



BUSINESS

JOURNAL™

AN AWARD-WINNING, MONTHLY PUBLICATION OF THE CARLSBAD CHAMBER OF COMMERCE

Shop,
Dine,
Indulge

NOVEMBER - DECEMBER INDUSTRY FOCUS

VOL. 36 | NO. 10

BROUGHT TO YOU BY:



CELEBRATING
10 YEARS
AT OUR
CARLSBAD HOME

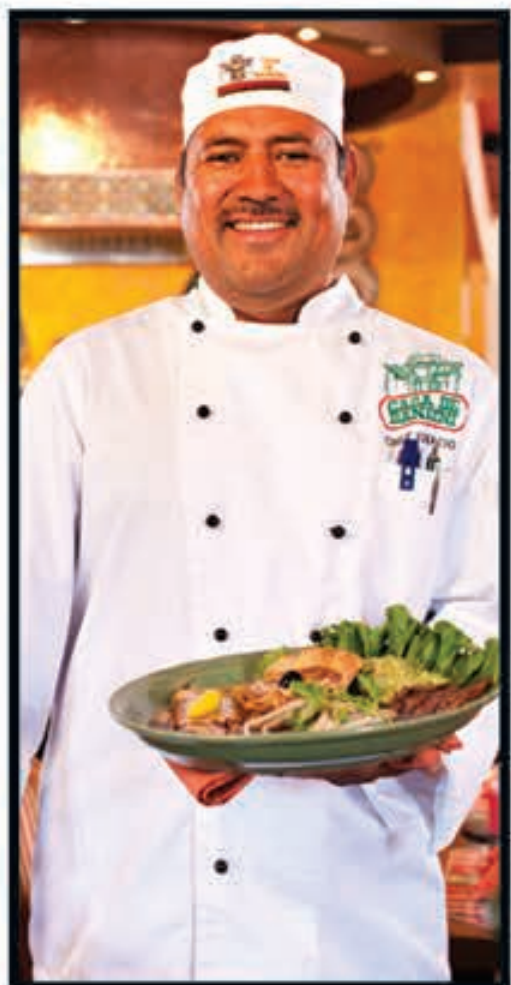
LOCAL SHOPPING | DINING | ENTERTAINMENT

Celebrate!

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The Holidays Shine at Casa De Bandini

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Shop, Dine, Indulge

Outside the box, inside the bag

With so much to offer in Carlsbad, it's no surprise that Carlsbad is such a popular destination during the holidays. For those who prefer to do their shopping 'IRL' (in real life), Carlsbad is the perfect place to turn your shopping into a full-fledged holiday experience. Come establish new traditions, try new foods and discover all of the great places that embrace the holiday spirit. So, skip the online shopping carts this year and go ahead and Shop, Dine, & Indulge!

Casa De Bandini	Inside Cover, 4
GelatoLove	4
Yard House	5
The Forum Carlsbad	6
Cold Beer & Cheeseburgers	7
New Village Arts.....	8
Four Seasons Residence Club	8
WR Kitchen + Bar	9
Linda's Gift	9
Pollos Maria	10
264 Fresco.....	10
BKK Thai Kitchen.....	10
Island Ali'i.....	11
Dancin' Soul.....	11
Prontos' Gourmet Market	11
Ebullition.....	12
Bluewater Grill.....	13
The Crossings at Carlsbad.....	14
Village Faire Shopping Center	14
Certainty Theater.....	15, Back Cover

Your local spot for Mexican cuisine

It's a fact – San Diego County loves authentic Mexican food. Always a top favorite, **Casa de Bandini** wows guests with its original, award-winning cuisine, refreshing giant margaritas, vibrant atmosphere, and strolling mariachis.

Now celebrating its 10th anniversary at **The Forum in Carlsbad**, this fabulous Diane Powers' restaurant offers a colorful, welcoming venue for all kinds of parties. Whether it's something as simple as a fun-filled date night for two, girls' night out, or something bigger, Casa de Bandini makes it special!

Ingrid Loreto and her team of experienced party planners can turn your holiday party of 25, or office banquet of 125, into a vibrant fiesta! They make it easy for you, wowing your co-workers with an incredible Casa de Bandini experience!

That WOW experience includes original, regional creations, made with the freshest ingredients combined with 14 salsas and sauces made fresh daily. There are over 80 delicious dishes on the menu, including favorites like crispy shrimp tacos, sizzling fajitas, traditional combination plates, and delicious burritos, plus handmade tortillas served hot-off-the-grill. There's also an abundant selection of creative, healthy Mexican salads and vegetarian choices, and a full



Discover Casa de Bandini's extensive collection of spirits including 90 tequilas and 15 specialty hand-made margaritas such as the famous "Bird Bath" margarita.

gluten-free menu.

