Nancy Villere has been a professional photographer for 18 years. Her passion for photography lies in the discovery of another human being. Her clients’ energy and excitement gives her energy, making their images a co-creation. She is currently uncovering her purpose as a photographer through her studio work at Crush Photo Studios. Fashion, commercial and boudoir photography are Nancy’s emphasis. It is her greatest joy to witness the freedom and self-confidence women experience after their sessions. **www.crushphotostudios.com**



JEFF FARSAI

Jeff Farsai specializes in editorial, celebrity, fashion, sports and wedding photography. After earning his B.F.A. in Photography and Visual Communication, he quickly dove into the commercial world of photography. Since then, Jeff has photographed countless celebs, musicians and gold medal athletes all over the world. He recently started writing and directing music videos; and is also working on a feature film, projected to be out in 2014. **www.JeffFarsaiPhotography.com**



MATT DOHENY

Matt Doheny strives for visual excellence and creativity through the lens in which he sees the world. His journey has taken him to many places. With a lifelong passion for music (he has been playing guitar for as long as he has been shooting photos), Matt Doheny says, “Music and photography are like my two hands, always with me and on my mind.” **www.mattdoheny.com**



DHRUMIL DESAI

Dhrumil Desai is a fashion and beauty photographer who focuses on creating sophisticated, elegant photos. His images highlight the fashion but also develop a relationship between the viewer and the photo by having a strong character present. He created a series of photographs taken from the window seat of an airplane, which won him an award in the Fine Arts category in the 2nd National Photo Awards held by the Government of India’s Ministry of Information and Broadcasting. **www.dhrumildesai.me**



Meals
DECONSTRUCTED

• ocean to •
TABLE

LEARNING WHY FRESH IS BEST

WRITTEN BY: **DEIRDRE MICHALSKI**
PHOTOGRAPHED BY: **KARL GARRISON**

In the quaint community of Leucadia, located in the coastal city of Encinitas, we find the popular beachside dining spot, Fish 101 Restaurant. Popular among the neighborhood as a haven for fresh seafood, this delightfully rustic restaurant is the absolute darling of North County.

Fish 101 brings new meaning to the term “local.” Not only are most of the patrons locals, but much of the fish is caught within mere miles from the restaurant, as is the procurement of all the produce. They source local, buy local and eat local. The farmer up the road, Farmer Leo, cuts the arugula with a knife and literally hands it to the chef, while a board behind the counter lists the farms where the produce was grown. They have a local vendor that provides handmade tortillas, they source five different breads from Sadie Rose in San Diego and offer a plethora of local, artisan craft beers.

“Our customers don’t just want to know where the fish is from—they want to know exactly where it was fished, the hook size, what line was used and even what bait it was caught with. Yup.... greenback mackerel was the bait. And the same holds true for the produce. They are as engaged as we are and we love it!”

