

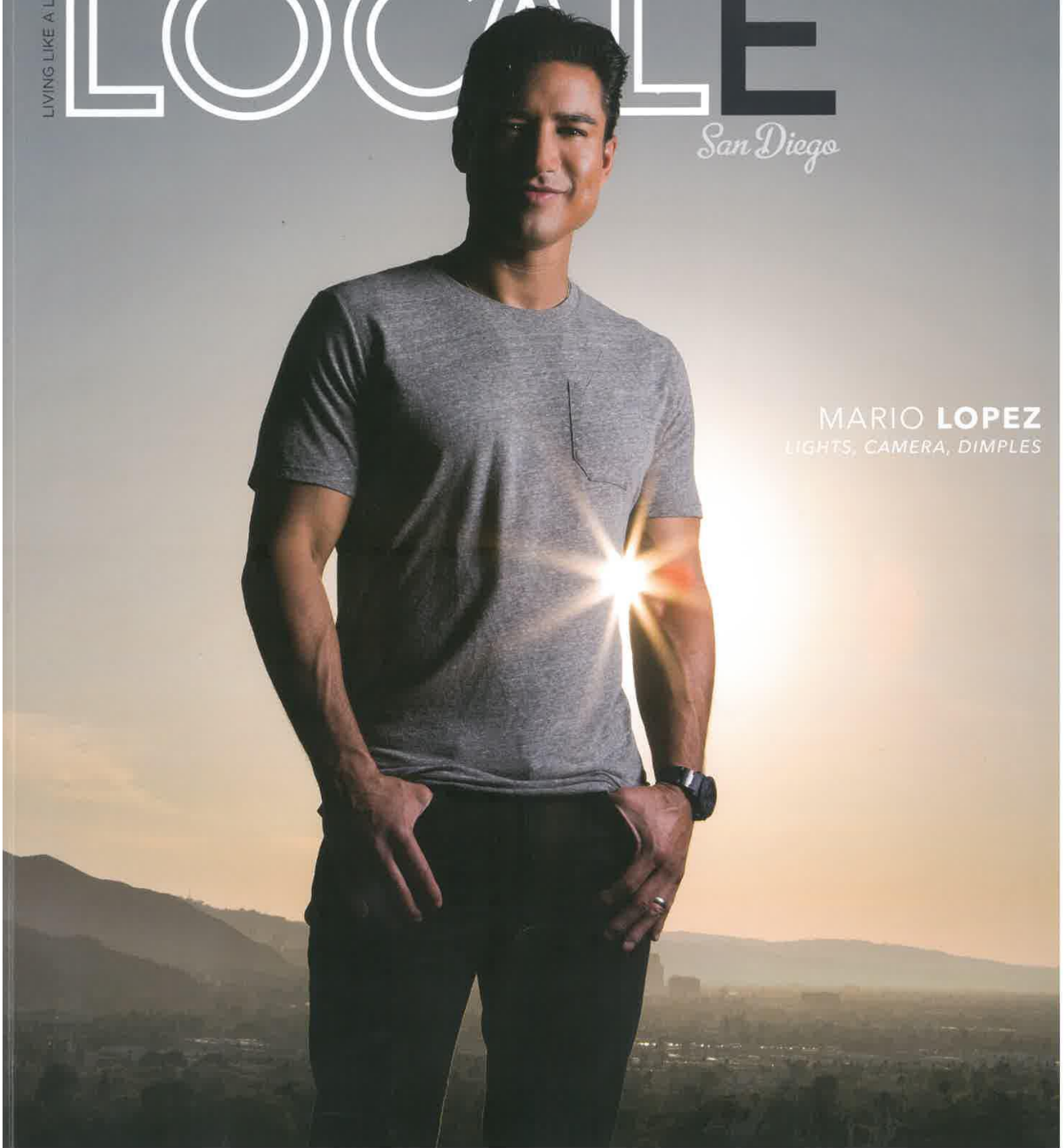
LIVING LIKE A LOCAL

LOCALE

San Diego

STYLE/BEAUTY
Edition

MARIO LOPEZ
LIGHTS, CAMERA, DIMPLES



EAT EXPERT

FLAVOR PROFILE

Pearls of Wisdom from San Diego's Culinary Creatives

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PASCAL LORANGE

Owner & Executive Chef, Crudo

Q: What's the biggest challenge moving from Fig & Olive to a new concept like Crudo?

PL: The first part is always the hardest—the starting over. But it's great, we are keeping everything local—even the furniture is from San Diego.

Q: What makes Crudo so unique?

PL: It's a mix of Mediterranean and Japanese influence and built on the idea of raw sushi. It's healthy, simple and light, which means no cream or butter.



ISABEL CRUZ

Owner, Isabel's Cantina

Q: What makes Isabel's Cantina unique?

IC: Isabel's Cantina is a very casual restaurant but you can still go there dressed up for a special occasion like an anniversary or a birthday, or you can walk in off the beach and feel comfortable. The food is the same way—you can order blackberry pancakes or a breakfast burrito for breakfast or you can come for dinner and have a glass of champagne and a nice piece of local grilled fish.



ALBERTO MORREALE

Owner, Farmer's Bottega & Co-Owner, Fig Tree Café

Q: What does it take to own a restaurant?

AM: Insanity. But seriously, you must genuinely love what you do. It's a lifestyle. Sometimes you lose track of the things that are important. You have to find a way to balance everything.



JACOB BELL

Owner, Sol Cal Café

Q: As a former NFL player, what kinds of skills transfer over to the restaurant business?

JB: I definitely think it's the desire to succeed and my competitive nature. I have high expectations.



CHEF ANTONIO FRISCIA

Owner, Fireside

Q: What is the new concept of Fireside about?

AF: It's all about wood fire and charcoal. This is a concept that has generations of technique and tradition behind it. It comes from watching my grandmother in Sicily roast peppers right on the coals.



ERIC ADLER

Tacoteur, Puesto

Q: What makes Puesto food so unique?

EA: The ingredients and preparation, but also the environment we create and the people we bring on. I think that the transparency is really important. ■