LA JOLLA SHORES HOTEL - FACT SHEET

La Jolla, California

GENERAL DESCRIPTION:

Originally opened in 1970 as the Sea Lodge Hotel, the family owned and operated La Jolla Shores Hotel is one of the select few hotels in San Diego situated directly on the beach. The 128-room La Jolla Shores Hotel is located 12 miles north of downtown San Diego and 110 miles south of Los Angeles, in La Jolla, a Pacific Coast enclave known internationally for its picturesque beaches, underwater park, university, world-famous oceanographic institute, aquarium and museums.

The three-story La Jolla Shores Hotel abuts the San Diego/La Jolla Underwater Park, a 600-acre ecological refuge bounded by Torrey Pines State Park on the north and Alligator Head on the south. Bordering the La Jolla Shores Hotel on the north is Kellogg Park, a public beach and picnic area. A palm tree-lined boardwalk, between the beach and park, runs north along La Jolla Shores beach almost to Scripps Pier. Just to the South is the La Jolla Shores Hotel's companion property, the 98-room La Jolla Beach & Tennis Club.

Situated on two acres of beachfront property, the La Jolla Shores Hotel features open-air courtyards, hexagon-shaped red-tile walkways, and roofs and balusters constructed of Mexican paver tile. The hotel's rooms open onto balconies or lanais overlooking either the ocean or Garden Courtyard -- a hacienda-style patio of fountains, lattice work, umbrella-covered tables and chairs, and Mexican-tile walkways accented with giant bird of paradise, sago palms, ficus trees, azaleas, hibiscus and other decorative plants and shrubs.

GUEST ROOMS:

The La Jolla Shores Hotel features 128 rooms of which 30 are oceanfront, 37 are oceanview and 61 overlook the hotel's garden courtyard and pool area. Upstairs units open onto balconies, and ground-floor units onto lanais; both are furnished with a table and chairs. On the third floor, where ceiling height is not restricted, rooms pitch upward, forming wood-paneled cathedral ceilings accented by wood beams.

The La Jolla Shores Hotel recently underwent the first phase of a complete guest room remodel. The remodeled rooms feature new furniture, flat screen televisions, new carpeting, pillow top beds and additional amenities.

Accommodations are available in king, queen or double and are furnished with a dresser, table and chairs, television, AM/FM clock radio, small refrigerator, coffee maker (with complimentary coffee, tea, sugar and cream), and a vanity area with a hair dryer, shampoos, lotions and extra linen. 13 of the rooms are also equipped with kitchens and all of our guest rooms are designated non-smoking. In addition, one of the rooms, the La Jolla Suite, has a living room, full kitchen, separate bedroom and oversized bathroom.

DINING & RESTAURANTS:

La Jolla Shores Hotel guests can choose from two restaurants, the Shores restaurant and the Marine Room restaurant, a popular oceanfront haven located south of the hotel and widely acclaimed for its fine food and spectacular edge-of-the-surf view.

Serving breakfast, lunch, dinner, nightly specials and an a la carte Sunday Brunch, The Shores Restaurant focuses on exceptional quality and fresh local ingredients. The restaurant's surfside views and inviting atmosphere make for a dining experience you won't soon forget.

The bill of fare at both locations has taken on a decidedly lighter and healthier accent under the culinary craftsmanship of Executive Chef Bernard Guillas who has chosen to mix seasonal and local selections with signature dishes, while varying the menu to take advantage of Southern California's year-round fresh produce and specialty items flown in from both American coasts. Much of the fare finds its way to the Marine Room kitchen through smaller purveyors, who supply specialty items that are not readily available -- or found -- in many restaurants.

Opened in 1941, the Marine Room restaurant is a landmark in La Jolla. The restaurant gives new meaning to the expression "waterfront dining." Patrons who find themselves seated window-side during an unusually high tide can savor their meals as plumes of surf splash into intricate patterns on the windows only inches away.

Besides catering to restaurant guests, La Jolla Shores Hotel also employs a full-time catering staff to help organize banquets, theme buffets, "do-it-yourself" beach parties, and special events such as birthdays, anniversaries and wedding receptions. Staff members coordinate everything from menu selection and room set-up to equipment rentals.

