



RESTAURANTS & CHEFS

BENCOTTO

lovebencotto.com

750 Fir Street | San Diego, CA, 92101

Located in the heart of San Diego's Little Italy, Bencotto Italian Kitchen brings the spirit of Italian hospitality to the heart of San Diego's Little Italy, offering an elevated yet approachable dining experience. Meaning "perfectly cooked," Bencotto reflects the restaurant's commitment to quality, authenticity, and warmth. Known for the largest selection of fresh pastas in San Diego, the award-winning kitchen blends time-honored family recipes with a modern, shareable menu that encourages connection through food. Paired with exceptional service and a welcoming atmosphere, Bencotto celebrates Italian tradition in every dish — from aperitivo to full-course meals.

GOSSIP GRILL

gossipgrill.com

1220 University Avenue | San Diego, CA 92103

Over the years, Gossip Grill has blossomed into a full patio bar and restaurant with a dance floor. The restaurant serves American comfort food, and the lively place is decked out with feminine-inspired art, fabulous chandeliers and a foliage facade outdoor patio bar with fire pits. As the sun sets, Gossip transforms into a dance nightclub for the ladies — but don't worry, the dance floor is open to all genders.

INSIDEOUT

insideoutsd.com

1642 University Ave, Unit #100 | San Diego, CA 92103

Sexy, chic and casually elegant, InsideOUT's main dining room opens to an outdoor atrium with sitting nooks, relaxing water features and spacious seating for guests to experience a hidden urban oasis in the heart of Hillcrest. The seasonal menu reflects a creative approach to California and Mediterranean-inspired fare using the freshest ingredients from local purveyors.

NEGOCIANT WINERY

negociantwinery.com

1263 University Avenue | San Diego, CA, United States, California

An urban winery in San Diego making amazing wine from grapes sourced from California and beyond. We offer wine tastings, education, activities and live Jazz and other live entertainment, trivia, and more.

ORTEGA'S, A MEXICAN BISTRO

ortegas.com

141 University Avenue #4 | San Diego, CA 92103

Indulge in the tantalizing flavors of authentic Baja-Mex cuisine at Ortega's, A Mexican Bistro, located in the vibrant Hillcrest neighborhood next to Downtown San Diego. From the moment you step inside, you'll be transported to the heart of Mexico, surrounded by the aromas of traditional Mexican spices and cooking.

*SDTA MEMBERS

JUNE 2025

BAJA BETTY'S

bajabettyssd.com

1421 University Ave | San Diego, CA 92103

This lively Mexican restaurant creates a party vibe with a festive atmosphere and extensive menu of margaritas. Everyone is welcome, and you're guaranteed to have a fabulous Betty experience. Baja Betty's is also a great place to go for Extended Happy Hour Mondays, Taco Tuesdays, and Bubbles and Brunch on weekends.

HILLCREST BREWING COMPANY

hillcrestbrewingcompany.com

1458 University Ave | San Diego, CA 92103

A trip along University Avenue isn't complete without a visit to Hillcrest Brewing Company. Considered the world's first and only gay-owned brewery, it's a great spot to grab a pizza or two, enjoy and make friends at a communal table, while enjoying "Hoppy Hour" offered 7-days a week!

INDUSTRIAL GRIND

industrialgrindcoffee.com

6020 Santo Road | San Diego, CA 92124

Start your day right at Industrial Grind Coffee, opened in 2011 by two retired Navy vets, Barbara Jeanine and Kathy Hansen. This cozy Hillcrest cafe is known for its amazing coffee and delicious gluten-free pastries.

LIPS

lipsusa.com

3036 El Cajon Blvd | San Diego, CA 92104

Lips has been San Diego's ULTIMATE in Drag Dining for 25 years! Dinner, Drinks & fabulous Drag Shows, as well as Brunch on Saturdays & Sundays. Enjoy a great meal & cocktails served up by over-the-top Drag Queens.

URBAN MO'S BAR & GRILL

urbanmos.com

308 University Ave | San Diego, CA 92103

No visit to San Diego would be complete without a meal and good time at this iconic LGBTQ+ gathering spot, featuring spacious outdoor patio seating and an upper deck to watch all the action. Colorful, fun and filled with friendly locals and visitors on any given afternoon or night, Urban MO's is a happy hour favorite and is known for great burgers and strong cocktails adorned with plastic farm animals.

SHOPS AND MORE

BESPOKE MAESTRO

bespokemaestro.com

Bespoke Maestro is a premier custom suit and tuxedo maker, located in Solana Beach, San Diego. Our team of skilled and experienced tailors are dedicated to delivering the highest quality suits and tuxedos, using only the best Italian and English fabrics available on the market. By appointment only.