And it's fun, fun, fun in the full service cantina! Discover its extensive collection of spirits including 90 tequilas, 15

specialty hand-made margaritas, plus beers, wines, and, of course, the famous "Bird Bath" margarita. Enjoy all this while being serenaded by Cielito Lindo

– world-class mariachis strolling through the restaurant, from Wednesday to Sunday evenings. Complete your experience with Casa de Bandini's original décor

personally selected by Diane Powers. First opened in 1980 in Old Town San Diego, Powers was inspired by Juan Bandini – a Peruvian who immigrated here as one of early California's first Dons. Influenced by Mexico's early period of elegant living and dining, she filled Casa de Bandini with beautiful folk art collections from Mexico and Peru, now showcased in the Carlsbad location.

Outside, many long-time diners will also recognize the Mexican Cantera stone fountain centered in the Talavera tiled pool as the same one from the Old Town location. Powers found this magnificent, hand-carved piece in the late 1970s during a trip to Guadalajara.

All the sights, sounds, and flavors of Mexico can be discovered at Casa de Bandini. If you'd rather stage your holiday party, birthday bash, or other celebration at your home or office, the Bandini team can make that happen, too! Casa de Bandini is a full-service caterer and can design custom menus for any event. Or call ahead and pick up trays of hot, ready-to-eat dishes to take wherever the party is.

No matter the occasion, it's always a fiesta with Casa de Bandini!

Contact Ingrid Loreto at 760-803-4600 to plan your party now.

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Will Gelato become the most loved frozen dessert in the US?

There's a movement in America toward Artisan Gelato. According to market analysts, just a decade ago Gelato accounted for about 5% of the US ice cream market. Sales growth is now projected to hit 32.3% within the next few years (Euromonitor and Mintel). More than \$39 billion is contributed to the US economy in 2018 through the production of ice cream and related frozen desserts, such as gelato (International Dairy Foods Association). About 5,000 businesses are currently involved in the gelato industry. They are responsible for the employment of more than 55,000 people in direct opportunities (IBIS World).

In 2017 the Artisan Gelato made in Carlsbad was ranked among the best 5 Gelaterias in the Country (Alcas). Paola Richard, founder and owner in Carlsbad of the largest Artisanal Gelato Production Facility in Southern California, explains this unfolding trend: "Over the years, Americans' tastes have evolved. They are now demanding the same high quality from frozen desserts as they do in cheese, bread, olive oil, wine and



Gelato is a natural food made with essential nutritional elements. The ingredients that give GelatoLove its exceptional flavor and creamy texture and nutritional profile, contribute to a healthy lifestyle and balanced diet.

other foods. They no longer want to settle for artificially colored ice cream despite the fond childhood memories it evokes. America has instead discovered the all-natural Italian frozen treats: gelato. For five years we've been proud to satisfy this ever-growing demand with our Gelato Store in Carlsbad Village, now we are finally able to offer more, while maintaining

our craft traditional style of production".

GelatoLove is now in Carlsbad with two locations: the popular store in the Village and the brand-new Gelato Production Lab & Tasting Room at Carlsbad Gateway Center.

For more information on Gelato, desserts, catering classes and wholesale, please visit: www.gelato.love

Classic favorites with a twist

Yard House is the modern American gathering place where beer and food lovers unite. Explore our over 100 menu items made from scratch daily, 130 beers on tap and a variety of crafted cocktails and wine.

Try our twists on classic favorites, like our Fried Mac + Cheese, Kurobuta Pork Burger and Nashville Hot Chicken.

Indulge in Happy Hour with 1/2 off select appetizers and all pizzas as well as \$2 off beer, wine, spirits and cocktails every Monday - Friday from 3 p.m. - 6 p.m. Experience our new Lifestyle menu, featuring nutrient-dense dishes made with a variety of ingredients that fit your health-conscious lifestyle. There's something for everyone at our house.

Don't forget to grab a beer! With 130 drafts on tap, it's no surprise how serious we are about our brews. We're on top of what's trending, with respect for the classics, and have a customized beer menu at every location. We're always searching for the latest and greatest brews from around the corner and around the world to share. Every visit to Yard House is a chance to experience something new, or enjoy your favorite. Beer aficionados



Yard House Happy Hour features 1/2 off all pizzas & select appetizers and \$2 off beer, wine, spirits and cocktails.

and casual enthusiasts alike, welcome. Open daily for lunch, happy hour, dinner and late night dining. Join us for brunch every weekend from 10 a.m. - 2 p.m. Enjoy our brunch menu featuring specially crafted items like our new Bread Pudding French Toast & Fresh Berries as well as \$15 bottomless House Beers, House Mimosa and House Bloody Mary. From more information go to yardhouse.com

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yardhouse.com

Holiday shopping an entertainment in one place

Experience **The Forum Carlsbad** this holiday season and see why it's been voted the area's favorite place to shop. The Forum is what holiday shopping should be. And it's yours to enjoy.