MEETING ROOMS:

The La Jolla Shores Hotel features 7,500 square feet of flexible meeting space. Three meeting rooms, ranging from 640 square feet to 1,560 square feet are available for meetings, receptions, banquets and other events. For a minimal charge, the hotel will supply equipment, including easels, podiums, microphones, projectors, screens, VCRs and monitors. A full-service catering staff is available to help organize and coordinate breakfasts, luncheons, dinners, receptions and other group events.

RECREATION:

The La Jolla Shores Hotel's recreational facilities include two tennis courts, a heated swimming pool and Jacuzzi, fitness center, sauna, ping pong tables and children's wading pool. Beach accessories, including towels, tables, beach chairs and windbreaks, are provided free of charge. Barbecues and banquet set-ups are also available on the beach in the evenings for modest fees.

Professional tennis lessons, given by United States Professional Tennis Association (USPTA) professionals, are available through the tennis pro shop located next door at the La Jolla Beach & Tennis Club. The charge for lessons varies depending on the instructor.

Three championship golf courses are within three miles, including Torrey Pines Golf Course, site of the 2008 US Open, whose 36 pine-dotted fairways skirt the Pacific Ocean coastline.

SIGHTSEEING/ ATTRACTIONS: The La Jolla Shores Hotel is within 15 minutes of dozens of area attractions, including the Scripps Institution of Oceanography, the Stephen Birch Aquarium-Museum, San Diego Museum of Contemporary Art, Salk Institute, University of California at San Diego, Torrey Pines State Park and Glider Port and La Jolla Caves. Attractions outside La Jolla, but still within 30 minutes, are the San Diego Zoo, SeaWorld, Old Town, Del Mar racetrack, Seaport Village and Balboa Park. Tijuana, just south of the Mexican border, is only 40 minutes away by car or bus. For the more adventurous, whale-watching tours and hot-air-balloon rides are available through local tour operators.

A 10-minute walk from the La Jolla Shores Hotel, the "Village" of La Jolla is in itself an attraction. Scenic Coast Boulevard, a must-see oceanside lookout, winds along the shoreline, past windswept Ellen Browning Scripps Park, where wind-scarred cliffs drop precipitously to a narrow strip of rocky coves, tide pools and shell-strewn beaches. Atop the hills overlooking Coast Boulevard are the trendy shops of Girard Avenue and the posh restaurants of Prospect Street, a hilltop aerie that offers breathtaking views of the rugged Pacific Ocean coastline below.

The nearest attraction, however, is just offshore, the 600-acre San Diego/La Jolla Underwater Park, which includes a 533-acre Ecological Reserve and marine life refuge. An underwater easel of blues, greens, browns, reds and oranges, the park slopes gently from shore before plummeting to a depth of 900 feet. Two man-made reefs, at depths of 40 feet and 70 feet, are home to an abundance of plant and animal life. Considered one of the prime scuba diving and snorkeling spots on Southern California's coast, the park attracts thousands of experienced and first-time divers every year. A variety of ocean sport rental companies are located within walking distance from the hotel and offer rentals, lessons, and tours.

CONCIERGE SERVICES: A seasoned concierge staff is also available to assist with planning a variety of activities including access to the hotel's courtesy shuttle.

KEY MANAGEMENT:
William J. "Bill" Kellogg, President
John Campbell, General Manager
Bernard Guillas, Executive Chef
Kristin Ferguson, Director of Marketing

ADDRESS/ PHONE:
La Jolla Shores Hotel
8110 Camino Del Oro
La Jolla, CA 92037
(800) 237-5211 / (858) 459-8271 / Fax: (858) 456-9346
Website Address: www.LJShoresHotel.com

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UP-CLOSE OCEANFRONT SETTING
BECKONS GUESTS TO THE LA JOLLA SHORES HOTEL
La Jolla, California

A pebble's throw from the Pacific, the La Jolla Shores Hotel oceanfront hotel is a daily witness to the sights and sounds of the ocean, offering guests front-row views of sand, surf and sunsets from balconies and courtyards that are perpetually bathed and freshened by the salt-air breezes befriending this laid-back enclave by the sea.

Many guests come here to get away from the clamor and din of the big city. What they find is serenity, scenery and service aplenty. Located 12 miles north of San Diego and 110 miles south of Los Angeles, the La Jolla Shores Hotel is one of only two oceanfront hotels in La Jolla, a picturesque coastal town famous for its cliff-top location, scenic beaches, oceanographic aquariums and university (the other hotel is its adjacent companion property, the La Jolla Beach & Tennis Club, which along with the La Jolla Shores Hotel and The Marine Room restaurant, are owned and operated by La Jolla Beach & Tennis Club, Inc.).

