



Choice for  
**FRESH FISH & COLD LOCAL BEER**

[www.thefishshops.com](http://www.thefishshops.com)





# ABOUT

Established in 2010, the Fish Shop first dropped anchor in Pacific Beach with the sole purpose of providing the best service and freshest seafood in San Diego. Since then, the Fish Shop has become a favorite of locals and visitors to Southern California, with two additional locations in Encinitas and Point Loma.

The Fish Shop menu is uniquely tailored and offers a boatload of fresh seafood selections to choose from. Come in and build-your-own taco, sandwich, salad, or plate by selecting your cut of fish, sides, and marinade. Diners can dive into some of the Fish Shop favorites, such as our award-winning TKO taco; grilled mahi-mahi marinated in our Fish Shop seasoning topped with our tropical mango salsa, or the Coconut Shrimp coated in house-made shredded coconut batter, deep-fried golden and crispy.

The fast-casual environment is perfect for popping in for a quick lunch or dinner or unwinding with friends. Guests can enjoy outstanding service in a relaxed atmosphere that is both family and dog-friendly!





# LOCATIONS

## PACIFIC BEACH

1775 Garnet Avenue, San Diego, CA 92109

### PHONE

(858) 483-1008

### HOURS

Daily 11 a.m. to 8 p.m.

   / pbfishshop



## POINT LOMA

1110 ROSECRANS ST. #100  
SAN DIEGO, CA 92106

### PHONE

(619) 756-7778

### HOURS

Daily, 11 a.m.-8 p.m.

   / plfishshop

## ENCINITAS

1010 S. COAST HIGHWAY 101.  
ENCINITAS, CA 92024

### PHONE

(760) 436-4665

### HOURS

Daily, 11 a.m.-8 p.m.

  / encinitasfs  / EncinitasFishShop



# MEET OWNER

## Billy Ramirez

From an early age, Billy Ramirez felt at home in the restaurant/bar atmosphere. Throughout his life, his grandfather was a bartender, and Billy would often visit him at his workplace; bellying up to the bar to order a non-alcoholic Shirley Temple, heavy on the maraschino cherries. His first restaurant job came at the age of 15, washing dishes and cleaning woks at a Chinese restaurant.

Billy was born in Los Angeles and raised in the coastal city of Santa Maria in central California. He came to San Diego when he joined the Marine Corps in 1993 and decided to continue residency in America's Finest City after his time in the military was complete. Billy realized his desire to become a restaurant owner/operator while working in the Gaslamp District as a bar-back at the former Martini Ranch. Eight years later, his dreams would come to fruition with the opening of Pacific Beach Fish Shop. According to Billy, "the Pacific Beach area was lacking a great place to eat fish," so he reached out to the owners of Mi Casa with an offer to purchase their restaurant. Initially they were reluctant to sell, but within a month they had changed their minds and Billy's plans for a great fish eatery were underway.

As for his personal life, Billy does not have much time for anything aside from working, but he is just fine with that. He loves what he does and enjoys putting in the necessary hours and energy as new Fish Shop locations open in Hermosa Beach and Encinitas. His favorite thing about his role in the company is having the ability to see the concept grow and become a great success. He takes pride in how much patrons love and appreciate the food at PB Fish Shop and credits his amazing staff with helping provide a laid-back atmosphere for guests and contributing to the restaurant's success. When he does have a little free time, Billy enjoys running, working out, spending time with friends, and checking out new places to eat. In regard to hobbies, this overachiever chooses to work on developing new business concepts. Billy currently resides in Pacific Beach, a mere five-minute walk from the Pacific Beach Fish Shop.

### MEDIA CONTACT

**Jessica Bradford**

Alternative Strategies

3180 University Ave - Suite 640, San Diego, CA 92104

619.858.0322

[jessica@altstrategies.com](mailto:jessica@altstrategies.com)