THE CANDY PUSHERS

thecandypushers.com

1295 University Avenue #1B | San Diego, CA 92103

The Candy Pushers in Hillcrest offers the finest gourmet chocolates and candies on the market today. The wide selection of chocolates range from truffles, toffee, caramels, sugar free, vegan and our fresh homemade fudge. Looking to bring unique sweets to your next event? Give us a call!

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JUNE 2025



DAPPER BOI

dapperboi.com

Dapper Boi is an online gender-neutral clothing line, made for every BODY by offering a unique fit and in a wide range of sizes. Our goal is to make people feel comfortable and confident in their own skin.

ART AND CULTURAL SPACES

CYGNET THEATER

cygnettheatre.org

4040 Twiggs Street | San Diego, CA 92110

Cygnnet Theatre stands today as one of San Diego's most dynamic cultural institutions—rooted in bold storytelling, community engagement, and a forward-looking vision. It offers an immersive theatrical experience, from intimate dramas to dazzling musicals, supported by a legacy of excellence and an unwavering commitment to inclusivity.

SAN DIEGO EQUALITY BUSINESS ASSOCIATION

sdeba.org

PO Box 33848 | San Diego, CA 92163

Founded in 1979, the San Diego Equality Business Association (formerly Greater San Diego Business Association GSDBA) continues to support small businesses in San Diego while advocating for mainstream acceptance of diversity. We are one of the largest specialty chambers in San Diego County and the second oldest LGBTQ and supportive chamber in the nation. SDEBA prides itself on outreach to other business chambers and to society at large.

SAN DIEGO PRIDE

sdpride.org

Nestled in the vibrant neighborhood of Hillcrest, San Diego, The Studio Door offers a one-of-a-kind destination for art enthusiasts and tourists alike. As you step through our doors, you'll discover a world where art becomes a deeply personal journey, where every brushstroke and sculpture speaks directly to your soul. Our curated monthly exhibitions showcase the best of contemporary art, while our 17 working artist studios offer a behind-the-scenes glimpse into the creative process. Furthermore, The Studio Door is delighted to design workshops, art tours and artists' talks, offering enriching experiences that deepen your appreciation for the artistic journey.

THE STUDIO DOOR

thestudidoor.com

3867 Fourth Ave | San Diego, CA 92103

Nestled in the vibrant neighborhood of Hillcrest, San Diego, The Studio Door offers a one-of-a-kind destination for art enthusiasts and tourists alike. As you step through our doors, you'll discover a world where art becomes a deeply personal journey, where every brushstroke and sculpture speaks directly to your soul. Our curated monthly exhibitions showcase the best of contemporary art, while our 17 working artist studios offer a behind-the-scenes glimpse into the creative process. Furthermore, The Studio Door is delighted to design workshops, art tours and artists' talks, offering enriching experiences that deepen your appreciation for the artistic journey.

DIVERSIONARY THEATRE

diversionary.org

4545 Park Boulevard #101 | San Diego, California 92116

As the third oldest LGBTQIA+ theatre in the nation founded in 1986, Diversionary Theatre is one of San Diego's premier theaters, proudly showcasing the city's most vibrant and diverse talent. Committed to uplifting LGBTQ+ and other marginalized voices, the theatre provides dynamic, inclusive live entertainment that celebrates and preserves our unique culture.

*SDTA MEMBERS

Updated JUNE 2025



THE LAMBDA ARCHIVES OF SAN DIEGO

lambdaarchives.org

4545 Park Blvd #104 | San Diego, CA

The mission of the Lambda Archives of San Diego is to collect, preserve, and teach the history of lesbian, gay, bisexual, and transgender people in the San Diego and Imperial Counties and the Northern Baja California region. Lambda Archives is dedicated to preserving and interpreting this important historical material and making it available for learning. Lambda Archives offers monthly walking tours of San Diego's LGBTQ history and Out at the Archives—a series of symposia on aspects of LGBTQ history.

THE SAN DIEGO LGBTQ COMMUNITY CENTER

thecentersd.org

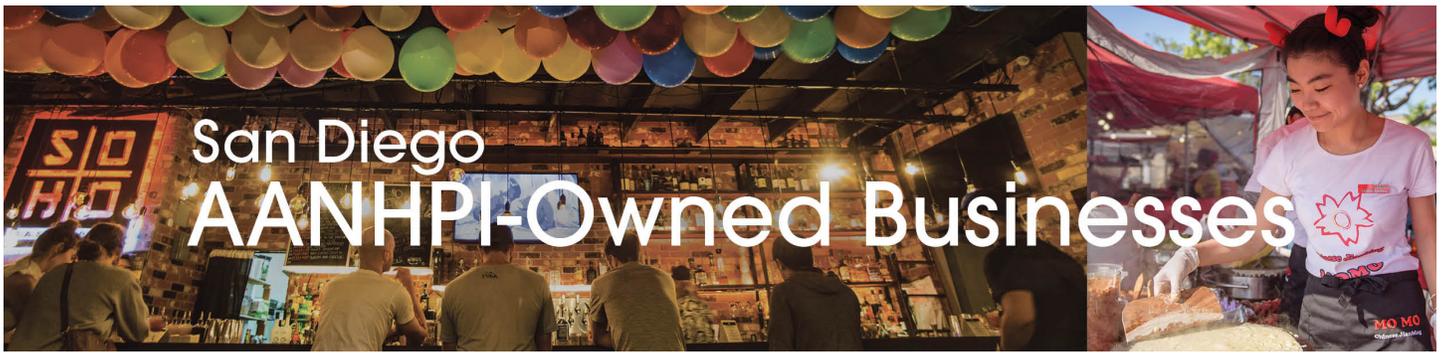
3909 Centre Street | San Diego, CA 92103