Since opening in 1970, the La Jolla Shores Hotel has lured vacationers, business travelers and occasional luminaries, including former President Gerald Ford and Emperor Hirohito of Japan.

UNDERWATER PARK

Situated on two acres, the La Jolla Shores Hotel nudges against San Diego/La Jolla Underwater Park, a 600-acre ecological refuge that attracts an abundance of marine life and scuba divers. Just north of the hotel is Kellogg Park, a seven-acre beach and grass area dotted with picnic tables and towering fan palms. The park is the favorite embarkation point for divers headed into the underwater park

Between the park and beach, a palm-tree-lined boardwalk stretches from the La Jolla Shores Hotel, two miles north to the Scripps Pier, which juts into the Pacific near Black's Beach, a surfing area renowned for its breakers. Mornings will find early-risers strolling along the boardwalk, taking in the crisp fresh air and uplifting panorama.

South of the hotel is the La Jolla Beach & Tennis Club, the Marine Room restaurant and La Jolla Cove, a natural museum of wind-scoured rock formations and the famous "Seven Caves," a line of cathedral-like fissures cut into the side of 100-foot-high cliffs. Offering a bird's-eye view of the rocky cove below is Ellen Browning Scripps Park, which perches atop the cliffs along scenic Coast Boulevard and forms a dramatic backdrop for La Jolla Shores Hotel ocean views.

SOUTHWESTERN-STYLE SETTING

The scenery is, indeed, one of the La Jolla Shores Hotel's greatest assets. North-, south-, and west-facing guest rooms, especially those on the second and third floors, afford breathtaking and unmatched views of the ocean, coastline and fiery sunsets, which are made all the better by the Southern-California climate, where rain is infrequent.

The La Jolla Shores Hotel, of course, offers its own special attraction, exuding a warmth that is due in large part to its Southwestern-style architecture. There are lots of browns, reds and earth tones - most

noticeable in the adobe-textured exteriors, hexagon-shaped red-tile walkways, Mexican paved tile roofs and balusters.

All of the La Jolla Shores Hotel's recently remodeled guestrooms and suites open onto balconies upstairs or lanais downstairs overlooking either the ocean or the Garden Courtyard -- a hacienda-style patio of fountains, overhead lattices and terra-cotta-tile walkways accented by sago palms, ficus trees, giant bird of paradise and other decorative plants and shrubs.

Of the hotel's 128 rooms, 30 are oceanfront, 37 are oceanview and 61 overlook the courtyard and pool area. On the third - and highest - floor, where ceiling height is not restricted, rooms pitch upward, forming wood-panel cathedral ceilings framed by solid-wood beams. Thirteen of the rooms are equipped with kitchens, and the only suite -- the La Jolla -- offers a living room, full kitchen, separate bedroom and oversized bathroom.

OFF-BEACH RECREATION

Privacy is ensured by 24-hour security and many of the amenities -- such as beach chairs, umbrellas, windbreaks and barbecue grills -- are made available to guests either free or for a nominal charge.

Besides the miles of beach a few footsteps away, the La Jolla Shores Hotel offers its own recreation -- a heated swimming pool and spa, children's wading pool and two tennis courts. Tennis lessons are available from assistant USPTA Professionals.

FINE FOOD

After a day of lazing or playing in the sun, those with hardy appetites will find the answer to their hunger at the Shores Restaurant, located on the hotel's oceanfront. Serving breakfast, lunch, dinner, nightly specials and an a la carte Sunday Brunch, The Shores Restaurant focuses on exceptional quality and fresh local ingredients. The restaurant’s surfside views and inviting atmosphere make for a dining experience you won’t soon forget.

Patrons at the Shores savor the culinary craftsmanship of Executive Chef Bernard Guillas, who mixes seasonal and local selections with signature dishes, while adding variety in the form of seasonally harvested California produce and gourmet fare flown in from around the world. Much of the regional fare finds its way to Guillas’ kitchen through small purveyors, who supply specialty items that are not readily available in other restaurants.

Besides catering to restaurant guests, the La Jolla Shores Hotel employs a full-time catering staff to help organize banquets, theme buffets, "do-it-yourself" beach parties and special events, such as birthdays, anniversaries and wedding receptions. The staff coordinates everything from menu selection to audio-visual set-up.