**BLACK FRIDAY,
NOVEMBER 29**

Holiday shopping goes into full swing with special hours and great bargains at The Forum on Black Friday, November 29. Visit www.eventsforumcarlsbad.com for Black Friday store hours and special offers.

**THE 17TH ANNUAL
LIGHTING OF THE FORUM**

Saturday, November 30, 6pm-9pm
The holiday season officially kicks off with "The Lighting of The Forum." Friends and families gather to enjoy a live Holiday Musical Stage Show, Santa's Grand Arrival, the Lighting of the Holiday Tree, followed by an incredible Light Show and Magical Snowfall. After the light show, children are invited to the stage to visit with Santa.

VISITS WITH SANTA

Saturdays, December 7, 14 and 21, 1pm-4pm
Sundays, December 1 and 22, 1pm-4pm
Children are invited to visit with Santa in the Anthropologie Court at The Forum. Be sure to



The Forum Carlsbad has several events for the whole family during the holidays.

bring your cameras! There is no cost to visit Santa at The Forum Carlsbad.
STORY TIME WITH SANTA
Sundays, December 8 and 15, 1pm-3pm in Geppetto's Toy Store.

Bring the children to Geppetto's Toys in The Forum Carlsbad for Story Time With Santa. Santa will read holiday classics followed by time for the children to visit with the jolly old elf.

CHANUKAH CELEBRATION
Sunday, December 22, 4pm-6pm
Join **Chabad La Costa** for the Lighting of the Menorah in the Courtyard between Chico's and White House Black Market. The event will include games for the

children and complimentary refreshments.
*The Forum Carlsbad, 1923 Calle Barcelona, Carlsbad, CA 92009.
Phone: 760-479-0166. theforumcarlsbad.com*

THE FORUM CARLSBAD

WHAT HOLIDAY SHOPPING SHOULD BE

North County's Most Gifted Holiday Shopping

Twinkling lights, festive décor, award-winning landscaping, convenient parking, and the perfect collection of stores and restaurants, make The Forum Carlsbad a "must see" destination during the holidays. With Anthropologie, Apple, Sur La Table, lululemon, J. Crew, Nicole Miller, Madewell, Johnny Was, Urban Outfitters, Free People, WHBM, Geppetto's and more, you're sure to find just what you're looking for.

Join us for The Lighting of The Forum, Saturday, November 30, 6pm-9pm.

1923 Calle Barcelona, Carlsbad, CA 92009 760.479.0166 theforumcarlsbad.com

A delicious and refreshing arrival

Cold Beers & Cheeseburgers, your favorite neighborhood Burger Joint, is bringing over 1300 customizable burgers and 130 beer choices to their twelfth location in Carlsbad, opening in early November 2019. The new Carlsbad location spans over 5500 square feet, and seats more than 300 guests, plus it includes a 2000 square foot dog-friendly patio. This brand new location features over 50 flat screen TVs, and 48 draft beers, as well as a large selection of wine and spirits, a scratch kitchen with top quality ingredients, and fun family-friendly atmosphere.

Cold Beers & Cheeseburgers is the fastest growing brand of Square One Concepts, with 11 metro Phoenix locations now open with more to come; the first California location in San Diego's Gaslamp Quarter opened in 2016; and the newest location in Carlsbad in November. The 'Neighborhood Burger Joint' originated in Scottsdale, Ariz. The casual and friendly atmosphere welcomes everyone, from families to avid sports fanatics. The award-winning burgers are hand-formed from fresh, never frozen, ground chuck, to create a tasty selection of mouthwatering half-pound burgers. The ever-rotating beer menu offers a large selection of beer choices



Enjoy award-winning burgers in a casual and friendly atmosphere.

– tap, bottled or canned. Cold Beers & Cheeseburgers earned a Trip Advisor 2015 Certificate of Excellence; was named Best

Daytime Drinking spot by Arizona Foothills Magazine; and was awarded Best Juicy Lucy Burger in Arizona 2015 by

Phoenix Magazine.

