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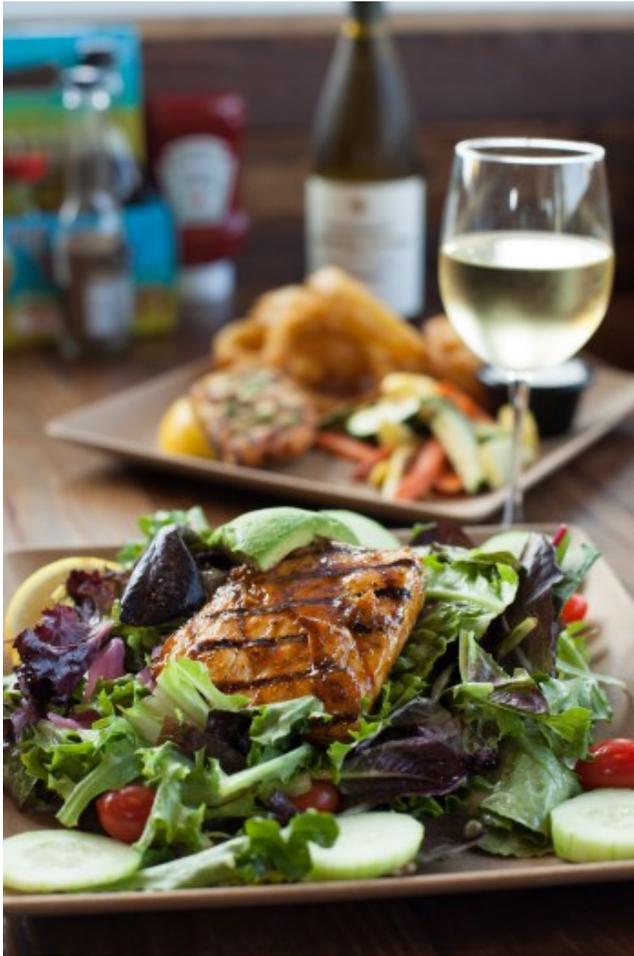


The Fish Shop Forks Out Tasty Mexican Fare for San Diego and Hermosa Beach

February 17, 2017

Tacos are a Knockout at Fish Shop

The Pacific Beach Fish Shop first anchored in 2010, and ever since, diners have been hooked. The establishment opened with a simple goal: to provide the friendliest service and freshest fish in Pacific Beach. From there, they added locations in Encinitas and Hermosa Beach, keeping things consistent across all three venues by streamlining the menu.



The Fish Shops keep the menu simple, with quality ingredients that guests can customize to their liking. Simply pick your fish, determine your seasoning and how you want it served—in a taco, as a sandwich, as a platter or on a salad. Diners can also select from the previously crafted menu items, like the award-winning “TKO” taco, which is mahi-mahi topped with tropical salsa.

The TKO is unique to the Fish Shops and was crafted by the head chef Juan Munoz. The taco was drafted as an entry into the first Fish Taco TKO Competition, which was hosted by Gourmet Experience in 2011. Munoz’s taco took top honors and earned the TKO name. It has been a staple on the Fish Shop menu ever since.

The tropical salsa is another signature item that leaves guests wanting more. Fresh diced fruit and special seasonings, it is the perfect taco topper. The salsa is made with diced pineapple, mango, and papaya. It’s sprinkled with the special Fish Shop seasoning and kicked up a notch with jalapeño, red onion, and a hint of mint.

While the menu typically stays consistent, there are occasional specials that allow visitors to try other fish. Swordfish, ahi, halibut, shrimp, salmon, snapper, scallops and lobster are menu staples. Keeping things interesting for customers, Fish Shop will offer more seasonal finned flavors, like Hawaiian Ono or Opah.

New menu staples also eventually find their way into the mouths of hungry customers. According to General Manager, Chris Cunningham, the latest “must try” offering is the Spicy Dorado Taco. At the most recent TKO taco competition, the Dorado scored People’s Choice honors. “The taco consists of mouth-watering mahi-mahi, grilled and marinated in our Fish Shop seasoning. We then top it with a sriracha aioli slaw and an avocado lime drizzle. Truly a must have!” Cunningham said.

The restaurants are pet and family friendly, and the menu has flexible options for any kind of eater!

Locations:

The Pacific Beach Fish Shop

1775 Garnet Ave
San Diego, CA 92109
858.483.4746

The Encinitas Fish Shop

1010 S Coast Hwy 101
Encinitas, CA 92024
760.436.4665

The Hermosa Beach Fish Shop

719 Pier Ave
Hermosa Beach, CA 90254
310.372.3480