MEETING OPTIONS

It's not only vacationers who find the La Jolla Shores Hotel to their liking; meeting planners and business travelers also have discovered its inviting good looks and welcoming oceanfront ambiance. The views from two of the La Jolla Shores Hotel's three meeting rooms are as picturesque as those from the rooms, offering the meeting-attendee a pleasant escape from the drab, four-walled confines of the typical break-out session.

Though on the beach, the La Jolla Shores Hotel is still within driving or walking distance of La Jolla's many sights. Only moments away, shoppers will find the trendy shops, boutiques and restaurants of ritzy Prospect Street, affectionately dubbed the "Rodeo Drive" of San Diego. Other much-visited attractions include the Stephen Birch Aquarium-Museum, Salk Institute, Torrey Pines State Park and Glider Port, La Jolla Caves, the San Diego Museum of Contemporary Art and the University of California at San Diego.

The La Jolla Shores Hotel's most alluring feature, however, remains the up-close, on-the-beach location, away from the hubbub and neon. "The beach is clearly the most significant aspect of our properties," observed William J. "Bill" Kellogg, president of both the La Jolla Shores Hotel and the neighboring La Jolla Beach & Tennis Club. More and more stressed-out city-dwellers are coming to the same conclusion.

The La Jolla Shores Hotel is located at 8110 Camino del Oro, La Jolla, California and is owned and operated by La Jolla Beach & Tennis Club, Inc. Call (800) 237-5211, or visit www.LJShoresHotel.com.

KEY MANAGEMENT:
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THE SHORES

DINE ON THE BEACH

The Shores Restaurant at the La Jolla Shores Hotel

Fact Sheet

Description	The Shores Restaurant focuses on exceptional quality and fresh local ingredients. The restaurant's surfside views and inviting atmosphere make for a dining experience you won't soon forget. The Shores serves breakfast, lunch, dinner, nightly special and an a la carte Sunday Brunch; along with unparalleled views of the Pacific Ocean just outside the floor-to-ceiling windows, which run the length of the dining room and adjacent lounge. The Shores culinary team is led by executive chef Bernard Guillas and chef de cuisine Augie Saucedo. Chef Bernard oversees the resort's three restaurants and all catering operations for the La Jolla Beach & Tennis Club, The Shores at the La Jolla Shores Hotel Hotel, and the landmark Marine Room restaurant. As Executive Chef, he creates all menus, wine lists and special events. Chef Augie is a member of the Chefs de Cuisine Association of San Diego, a professional member of the American Institute of Wine and Food and a former member of the California Culinary Team. His eclectic style adds a depth and dimension to a restaurant which prides itself on a commitment to providing the freshest ingredients possible.
Executive Chef **Chef de Cuisine** **Manager**	Bernard Guillas Augie Saucedo Lisa Redwine, CS
Hours of Operation	7 a.m. to 10 p.m. seven days a week **Breakfast**: 7 a.m. to 11:30 a.m. (Daily) **Lunch**: 11:30 a.m. to 2:30 p.m. (Monday – Saturday) **Dinner**: 5 p.m. to 10 p.m. (Nightly) **Sunday a la Carte Brunch**: 11:30 a.m. to 2:30 p.m. (Sunday) **Bar**: 10 a.m. to 10 p.m. (Daily) **Happy Hour**: 4 p.m. to 6 p.m. (Monday – Friday)
Catering	Lunch & dinner banquet packages available for large parties.
Location	8110 Camino del Oro La Jolla, CA 92037
Phone **Web Site** **Email**	(858) 456.0600 www.TheShoresRestaurant.com. Info@TheShoresRestaurant.com

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THE SHORES

DINE ON THE BEACH

AUGUSTIN SAUCEDO

Chef de Cuisine

La Jolla, California – "Augie" Saucedo grew up in a home surrounded by great cooks and even greater food. His mom was a great home cook and his dad was a chef at the Disneyland Hotel. His home in Riverside, California provided the fresh ingredients that tickled his taste buds at an early age. Saucedo also had the good fortune of spending five years in South America where the exposure to various cultures and cuisines cemented his desire to become a chef.

After a year in the culinary arts program at Orange Coast Community College, Saucedo landed a job and the nationally renowned Mission Inn in Riverside. Taken under the wing of executive chef Joe D. Cochran, he learned every station in the kitchen and finished his four year stint as a restaurant chef.