- John Park, Co-Captain & Fishmonger

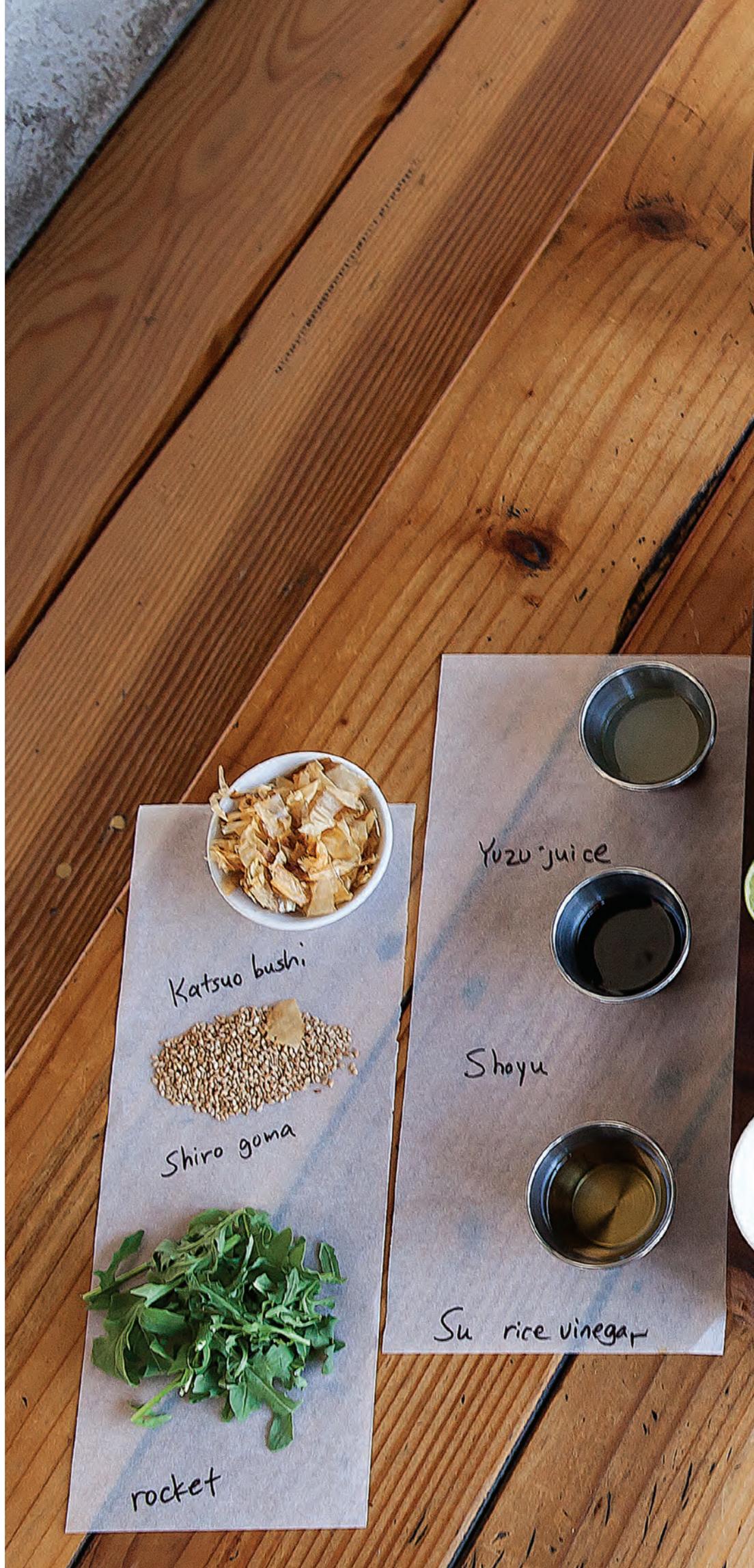
The special item being prepared for us during our visit to Fish 101 was Albacore Tuna Tataki (tataki meaning lightly seared). Seeing all of the elements before us, we were especially drawn to the immense block of tuna. And as Chef John used his sharp handiwork to delicately slice the fish and vegetables, we eagerly awaited the final arrival.

Displayed on a white rectangular plate, the dish enticed with its glistening sauce atop the albacore and yuzu kosho, while the vibrant-colored vegetables made the meal pop. The fresh tuna, enhanced by the Asian-influenced citrus and soy sauce, melted in our mouths. The garnishes of avocado and radish provided the perfect amount of creaminess and crunch to the plate. The meal was sheer perfection.

Guests who dine at Fish 101 are in for a treat. The experience is just what one might expect in a local fish house on the North Shore of Hawaii or along the coast of Bora Bora. It is home-style with the comfort and ease of Auntie’s porch. Patrons often stand in line, approaching the counter with determination as an array of amazing, made-to-order meals are prepared.

FISH 101’S HAPPY HOUR: Tuesday-Friday from 4-6pm

- To Eat: fresh shucked oyster for \$1, Baja fish taco or grilled fish taco for \$2.50
- To Drink: wine on tap for \$5, Dos Equis on Tap for \$3 or Brown Bag Beer for \$4





○ LEMON

○ YUZU KOSHO

○ LIME

○ GARLIC

○ WATERMELON RADISH

○ EGG RADISH

○ AVOCADO

○ EXTRA VIRGIN OLIVE OIL

○ ALBACORE TUNA

Fish 101 Restaurant
1468 N Coast Hwy 101
Encinitas, CA 92011
760.943.6221
www.fish101restaurant.com



JOHN PARK >

< RAY LOWE

• MEET FISH 101'S •

CHEFS/OWNERS:

Ray Lowe was the owner of Tokyo Go Go, one of the top sushi restaurants in San Francisco. He now proudly holds the title of Co-Captain and Beermonger at Fish 101.

John Park was a sushi chef in San Diego, and later moved to San Francisco working as a chef at Tokyo Go Go. His love of fish and the water have earned him the moniker of Co-Captain & Fishmonger at Fish 101.

Ray and John are big believers in sustainability. In addition to their food sourcing, they use compostable

to-go containers, recycle their cooking oil and serve their wine and most popular beers on tap. They also give back to the community, sponsoring a handful of pro surfers and supporting the local area high school, San Dieguito Academy. Just recently, they also participated in a benefit charity to help injured surfer Barney Miller and the documentary "No Means Go" that was created in his honor.



NATIVE KNOWLEDGE:

▷ Wine on Tap: In the interest of being green, and reducing the use of bottles and containers, Fish 101 is one of the few restaurants in San Diego that offers wine via a special tap. They serve the Silvertap brand from Sonoma in two varietals: Merlot and Sauvignon Blanc. Both are very popular at \$6.50 per glass.