The San Diego LGBT Community Center ("The Center") is one of the largest and most vibrant LGBTQ community centers in the nation. Through various programs and events, The Center enhances and sustains the health & well-being of the lesbian, gay, bisexual, queer, transgender, nonbinary, immigrant, and HIV communities to the betterment of the entire San Diego region.

*SDTA MEMBERS

Updated JUNE 2025





RESTAURANTS & CHEFS

ANIMAE

www.animaesd.com

969 Pacific Highway | San Diego, CA 92101

Nestled in the heart of Marina District, Brian Malarkey's ANIMAE serves up Japan's finest A5 wagyu beef alongside an Asian-inspired menu crafted by Executive Chef Tara Monsod, drawing influences from every corner of the Far East. With a focus on the coal-fired oven and Japanese robata grill, Chef Tara's dishes showcase globally sourced ingredients that perfectly complement the restaurant's sophisticated atmosphere. ANIMAE isn't just a place to dine—it's a fashion-forward experience, where guests are encouraged to dress their best, capture stunning photos, and immerse themselves in the elegance of the space.

CRAB HUT

www.crabhutrestaurant.com

With locations in Kearny Mesa, Downtown, and Mira Mesa, Crab Hut started in Houston, where the owners embraced Southern seafood boils and Cajun flavors. Dedicated to high-quality, locally sourced seafood, Crab Hut emphasizes fresh, San Diego-grown ingredients. Inspired by their parents' commitment to their own Chinese/Vietnamese restaurant, the owners bring that same dedication to every location. Whether you're with family, friends, or coworkers, Crab Hut is all about good food, great company, and making lasting memories.

COMMON THEORY / REALM OF THE 52 REMEDIES

commontheorysd.com | www.52remedies.com

Located in Convoy and Otay Ranch, Common Theory seamlessly blends its Korean-Chinese-Mexican-American heritage into its ambiance, food, and drinks, offering a true reflection of what it means to be Californian. The menu showcases a fusion of flavors that tell the story of this unique cultural background. In addition, the bar features a rotating selection of over 30 craft beers on tap, sourced from top breweries in San Diego County, California, and across the U.S. Common Theory in Convoy is also home to the speakeasy Realm of the 52 remedies. The Realm serves cocktails and small plates inspired by the flavors, unique ingredients, and artistry of the Far East.

FLOUR ATELIER

www.flouratelier.com

Flour Atelier is a boutique modern bakery that brings together the rich flavors of the Philippines and Japan, offering a unique fusion of Asian-inspired treats. Specializing in expertly crafted pastries, cakes, and confections, the bakery blends traditional ingredients with contemporary techniques to create a one-of-a-kind experience. Each item is thoughtfully made to showcase the vibrant and diverse culinary influences from both cultures, offering a fresh take on beloved classics. Whether you're craving a sweet indulgence or a savory bite, Flour Atelier is dedicated to delighting customers with every bite.

KINGFISHER

kingfishersd.com

2469 Broadway | San Diego, California 92102

Drawing inspiration from the rich culinary heritage of Vietnam, Kingfisher offers a contemporary twist on authentic Vietnamese French fusion, infused with California sensibility. Located in the historic Golden Hill neighborhood, the restaurant pairs its thoughtfully crafted dishes with an elevated craft cocktail program. Kingfisher aims to create an exciting blend of soulful, intricate flavors from traditional Vietnamese ingredients, offering guests a unique dining experience that honors the past while embracing the future.

LE CHARCUTERIE BAR

www.lecharcuteriecheesebar.com

499 Tenth Ave | San Diego, California 92101

Le Charcuterie Bar is distinctive and bold—a cheese shop with a twist! In addition to offering a curated selection of artisanal cheeses and charcuterie, the shop features a rotating list of 25 wines from around the world. Guests can enjoy a glass or bottle of wine paired with a perfectly crafted board, either in the shop or take gourmet cheeses, trays, and cured meats to go. The shop also offers an assortment of premium olive oils, vinegars, and other cheese-related essentials for retail purchase, allowing customers to elevate their culinary experience at home.