Visit <https://www.cold-beers.com>/Twitter: @

CBSquared Facebook: Cold Beers & Cheeseburgers Instagram: ColdBeersAndCheeseburgersAZ

YOUR NEW CARLSBAD NEIGHBORHOOD BURGER JOINT IS

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OVER *130* BEER CHOICES.

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A scene from the 1961 film 'The Rat Patrol' showing a man in an orange sweater and a woman in a blue dress dancing. In the background, three women in teal dresses stand near a sign that reads 'COME IN AND SEE THE AMAZING NEW PLANT AUDEY II'.

New Village Arts provides Carlsbad with quality live theater for all ages.

Celebrate the holidays with your family and a World Premiere Musical!

New Village Arts, Carlsbad's professional theatre company, is proud to present a thrilling adaptation of the classic tale **AROUND THE WORLD IN EIGHTY DAYS**, perfect for families to enjoy during the holidays.

Come experience the tale of Phileas Fogg and friends as they attempt to circumnavigate the globe in 1872 in under 80 days. This classic tale will be told in a unique and unforgettable way, exclusively for Carlsbad Village. New Village Arts has hired The Shantyannes, a North County-based pirate rock 'n roll band, to create all original music for this fantastic adventure. In NVA's version, a group of pirates (The Shantyannes) welcome you onto their ship to tell you the story of AROUND THE WORLD IN EIGHTY DAYS. The script adaptation is by

New York-based playwright, screenwriter and producer Laura Eason, who spent four years writing for the Netflix drama *HOUSE OF CARDS*. Ms. Eason's witty, romantic, and action-packed story, based on the Jules Verne original, is brought to even greater life with the fun, explosive music of The Shantyyannes. You'll leave the theatre singing, dancing and ready to set sail on the open seas.

This adaptation will be equally compelling to adults and the young ones (recommended for ages 6 and up). Celebrate the holidays together with quality live theatre, and enhance the experience with reservations for dinner at one of the wonderful restaurants within walking distance. This production is sponsored in part by Wells Fargo and Datron World Communications.

Starry Nights at Four Seasons Residence Club Aviara

Winter's shorter days mean longer leisurely nights...ample chance to sit under an inky sky and marvel at the stars above. Thus, a concept was born: Starry Nights, a limited-time only pop-up cocktail lounge on The Veranda at Seasons Restaurant where celestially inspired cocktails take center stage.

Beginning Nov. 1, guests will be able to indulge in a specially curated cocktail menu created by Four Seasons Residence Club Aviara's in-house mixologist, Brandon Martin. A fixture at Aviara since 2015, Brandon specializes in crafting infused cocktails with fresh and innovative flavors. With a personal penchant for classic cocktails, Brandon has created a signature "mash up" of these two trends in his featured Starry Nights creations. Both drinks exhibit a strong sense of craftsmanship and are ideal for lovers of a strong traditional drink...with a twist.

- **Luna Llana:** Brandon's take on a gin and tonic starts with a sprig of rosemary which is smoked directly under the glass, lending an herbal, earthy note to the refreshing characteristics of a G&T. With a large ice sphere set afloat in the center of the cocktail, it resembles a full moon on a frosty winter's night.
- **The Nebula:** As unique as each individual star in the galaxy, this signature cocktail is a blend of apple brandy, sweet vermouth, Fernet-Branca and marschino liquor. Apple wood smoked under the drinking glass infuses the cocktail with an impactful punch that complements the smoothness of the brandy.

At this limited-time-only pop-up cocktail lounge, savor celestial cocktails inspired by the night sky and crafted by our universally talented mixologist.

created a special menu for the Starry Nights lounge to enhance your evening. With shared appetizers such as Caprese toast, a cheese and charcuterie board and crudo-of-the-day, guests can relax under the stars and complement their cocktail with savory noshes. Decadent dessert choices are also offered for those who prefer to linger into the night. And because grownups aren't the only ones mesmerized by the night sky, young guests will find a special hot chocolate on the menu with house-made marshmallows.

Starry Nights will run from Nov. 1 through Jan. 31, from 5:00 p.m. until 9:00 p.m. For more information, please call 1 (760) 814-8677.



WHEN THE STARS ALIGN

Introducing Starry Nights, a limited time pop-up cocktail lounge curated by Four Seasons Residence Club Aviara. The outdoor veranda of Seasons Restaurant is transformed into a starry utopia as our mixologists shake up inspired cocktails.

Shine Bright
November 2019 - January 2020

fourseasons.com/northsandiego / (760) 603-3700



WR Kitchen & Bar serves delicious, high-quality food in an energetic environment.