▷ Customers can ask about nearly any ingredient on the menu to find out exactly where it was caught, grown or baked.

▷ Because there is no table-side service, it is best to order everything you want all at once vs. returning to the line (this is code for purchasing the pitcher of beer vs. just one bottle or glass).

▷ Towards closing time, if there is still a line outside, they will go to the last person and indicate that they are the final guest being served and to let others know who might arrive after them. *Very good idea!*

Not only are most of the patrons locals, but much of the fish is caught within mere miles from the restaurant.

SPECIALTY SANDWICHES

NEW LOCATION
— in —
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OPENING AUGUST 2014

EAST OF I-15 OFF MIRA MESA BLVD
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CARLSBAD, CA 92008

BOARDANDBREW.COM f t i *



THE LIST OF INGREDIENTS:

Sashimi grade albacore tuna • Arugula • Avocado • Watermelon radish • Easter egg radish • Roasted sesame seeds (*shiro gona*) • Yuzu kosho* • Soy sauce (*shoyu* or *soya*) • Rice wine vinegar • Yuzu juice • Lemon • Orange • Lime • Katsuobushi** • Extra virgin olive oil • Garlic

***Yuzu kosho:** This is a Japanese seasoning, or condiment. The green paste is typically found in a small jar and made from chili peppers, yuzu citrus peel and salt, which is then allowed to ferment. Yuzu is a citrus fruit that looks similar to a lemon and is believed to be a hybrid of sour mandarin and Ichang papeda.

****Katsuobushi:** Similar to wood shavings, these flakes are dried, smoked bonito fish often used in Japanese cuisine.

DISH INGREDIENTS:

- Albacore Tataki (*Servings: 3*)
- 8 ounce piece of sashimi grade albacore tuna
- Small bunch of arugula
- 1 half avocado, cut into 3 slices
- 1 watermelon radish, sliced thin using a mandolin
- 1 Easter egg radish, sliced thin using a mandolin
- 1 teaspoon roasted sesame seeds (*shiro gona*) (*for garnish*)
- 1 teaspoon yuzu kosho (*for garnish*)

INGREDIENTS FOR THE PONZU SAUCE:

(can be made ahead of time and stored in the refrigerator for two weeks)

- 1/4 cup soy sauce
- 1/4 cup rice wine vinegar (*not seasoned or sweetened*)
- 1 tablespoon yuzu juice
- Juice of half lemon
- Juice of half orange
- Juice of half lime
- Small handful of katsuobushi

INGREDIENTS TO ADD TO THE SAUCE:

- 1 teaspoon yuzu kosho
- 1 tablespoon extra virgin olive oil
- 1 clove garlic, grated or finely minced (*will be added last*)

INSTRUCTIONS FOR SEARING THE TUNA:

1. Brush with olive oil one 8" x 1" x 2" piece of sashimi grade tuna.
2. Quickly sear over high heat on a grill or sauté pan.
3. Be careful not to overcook.
4. Pat excess oil off with a paper towel.
5. Slice 15 pieces on the diagonal (*about 1/4" thick and set aside*).

INSTRUCTIONS FOR MAKING THE SAUCE:

1. Combine all ingredients for the ponzu sauce.
2. Add the yuzu kosho and olive oil (*except for the garlic*) and refrigerate for two hours, or up to eight hours.
3. Use a strainer to separate out all solids, retaining the liquid.
4. Add the garlic and place in a squeeze bottle for immediate use.

INSTRUCTIONS FOR ASSEMBLING THE DISH:

1. Arrange arugula evenly among three rectangular plates.
2. Lay five slices of the albacore on each plate.
3. Place a small dot of yuzu kosho on each slice of albacore.
4. Cut each slice of avocado into five cubes.
5. Arrange the slices of radishes and cubes of avocado on and around the albacore.
6. Then drizzle with extra virgin olive oil and the ponzu sauce (*from the squeeze bottle*).
7. Sprinkle with roasted sesame seeds.

Note: Most of the ingredients can be found in Japanese supermarkets. Bottled ponzu sauce can be purchased at many supermarkets, however making it from scratch is recommended. ■



AVENUE.

SUNDAY: EAGLES  FOOTBALL/INDUSTRY NIGHT
MONDAY: KARAOKE

TUESDAY: AVENUE (UNIVERSITY NIGHT)

WEDNESDAY: TRIVIA & TAPS (CRAFT BEER SPECIALS)

THURSDAY: NIGHT ACCESS PRESENTS
RUBY THURSDAY

7 NIGHTS A WEEK: DJs AND DANCING

1060 Garnet Ave, San Diego, CA 92109

thewoodgroupsd.com/AVENUE  /AVENUEPB  @AVENUE_PB