BESHOCKRAMEN

beshockramen.com/about

With locations in San Diego, Carlsbad, and Japan, Beshock has become the ultimate ramen destination since 2016, winning hearts with some of the best ramen in San Diego. Their commitment to authentic Japanese flavors has earned them a loyal following, and they're all about offering a dining experience that fits perfectly into the fast-paced lives of San Diegans—deliciously satisfying yet light. Co-founders Kumi Ito, Ayaka Ito, and Masaki Yamauchi scoured Japan and the U.S. to perfect their craft, while Executive Chef Yoshiaki Tsuji handpicks the finest pork and chicken bones, simmering them for over 10 hours with local veggies and traditional seasonings to create the bold, umami-packed Tonkotsu broth.

KALEI'S

www.kaleiskitchenette.com

9926-F Carmel Mountain Road | San Diego, CA 92129

Chef Andy Mangiduyos, a culinary entrepreneur with a passion for Pacific Rim cuisine, grew up on Maui and honed his skills at top resorts in Hawaii and California before launching his catering business in 2018. At Kalei's Kitchenette, Chef Andy and his team bring the aloha spirit to every event, serving homey, delicious food made with the freshest ingredients. Their goal is to create memorable events and build lasting relationships based on trust, reliability, and excellence.

LIA'S LUMPIA

www.liaslumpia.com

2219 Logan Ave | San Diego, CA 92113

Lia's LUMPIA, a Filipino food truck turned brick-and-mortar restaurant in Barrio Logan, is celebrated for its modern Filipino fusion lumpia and street food, with a recent focus on Soul Food LUMPIA. Owners Spencer and Lia draw inspiration from their family's rich legacy in the food industry, as well as Spencer's cultural influences from his grandparents in Manila, blending traditional flavors with creative twists.

MOSTRA COFFEE

mostracoffee.com/pages/about-mostra-coffee

With multiple locations across San Diego, including 4s Ranch, Bankers Hill, Carmel Mountain Ranch, Hillcrest, Torrey Pines, and Mira Mesa, Mostra was born from a desire to make a positive impact—and has since grown into a beloved local business. But Mostra is more than just coffee—it's about the people. From the farmers who grow it to the baristas who serve it and the customers who enjoy it, it's a celebration of community. Mostra is dedicated to showing up, standing for something meaningful, and leaving the world better than they found it.

RIKKA FIKA

rikkafika.com

810 13th Street | San Diego, CA 92101

Rikka Fika is a cozy communal cafe bathed in soft, heartwarming sunlight, evoking the peaceful feeling of an early summer day. We invite our guests to take a break from their daily routines—whether to reconnect with friends, or simply enjoy some time to themselves. Our menu features carefully crafted coffee and matcha drinks, alongside a rotating selection of pour-overs and specialty beans sourced from international roasters. We also offer small-batch, made-from-scratch baked goods, created in-house with fresh, seasonal ingredients.

SHOPS AND MORE

OCEAN PARK INN

oceanparkinn.com

710 Grand Avenue | San Diego, CA 92109

Family-owned since 1967, Ocean Park Inn is a beloved San Diego hotel that captures the spirit of its vibrant beachside community—home to locals, college students, and free-spirited creatives alike. Perfectly positioned to be a favorite for a new generation, the hotel features fully renovated beachside suites, with select rooms offering kitchenettes for added convenience. Whether you're a family, a business traveler on an extended stay, or simply someone who loves the comforts of home, dining in is a breeze. Each room comes with a private patio or balcony, offering stunning views of the pool or ocean.

EARTH FAN SURF

www.onstarr.wixsite.com

This San Diego sustainable surfboard company provides 100% Eco-friendly, alternative wooden surf craft called Paepo’o bodyboards, from the ancient Hawaiians and Itago-Nori belly boards, from the ancient Japanese.

ART AND CULTURAL SPACES

ASIAN BUSINESS ASSOCIATION

www.abasd.org/our-story

2004 Park Blvd | San Diego, CA 92101

Founded in 1990, the Asian Business Association San Diego (ABASD) advocates for over 30,000 Asian Pacific Islander (API)-owned businesses across San Diego County. ABASD is dedicated to fostering sustainable communities through inclusive economic development and cultivating a qualified, diverse workforce. As a key partner in America’s Small Business Development Center (SBDC) network and one of the region’s largest ethnic business associations, ABASD provides educational workshops, technical assistance, business mentorship, and access to capital for small businesses, minority-owned enterprises, entrepreneurs, and startups—especially in underserved communities.