This talented young man then traveled south to Coronado where he became executive chef of the now closed Chameleon Café where he was responsible for menu development and hiring of the culinary staff. From there, he moved to the San Diego Convention Center where he worked under executive chef Brett Lewis. Here he honed his skills in large banquet production.

An opportunity to try his wings and establish his own style came as chef de cuisine at the Shelter Pointe Hotel and Marina. Here Saucedo developed new menus for the entire hotel and managed both the front and back of the house restaurant operations.

Saucedo brings to the Shores Restaurant a wealth of training and experience. His eclectic style will add a new dimension to the restaurant which prides itself on the freshest ingredients possible at affordable prices. Saucedo is a member of the Chefs de Cuisine Association of San Diego, a former member of the California Culinary Team, and a professional member of The American Institute of Wine & Food.

The Shores Restaurant focuses on exceptional quality and fresh local ingredients. The restaurant's surfside views and inviting atmosphere make for a dining experience you won't soon forget.

The Shores is located at La Jolla Shores Hotel on La Jolla Shores at 8110 Camino del Oro in La Jolla, California and is owned and operated by the La Jolla Beach & Tennis Club, Inc. For more information and reservations, call (858) 456.0600, or visit www.TheShoresRestaurant.com.

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THE SHORES

DINE ON THE BEACH

LISA REDWINE, CS

Restaurant Manager

La Jolla, California – As Restaurant Manager, Redwine is responsible for the day-to-day operations of the Shores Restaurant, including the main dining room, adjacent bar, and outdoor patio. All room service, beach, and poolside food & beverage operations for the La Jolla Shores Hotel are also under her direction. She is also responsible for staff training and retention and wine program operations. Additionally, she is pursuing the master level for the Court of Master Sommeliers.

Prior to joining The Shores Restaurant team, she served as General Manager and Hotel Wine Director at Molly's Restaurant & Bar at the Marriott Hotel, San Diego.

Lisa Redwine brings a whole new level of dining room service and wine knowledge to the San Diego community. Having worked as a professional chef and general manager for some of the finest restaurants in San Francisco, Redwine elevates dining to an art form, where service, atmosphere, food and wine intermingle to form a feast for all the senses.

Growing up in Madison, Wisconsin, Redwine was exposed at a young age to farmer's markets, freshly baked breads and delicious home cooking. The grand daughter of a butcher and a cheese maker, Redwine learned the importance of fresh handcrafted foods. Redwine enrolled at the University of Wisconsin Stout, where she received a degree in Hotel and Restaurant Management and then attended the Culinary Institute of America, where she graduated with honors with a degree in Culinary Arts.

Following graduation, Redwine moved to San Francisco, where she began her internship under the direction of George Morrone and Michael Mina at the highly acclaimed Aqua. From there, Redwine moved to Liberte, where she worked for Executive Chef Elka Gilmore, who also had roots in Madison Wisconsin. As a woman chef, and mentor, Gilmore provided Redwine with the opportunity to meet some of the food industry's greatest names, including Roger Verge and Jaques Pepin. After moving on to the small four star restaurant Heights with Charles Soloman, Redwine left the kitchen to work front-of-the-house, eventually as General Manager, at the renowned Cypress Club under restaurateur extraordinaire, John Cunin. Redwine then joined the Grand Cafe as assistant General Manager where she worked with General Manager Umberto Gibin. There, she developed a wine program that garnered awards from *Wine Spectator* and *Sante* magazines.

She also brings with her multiple food and beverage certifications, including: Advanced Sommelier from Court of Master Sommeliers, Certified Wine Professional and an AOS Degree in Culinary Arts from the Culinary Institute of America. In her free time, she enjoys fixing-up her new home with her husband and son.

The Shores Restaurant focuses on exceptional quality and fresh local ingredients. The restaurant's surfside views and inviting atmosphere make for a dining experience you won't soon forget.

Reservations are recommended and can be made by calling (858) 456.0600.

Validated, underground parking is available for restaurant patrons. The Shores is located at La Jolla Shores Hotel at 8110 Camino del Oro in La Jolla, California and is owned and operated by the La Jolla Beach & Tennis Club, Inc. For more information and reservations, call (858) 456.0600, or visit www.TheShoresRestaurant.com.

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