New tasty flair in Bressi Ranch

THEY'RE HERE! That's a simple way of telling you that **WR Kitchen & Bar** has arrived in Carlsbad at The Square at Bressi Ranch, 2668 Gateway Road. This is where you can get award-winning, delicious tri tip, baby back ribs, plus a number of great salads including our BBQ Chopped. There's also great grilled salmon and some lip-smacking tacos and Buffalo cauliflower.

WR Kitchen & Bar is tailored to today's hungry, time-challenged guest with a focus on serving delicious, high-quality food in an energetic environment. As the off-shoot of the Southern California-based chain, Wood Ranch, WR Kitchen & Bar is ready to bring its own tasty flair to the city's hungry guests. WR Kitchen & Bar features a wood-fired open kitchen and offers an a la carte menu, allowing each guest plenty of flexibility.

Celebrating the recent 27th anniversary of Wood Ranch, co-founders Eric Anders and Ofer Shemtov are hoping to take everything they've learned to expand the "Wood Ranch brand with a twist" to satisfy today's on-the-go visitors craving high quality food, fast service and inviting surroundings when they dine.

"We're excited and proud of what we've developed, and believe our guests will be, too!" Anders said.

At WR Kitchen & Bar, guests will be greeted upon arrival and invited to order from a station at the bar before choosing from the location's vast seating options in the bar, dining room or patio. WR Kitchen & Bar will offer online ordering, take-out and delivery.

For more information, visit www.woodranch.com/wrkb/.



For instant holiday inspiration, Linda's Gift offers an eclectic collection of holiday decor, gift ideas, stocking stuffers and more.

Grab your list and head to Linda's Gift

A water color artist, named Linda Thomas, opened **Linda's Gift** 25 years ago on July 4, 1993. Since then Linda's Gift in Carlsbad Village Faire, has offered 3,800 square feet of unusual treasures - including holiday gifts, décor and ornaments; jewelry and specialty Carlsbad and nautical items and decorations; an impressive array of greeting cards; gourmet food and chocolates and so much more.

Linda's Gift also specializes in travel bags, backpacks and all your needs

for traveling. This unique store offers complimentary gift-wrapping by its friendly staff. Linda's Gift has lots of American-made items as well as gifts designed here by local artists. This seaside mainstay store is open seven days a week. Join Linda's 500 Club and earn a \$50 gift certificate. Linda's Gift is an approved village post provider for stamps and flat rate priority shipping for your convenience. You can select your gifts, have them wrapped and then shipped - all at Linda's Gift.

WR KITCHEN & BAR
BY WOOD RANCH®

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Treat your party to authentic Mexican cuisine at Pollos Maria.

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For more than 34 years **Pollos Maria** has been a part of the healthy living movement in Carlsbad. Marie Davies and Carmen Gastelum ensured over the course of time that they would be serving the healthiest, best priced, and most authentic Mexican Cuisine in the county.

As their business has grown to be more than just a restaurant, Marie's children, Janice and Lloyd, have started running the flourishing restaurant and catering businesses. Their vision is to continue the family tradition just as Marie and Carmen envisioned so long ago.

Please stop by and enjoy a full menu, including our famous chicken burrito or carne asada any day of the week. And..... Christmas is coming, don't forget to order the best, made to order, tamales in Carlsbad. They are only here from November to January!



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Artful Strategies for business gifting

With the holidays approaching fast, it is that time of the year for employers to think about what kind of end of the year celebration they would like to organize and what kinds of gifts are the best for their employees, clients and companies they do business with. To find out more about the art of thoughtful gift giving, we reached out to Patty Berg, Founder and CEO of one of our newest members, **The Wishing Tree Company**. This is what she told us.



Business gifting is a whopping \$125B segment of the retail sector.

Nearly every kind of business - whether corporate, small business or professional services - expresses appreciation for its customers or clients with gifts. Business gifting is a whopping \$125B segment of the retail sector. But according to recent research, we're getting it all wrong.

For the first time, researchers have looked at this business gifting dynamic through the eyes of the gift recipients. The takeaways are surprising and key to more effective client appreciation programs. If we're going to spend all that money, let's make it count, right?

A Seattle-based company has taken a deep dive into this topic by surveying recipients of business gifts, from CEOs to MVCs (most valued clients) and junior partners. Instead of playing the year-end guessing game or defaulting to a token bottle of wine or box of golf balls, take note. The results will give you the right perspective for choosing business gifts that will delight your giftees and create a deeper connection. And isn't that the point?

At the top of the survey results was genuine thoughtfulness - recipients were most appreciative of those who took the time to match them with a memorable gift that speaks to who they are as individuals.

We've all been guilty of picking that really cool gift because WE loved it.