BALBOA PARK – JAPANESE FRIENDSHIP GARDEN & MUSEUM

balboapark.org

2215 Pan American Rd E | San Diego, CA 92101

A living, breathing work of art, the Japanese Friendship Garden and Museum (JFGM) represents the bond of friendship between San Diego and our sister city, Yokohama. The garden includes meticulous stone designs, calming koi ponds, delightful water features, traditional architectural structures and breathtaking vistas. Educational programs, exhibits, festivals and horticultural classes enhance and deepen visitors’ appreciation for Japanese culture.

FIRST UNITED METHODIST CHURCH OF SAN DIEGO

www.fumcsd.org

2111 Camino del Rio S | San Diego, CA 92108

First United Methodist Church of San Diego (FUMCSD) is an LGBTQIA+ affirming church, and a Reconciling Congregation committed to radical love and divine justice for all of God’s people. Embracing individuals of all ages, races, orientations, genders, abilities, and religious beliefs, FUMCSD strives to create an inclusive and supportive community where everyone is valued and celebrated.

SAN DIEGO CHINESE HISTORICAL SOCIETY & MUSEUM

sdchm.org

404 Third Ave | San Diego, CA 92101

The San Diego Chinese Historical Society and Museum’s mission is to educate and inspire by preserving and celebrating the richness of Chinese history, art, and culture, as well as the contributions of Chinese Americans.



San Diego Latino & Hispanic Owned Businesses

RESTAURANTS & CHEFS

COSTA BRAVA

www.costabravasd.com

1653 Garnet Ave | San Diego, CA 92109

San Diego residents and visitors can get a taste of Spain at Costa Brava. The Pacific Beach restaurant offers a wide variety of hot and cold tapas, soups and entrees. The wines they offer are also Spanish, with varieties such as Albariño and Tempranillo. Traditional Spanish music completes the atmosphere.

INSIDEOUT

www.insideoutsd.com

1642 University Ave | Unit #100, San Diego, CA 92103

Sexy, chic and casually elegant, InsideOUT's main dining room opens to an outdoor atrium with sitting nooks, relaxing water features and spacious seating for guests to experience a hidden urban oasis in the heart of Hillcrest. The seasonal menu reflects a creative approach to California and Mediterranean-inspired fare using the freshest ingredients from local purveyors.

MUJERES BREW HOUSE

www.mbhsd.com

1642 University Ave | Unit #100, San Diego, CA 92103

Mujeres Brew House is a Latina-owned brewery in Barrio Logan community in the Logan Heights neighborhood. Founded by Carmen Velasco-Favela, it's more than just a place for expertly crafted beer—it's a vibrant community hub that fosters empowerment, inclusivity, and cultural connection. With a welcoming atmosphere and events like live music, art showcases, and educational tastings, Mujeres Brew House blends traditional flavors with a modern twist, reflecting a deep passion for honoring Mexican traditions and uplifting local voices.

ORTEGA'S, A MEXICAN BISTRO

www.ortegas.com

141 University Avenue #4 | San Diego, CA 92103

Indulge in the tantalizing flavors of authentic Baja-Mex cuisine at Ortega's, A Mexican Bistro, located in the vibrant Hillcrest neighborhood next to Downtown San Diego. From the moment you step inside, you'll be transported to the heart of Mexico, surrounded by the aromas of traditional Mexican spices and cooking.

PUESTO

www.eatpuesto.com

Downtown - 789 West Harbor Drive, Ste. 155, San Diego, CA 92101 | La Jolla - 1026 Wall St, La Jolla, CA 92037

With locations Downtown, Mission Valley, and La Jolla, Puesto continues to be a local favorite. The menu showcases the restaurant's innovative takes on traditional tacos. Puesto's secret ingredient is the handmade blue-corn tortillas. Puesto also serves up a refreshing craft bar program at its Mission Valley location.

SURJE COFFEE CO.

www.surjecoffee.com

Surje Coffee Co. is a bold, soulful coffee company co-founded by Valerie Urrutia and Christopher Yerikian, inspired by their Mexican and Armenian roots. They reimagine coffee culture through inclusive, intentional experiences—like mocktails, pop-ups, and community events—that celebrate heritage and connection. Every cup is crafted with care, aiming to empower people of color and create spaces where everyone feels seen, heard, and welcomed.

*SDTA MEMBERS

Updated OCTOBER 2025

AZUCAR

www.iloveazucar.com

4820 Newport Avenue, San Diego, CA

The laid-back neighborhood of Ocean Beach is home to this culinary gem. Here, pastry chef Vivian Hernandez-Jackson bakes sweet and savory handmade treats, combining her Cuban roots and French pastry training. Stop by Azúcar for a meat pie or guava pastry; there's no wrong choice at this Cuban-style patisserie.

BARRIO DONAS

www.barriodonas.com

9926-F Carmel Mountain Road | San Diego, CA 92129

Donas is a Latino-owned donut shop that started in Clairemont and now has locations in Old Town and National City. A San Diego gem, blending Mexican-American flavors and traditions into handcrafted pastries. Founded by Jonathan Garcia & Janet Martinez, draw upon their bicultural upbringing and family recipes, the shop offers unique treats like café de olla cold brew and culturally inspired donuts in a welcoming, community-focused space.

CAFEINA CAFE

www.cafeinacafe.com

4011 46th St., San Diego, CA 92105

Here, coffee serves as a bridge between cultures, flavors and people in City Heights. With Salvadoran roots, owner Andrew Benavides offers a rich cultural perspective. The coffee beans are sourced directly from farmers in El Salvador and Honduras, ensuring that each cup is authentic. This direct-trade approach guarantees quality and supports communities in Central America.

CAFÉ MADELEINE

www.madeleinebarriologan.toast.site/about

With now three locations in San Diego, Café Madeleine has opened its newest location in Barrio Logan, debuting a Latin-French fusion menu that reflects owner Christine Perez's Mexican-American heritage. The café, named Madeleine, offers creative dishes like chorizo croque monsieur and mole-inspired mocha espresso, served in a cozy courtyard setting. This marks the third location for the beloved brunch spot, with plans for further expansion.

COCINA 35 | COCINA 35 Brunch

www.cocina35.com

With locations throughout San Diego, Cocina 35 was founded by siblings Paulina and Cesar Chaidez, who grew up learning traditional Mexican cooking from their parents. Specializing in chilaquiles and other classic dishes, the restaurant brings the essence of Mexico to each plate—blending traditional flavors with a modern twist, reflecting their passion for honoring Mexican culinary traditions.

DIA DEL CAFE

www.dia-del-cafe.res-menu.com

2873 Adams Ave A | San Diego, CA 92116

This Dia de los Muertos-themed coffee shop in North Park serves Mexican-inspired hot and iced drinks. All teas and coffees are organic and fair-trade sourced. Signature drinks include the La Muerte latte, with activated charcoal, and the cold brew with horchata. Don't forget to grab a Mexican pastry or two.

EL SALVADOR PUPUSERIA Y RESTAURANTE

www.elsalvadorenosd.com

3824 University Ave | San Diego, CA 92105

This San Diego gem is where locals satisfy their Salvadoran food cravings. Pupusas, a stuffed, thick corn tortilla topped with cabbage relish and tomato sauce, are the highlights of the menu. Selections include cheese with jalapeno, shrimp, and pork. Tip: enjoy your pupusas with a side of fried plantains and an ensalada, a traditional Salvadorian fruit drink.

EMPANADA KITCHEN

www.empanada-kitchen.com

With locations in downtown and North Park, Empanada Kitchen's newest location in La Jolla brings authentic Argentine culture to San Diego through traditional recipes inspired by founder Matias Rigali's upbringing and his mother's cooking in Argentina. The shop celebrates the diversity of empanadas across Latin and South America, showcasing regional variations in preparation and flavor, while adding subtle American twists like spicier chimichurri. Rigali's dedication to cultural authenticity and culinary storytelling creates an immersive experience that honors Argentine heritage.

*SDTA MEMBERS

Updated OCTOBER 2025



LA VECINIDAD

www.instagram.com/lavecindadtacoshillcrest

3827 5th Ave. | San Diego, CA 92103

La Vecindad is more than just a taquería—it's a heartfelt tribute to family, culture, and culinary tradition. Founded by three brothers, this vibrant Hillcrest eatery brings the flavors of Mexico City to San Diego, rooted in recipes passed down from their grandmother and parents. The restaurant's name, La Vecindad (meaning "the neighborhood"), reflects the warm, communal spirit of traditional Mexican neighborhoods. The space is filled with colorful décor, festive music, and friendly service that make every guest feel like family. Whether you're stopping by for Taco Tuesday or happy hour, La Vecindad offers a joyful, flavorful experience that celebrates Mexican roots and community spirit.

LEU LEU

www.leuleuleucadia.com/about

466 N Coast Hwy 101 Suite 1 | Encinitas, CA 92024

Leu Leu, a Latina-owned restaurant and boutique in Leucadia, is the latest venture from acclaimed chef Claudette Zepeda, known for her bold, borderless approach to Mexican cuisine. The space blends seasonal, locally sourced dishes with Latin American flavors and artisan goods, offering a vibrant coastal experience rooted in cultural storytelling, sustainability, and community. Inspired by Zepeda's heritage and travels, Leu Leu reflects her mission to honor Mexican traditions while embracing global influences.