When you give a gift that truly resonates

with your client, it's often something they'll enjoy but maybe haven't thought to get for themselves. Things they buy all the time or could buy anytime will not light them up. Nor will they remember your effort.

Certain gifts may even backfire. Tread carefully if you think a company branded item might make a good gift. The survey shows that folks actually feel less appreciated when the gifts they are given sport company logos and such.

How much to spend depends on the level of the relationship. Fifty dollars to \$150 is the general range, with the lower end appropriate for most regular customers and the high end for your MVCs and C-Suite clients.

But cost is secondary to the fit. If you haven't chosen a thoughtful gift that resonates with the client, spending a lot is not going to redeem the faux pas.

THE TAKEAWAYS:

Light them up with gifts that tell a story. Made in USA, locally sourced or ethically-produced gifts carry extra, intangible value. Be a whole-hearted human and write a short note of thanks to send along with the gift. Most of all, make your client gifts memorable. Pamela Danziger, who researches affluent Americans, says "...it's memorability that drives the connectedness and loyalty" that we want to nurture with our gifts. And that, she says, also creates ROI.



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Carlsbad gastro brewery shares their passion for craft beer and small plates

If you follow the craft beer scene, you perhaps already know of the award winning, industrial-chic brewery, tucked away in the business park of southwest Vista, one mile from Palomar Airport road.

With 15 different styles of methodically crafted beer on tap and a beautifully designed space, it is no wonder that **Ebullition Brew Works** was voted 2018 Best North County Brewery by San Diego Magazine

The company continues to high speed its business plan, including the opening of a full restaurant and tasting room, “Ebullition Brew Works & Gastronomy,” located in The Square at Bressi Ranch. And like the Vista location, the local owners are making sure a customer centric experience is nothing less than perfect.

As founder and partner, Jesse Richardson put it, “We don’t want to make craft beer and food that people enjoy. We want to make craft beer and food that people crave.”

This marketing mix and philosophy of catering to a number of diverse tastes is punctuated by every item on the menu and broken down into two sections of small plates and handheld noshes: 1. Familiar, nuanced

“
We don’t want to make craft beer and food that people enjoy. We want to make craft beer and food that people crave.”

— Jesse Richardson
Founder & Partner

local favorites with a twist, and 2. Intrepid, international cuisine. It’s not enough, either, that the food and beer stand on their own.

Ebullition is emphatic that they pair well together, almost harmonically. Jesse states, “If you leave our establishment thirsty, hungry, or just plain dissatisfied, we have done something wrong.”



Ebullition Brew Works 65 & Sunny - Golden IPA

HIGHLIGHTS OF THE NEW LOCATION:

- Full bar & patio
- Small plate or “Tapas style” menu from here and around the world
- Full Ebullition craft beverage menu including other local

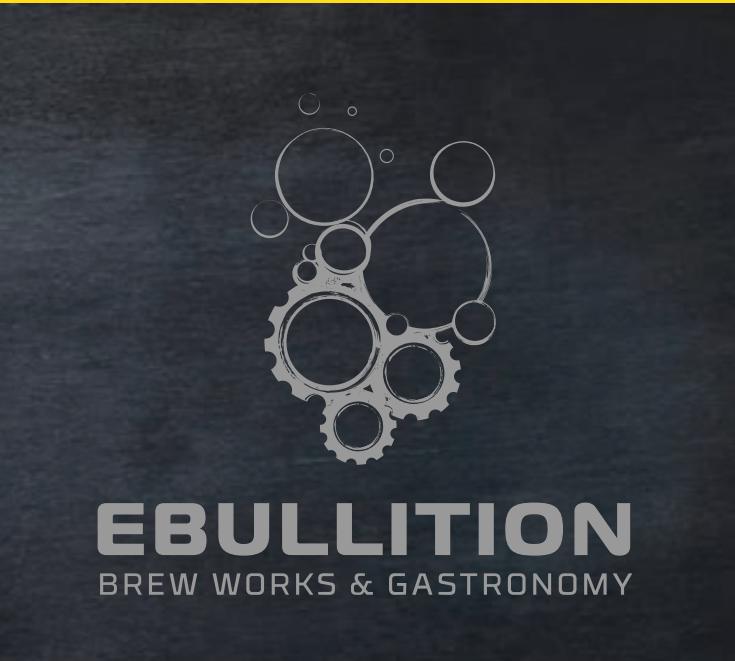
brands of beer, wine, cider, mead, sake, Kombucha, sodas, teas, and coffees

HIGHLIGHTS OF THEIR NEARBY BREWERY:

- 15 styles of craft beer ranging from light to dark, bitter to mild,

- complex to straight forward
- A 12K year historical beer timeline
- Beer system that pours from bottom up
- Take-out crowlers and growlers
- Free, live entertainment
- Family and dog friendly

Coming to The Square at Bressi Ranch



A NEW GASTROPUB EXPERIENCE

from a craft brewery’s perspective

2628 GATEWAY RD. E 135
CARLSBAD, CA. 92009

EbullitionBrew.com

@EbullitionGastro



Chef Albert Serrano at Bluewater Grill Carlsbad sets the bar for North County seafood

Bluewater Grill Carlsbad continues to wow seafood fans, local foodies and visitors alike in Carlsbad Village. The destination restaurant opened in late 2017 to offer North County residents California's freshest, just-off-the-boat sustainable seafood in an atmosphere of casual coastal style.

Since its debut in the heart of the Village, Bluewater has established itself as the go-to source for sustainable seafood and shellfish, weekday happy hours, monthly tastings and wine pairings, and a distinctly neighborhood vibe.

Chef Albert Serrano is making a name for himself in North County and beyond by introducing a number of new lunch and dinner dishes that leverage Bluewater's access to up to 40 varieties of fresh sustainable seafood and shellfish annually. From Pacific Swordfish harpooned in local waters to Grilled Whole Fish and San Francisco Cioppino with Black Mussels, he is adding his own local gourmet preparations regularly to offer diners a new experience every time.

Meanwhile, General Manager Sean Fryt, a North County resident, welcomes customers to a stunningly redesigned space. Owners Jimmy Ulcickas and Richard Staunton worked closely with the City of Carlsbad to create the perfect contemporary fish

“It's been a thrill to introduce Bluewater's legacy of the freshest sustainable seafood to North County. Given Carlsbad's role as a sophisticated resort and vacation town, we knew that it would be a perfect fit.”

— Chef Albert Serrano

house destination with reimagined dining room, a new bar and lounge area and fresh market and retail counter offering locally caught seafood and local wines.

Perfect for North County summers, the new space also boasts two new outdoor dining patios for alfresco dining.

Like all Bluewater neighborhood locations, Bluewater Grill Carlsbad is committed to not only serving the freshest seafood but also pioneering sustainable fishing and farming practices.

To date, more than 90 percent of the choices on Bluewater's menus are sustainably caught or farmed – among the highest of any restaurant in California. Bluewater founders also operate the fishing vessel, Pilikia, to

provide customers with the freshest, sustainably-caught seafood.

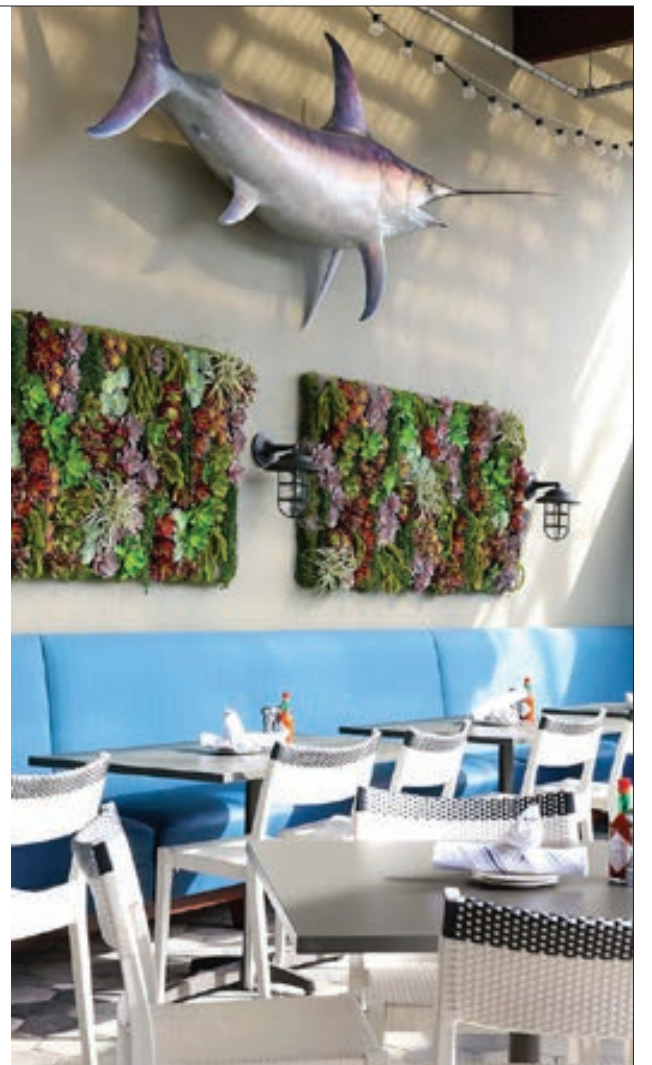
Says Serrano: “It's been a thrill to introduce Bluewater's legacy of the freshest sustainable seafood to North County. Given Carlsbad's role as a sophisticated resort and vacation town, we knew that it would be a perfect fit.”