OSCAR'S MEXICAN SEAFOOD

www.oscarsmexicanseafood.com

With locations in Pacific Beach and Ocean Beach, Oscar's Mexican Seafood is a Latino-owned restaurant founded by Juan Bernardo Montes de Oca, who grew up in Tijuana and brings street-cart authenticity to San Diego's seafood scene. Known for its fresh, flavorful tacos made with minimal ingredients and no butter—just olive oil and bold seasonings—Oscar's blends traditional Mexican flavors with a modern twist, reflecting Montes de Oca's passion for honoring culinary traditions. With multiple locations and a loyal following, it's a must-visit for tourists seeking a true taste of Baja-style street food in a vibrant, casual setting.

PARAKEET CAFÉ

www.parakeetcafe.com

With locations in La Jolla, Little Italy, Del Mar and Coronado, Parakeet Café focuses on serving health-conscious food, coffee and pastries. The café's all-day menu includes vegan, gluten-free, keto and paleo items. Stop by for brunch and enjoy the cacao waffles accompanied by one of their wellness lattes.

PINK ROSE CAFÉ

www.pinkrosecafe.com

8209 La Mesa Blvd., La Mesa, CA 91942

If you like coffee, flowers and the color pink, this is the place for you. This café offers a fantastic space for photos. The menu features various coffee and drink options, some of which are pink. Even the waffles are that color! The menu also includes healthy dishes, such as salads and açai bowls, as well as breakfast classics, such as bagels, avocado toast, and panini. Bring your pink outfit to match the environment.

Q'ERO

www.qerorestaurant.com

564 S. Coast Hwy. 101 | Encinitas, CA 92024

A small Peruvian restaurant in Encinitas offering authentic flavors such as lomo saltado, ají de gallina and ceviche. The atmosphere is intimate, and the service is warm. They also have a shop that sells handmade Peruvian products.

ROMESCO MEXITERRANEAN BISTRO

www.romescodemex.com

4346 Bonita Rd | Bonita, CA 91902

Founded by renowned chef Javier Plascencia, Romesco in Bonita, CA, was a pioneering restaurant that blended Baja California flavors with Mediterranean influences. It became a cornerstone of Plascencia's cross-border culinary empire, showcasing his commitment to elevating Mexican cuisine through innovation and cultural fusion. Romesco helped introduce San Diego diners to the richness of Baja-Med cooking, earning acclaim for its bold flavors, refined techniques, and celebration of regional ingredients.

*SDTA MEMBERS

Updated OCTOBER 2025



TROPICAL STAR

www.tropicalstar.com

6163 Balboa Ave | San Diego, CA 92111

Tropical Star is a beloved local gem offering the vibrant flavors of Puerto Rico, Cuba, Central, and South America. Known for its authentic Caribbean and Latin American recipes, the restaurant uses imported spices and ingredients to deliver a truly traditional experience. Each dish is prepared with care and cultural pride, reflecting the warmth and richness of Latin cuisine. Tropical Star features a specialty market where customers can purchase hard-to-find ingredients to recreate their favorite dishes at home.

VALLE

www.valleoceanside.com

222 North Pacific Street | Oceanside, CA 92054

Valle is a Michelin-starred contemporary Mexican restaurant located oceanfront in Oceanside, helmed by Chef Roberto Alcocer. Inspired by the flavors and spirit of Baja California's Valle de Guadalupe wine region, Valle offers a refined tasting menu that celebrates Mexican culinary traditions with modern flair. Every detail, from the plates to the ambiance, reflects Mexican artistry and hospitality. Valle's Chef's Table experience invites guests into the heart of the kitchen for an intimate culinary journey. Valle is one of only seven Mexican restaurants in the U.S. with a Michelin star and the only one in San Diego County.

SHOPS AND MORE

J.A. COOLEY MUSEUM

www.jacooleymuseum.com

4233 Park Blvd. | San Diego, CA 92103

JA Cooley Museum invites visitors to explore over 109 years of automotive history alongside 36 rare collections, including trains, cameras, and phonographs. Highlights include the one-of-a-kind 1910 Hunt Special, the iconic 1981 DeLorean DMC, and the historic 1885 Benz. With over 10,000 square feet of interactive exhibits, the museum offers a fun and educational experience for all ages. JA Cooley Museum was founded by Jim & Carmen Cooley in 1997. Jim passed away in 2019 and Carmen, an immigrant from Mexico, continues to operate the museum with the help of her daughter, Carmen.

SUNMUD SUNSCREEN

www.sunmudsunscreen.com

This Latino-owned business was born out of a passion for the ocean, outdoor exploration, and protecting both people and the planet. The founders began crafting their own sunscreen in 2017 to avoid harmful chemicals that irritate sensitive skin and damage marine ecosystems. Their mission: create a high-performance, water-resistant sunscreen that's reef-safe, skin-friendly, and doesn't leave a chalky residue. Rooted in a love for nature and community, their products reflect a commitment to sustainability, wellness, and cultural pride. It's skincare with a conscience—made for adventurers, by adventurers.