Bluewater Grill, located at 417 Carlsbad Village Drive, is open for lunch and dinner daily. Hours are 11am to 9pm Monday through Thursday, 11am to 9:30pm Friday, 10:30am to 10pm Saturday and 10:30am to 9pm Sunday.

For reservations, call (760) 730-FISH (3474). For menus or other information, visit www.bluewatergrill.com/locations/carlsbad or their Facebook page.



Chef Albert Serrano is introducing lunch and dinner dishes that leverage Bluewater's access to up to 40 varieties of fresh sustainable seafood and shellfish.



Come taste the best in ultra fresh and sustainable seafood, prepared classically or with a modern twist. Enjoy our patio, local wines, retail seafood market and take-home platters. Planning a holiday party? Book our patio area for up to 70 people.

COME IN, GET HOOKED

LOCATED AT 417 CARLSBAD VILLAGE DR
OPEN FOR LUNCH & DINNER DAILY
OPEN 11AM TO 9PM SUNDAY THROUGH
THURSDAY & 11AM TO 10PM FRIDAY
& SUNDAY TEL 760 730 FISH (3474)

BLUEWATERGRILL.COM



The Crossings offers a local golfing and dining experience and an opportunity for memorable event.

Ocean view golfing and dining

Whether you are a golfer or not, **The Crossings at Carlsbad** is the perfect place to make memories with friends and family! Dine with us in the Canyons Restaurant (located in the clubhouse) for breath taking ocean views and coastal California cuisine that will keep you coming back for more. The Canyons Restaurant is open from 7 a.m. -8 p.m. every day except Mondays until 7 p.m. We offer breakfast, lunch, dinner, happy hour and our famous Sunday Brunch!

Happy Hour is currently served Sunday-Thursday from 3-6pm and features \$5 draft beers, \$5 house wines and \$5 well cocktails as well as discounted appetizers. Sunday Brunch is offered from 10 a.m.-2 p.m. with an all you can eat buffet including a build your own omelet station, prime rib carving station, chilled seafood, traditional breakfast dishes, fresh fruit, salads, pastries, desserts and more! Bottomless mimosas, champagne

and a bloody mary bar are included with the buffet for the low price of \$38.99. Seniors are \$34.99, kids 7-13 are \$24.99 and 6 & under are complimentary!

In addition, if you're looking for a memorable place to host an event such as a holiday party, baby shower, birthday party, corporate meeting or a wedding, The Crossings is the perfect place! Hosting over 60 weddings and 400 events per year, our professional banquet staff and culinary team will make sure your guests leave impressed. With five separate meeting spaces we can accommodate events as small as ten people or as large as 300 with outdoor options available.

For reservations you can visit www.thecrossingsatcarlsbad.com/dining or call 760-444-1800 x3.

For more information on events visit www.thecrossingsatcarlsbad.com/meetings or call 760-444-1800 x4.



The Village Faire Shopping Center provides locals and visitors with a great opportunity to support small businesses.

One stop for gift shopping locally

The **Village Faire Shopping Center** is located in the heart of historic Carlsbad Village in Carlsbad, California. With its quaint style and flare, this unique boutique retail property is the home of more than 36 restaurants, shops and services surrounding a family friendly fountain courtyard.

Located just a block from the beach and train station, the Village Faire Shopping Center, offers something for the entire family. Boutique shopping, dining or errands are more enjoyable as this local establishment offers relaxation in its courtyard where visitors can take in the southern California sunshine.

Start the holiday shopping with unique gifts from a wide variety of

shops like Mermaids, Earth's Elements & Wysh. Grab a bite at one of the 13 restaurants, like Coyote Bar & Grill or Hooked on Poke, and stroll through to finish off the evening with Italian gelato from GelatoLove.

Join The Village Faire Shopping Center for its many holiday events such as the 35th Annual Holiday Tree Lighting, on Sunday Dec. 8 from 2 to 5 pm. Greet Santa starting at 2:45 pm and enjoy the festive holiday program into the afternoon. See below for the full list of holiday events. Plan your day at the Village Faire and support local businesses by shopping small. Have a safe and Happy Holiday Season!



*Elevate
Your
Dining Experience
With
Ocean Views*







Open To The Public For:
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