ANGELICA B BEAUTY

www.angelicabbbeauty.com

2226 Fern Street | San Diego, CA 92104

If you're looking to relax and unwind, this is the place to be. Owner Angelica Barragan opened this South Park space to connect and empower other women. Services include body treatments, facials, massages, waxing and makeup consultations.

ARTELEXIA | CASA PALMA DUCLE | CASA Y COCINA

www.artellexia.com

3803 Ray St. | San Diego, CA 92104

This former farmers' market stand is now a North Park staple. Owner Elexia de la Parra has created a vibrant storefront with handcrafted Mexican imports and unique Hispanic artisan crafts. The colorful mural outside the shop is one of San Diego's most Instagram-able spots. Artellexia also boasts two sister stores Casa Palma Dulce Casa y Cocina.

CASA XOVI

www.instagram.com/casaxovi

2151 Logan Ave. | San Diego, CA 92113

Casa XoVi is a Latina-owned boutique and cultural gift shop that celebrates Latin American heritage through handcrafted art, clothing, and home décor. Founded by Xochitl Villarreal, the shop is a vibrant community hub supporting local and international artisans and actively participates in cultural events like the Barrio Art Crawl.

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Updated OCTOBER 2025



COMBINE AND CREATE

2195 Logan Ave #3 | San Diego, CA 92113

Vanessa Alcaraz hand-forges her jewelry out of her art studio in Barrio Logan. Her pieces incorporate gemstones such as pink quartz and tiger's eyes, as well as antique beads and coins. In addition to her studio and her Etsy page, you can find Alcaraz's work in boutiques throughout San Diego.

HOLA SWIM

www.holaswim.com

2159 Logan Ave. | San Diego, CA 92113

Hola Swim is a Latina-owned swimwear brand founded by lifelong friends Aida Soria and Syncletica Maestas, inspired by their San Diego roots and cultural heritage. Their versatile, fashion-forward swimsuits are designed and produced locally, earning recognition from Vogue Paris and Cosmo Latina, and winning the San Diego CityBeat Bestie Award for Best Swimsuit Shop.

LIBELULA BOOKS & CO.

www.libelulabooksandco.com/about

950 S 26th Street | San Diego, CA 92113

Libélula Books & Co. is a queer, Latinx-owned bookstore in Barrio Logan that serves as a vibrant community hub for storytelling, art, and resistance. Deeply rooted in Chicana and Indigenous culture, the shop fosters a welcoming space for all, emphasizing youth empowerment, literacy, and cultural preservation through books, events, and creative expression.

ART AND CULTURAL SPACES

CALIFORNIA CENTER FOR THE ARTS, ESCONDIDO

www.artcenter.org/about/

340 N. Escondido Blvd. | Escondido, CA 92025

For over 30 years, the California Center for the Arts, Escondido Foundation has enriched the community through the power of the arts, managing the Center's facilities with a deep commitment to cultural accessibility, education, and creativity. Guided by core values like inclusivity, collaboration, and fiscal responsibility, the Foundation continues to serve as a vital hub for artistic expression and community engagement in North County. The Center offers free concert series like Música en la Plaza, celebrations for Día de los Muertos (Day of the Dead), and events recognizing Latino Heritage Month which feature community workshops, film screenings, and museum exhibitions.

CENTRO CULTURAL DE LA RAZA

www.balboapark.org/arts-culture

2004 Park Blvd. | San Diego, CA 92101

This cultural art center is dedicated to creating, promoting, preserving and educating about Chicano, Mexican, Indigenous and Latino art and culture. The nonprofit organization is housed in a former Balboa Park water tower draped with bright murals. The Centro Cultural de la Raza provides classes, arts and crafts, and artistic presentations that support and encourage the creative expression of indigenous cultures. Special outdoor vendor exhibits can be enjoyed on selected weekends.

LA JOLLA PLAYHOUSE

www.lajollaplayhouse.org

2910 La Jolla Village Drive | San Diego, CA 92037

The Tony Award-winning Playhouse has taken over hosting the annual Latinx New Play Festival, which was founded at the now-dormant San Diego Repertory Theatre. Each October, the festival presents vibrant new works that showcase the voices of rising Latine playwrights. The event includes readings, productions, surround events and receptions.

CHICANO PARK

www.chicanoparkmuseum.org

2043-2085 Logan Ave. | San Diego, CA 92113

Chicano Park is the geographic and emotional heart of Barrio Logan, San Diego's oldest Mexican-American community, established by refugees in the early 20th century during the Mexican Revolution. Designated a National Historic Landmark, the park is home to the largest concentration of Chicano murals in the United States, with more than 80 paintings on seven acres dotted with sculpture, gardens, picnic tables and playgrounds. It also now houses the Chicano Park Museum. Throughout the year, the park hosts festivals of music and Aztec dance, the biggest being Chicano Park Day, held each April.

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