

# PIER 39

## Shopping & Dining

### Shopping

With more than 110 specialty shops located throughout two levels of PIER 39, visitors are treated to a memorable shopping experience like no other in San Francisco. There is a variety of merchandise suitable for everyone that includes Gifts, Collectibles, Apparel, Accessories, Jewelry, Cosmetics and Fragrances.

Visitors to the PIER 39 Website are encouraged to pick-up a FREE Fun Pack, which features dozens of discount offers to participating shops, restaurants and attractions on the PIER. The public is invited to download the online Fun Pack coupon, and then bring it into the California Welcome Center on Level 2 at PIER 39.

### Dining

Whether you're looking for a friendly eatery, a romantic setting or an indoor/outdoor dining experience, PIER 39 offers the right setting to satisfy your dining taste. Thirteen restaurants on San Francisco Bay serve fresh seafood, California cuisine, Italian, and casual fare to please the most selective palette.

Restaurant patrons who dine at one of our full-service Bay view restaurants receive free validated parking in the PIER 39 Garage for one hour at lunch or two hours after 6 PM for dinner.

### Seafood

#### Crab House at PIER 39

*Renowned for its "Killer Crab<sup>®</sup>" (whole Dungeness crab roasted in a secret garlic sauce), this popular restaurant offers a wide-variety of tasty crab dishes cooked to perfection. The full-service bar complete with a fireplace, booth seating in the dining room, and views of Fisherman's Wharf and the Golden Gate Bridge make Crab House a desirable destination for a romantic interlude or family-style gathering.*

#### Fog Harbor Fish House

*Specializing in fresh seafood, meats and award-winning clam chowder. Guests will be enchanted by the spectacular views of Fisherman's Wharf, the Golden Gate Bridge and Alcatraz. Vegetarian entrees are available as well as a children's menu. This restaurant's full-service bar features California wines.*

#### Neptune's Palace Seafood Restaurant

*Friendly service, a full-service bar and an elegant atmosphere make this original PIER 39 restaurant popular among locals and tourists. Located at the Bay end of the PIER, Neptune's Palace has been rated as one of San Francisco's "Top 10 Restaurants with a View" by the San Francisco Chronicle for its exquisite views of the Golden Gate Bridge, Alcatraz and Bay Bridge.*

#### PIER Market Seafood Restaurant

*Since 1983, Pier Market has specialized in mesquite-grilled seafood, fresh baked bread and their signature award-winning clam chowder. This casual restaurant features a full-service bar and a variety of menu options for children. Patrons are welcome to dine indoors or on the outdoor patio perfect for people-watching on the PIER's center promenade.*

#### Mad Fish Sushi Bar & Teppanyaki

*Japanese restaurant featuring fresh sushi and Teppanyaki-style cooking. Opening Summer 2008.*

### Specialty

#### Forbes Island

*To reach Forbes Island for an unforgettable gourmet dining experience, guests take a quick cruise through PIER 39's West Marina, passing the world-famous sea lions. The restaurant, which is set below deck in the galley, is equipped with a full-service bar and quaint wine cellar. The island itself includes panoramic views from atop the lighthouse with live palm trees and a waterfall on its sandy beach. Larger parties take advantage of dining in the Tahitian room on the island. Forbes Island has earned the distinction of being one of the most romantic places to dine in San Francisco.*

### **Eagle Cafe**

*A landmark on San Francisco's waterfront since 1928, Eagle Cafe serves hearty, flavorful comfort food for breakfast, lunch and dinner. There are two bonuses to the Eagle Cafe experience: On one side of the cafe guests listen to the talented musicians play in PIER 39's Entrance Plaza, and on the other, guests take in views of Fisherman's Wharf, PIER 39's West Marina, the Golden Gate Bridge and Alcatraz. People talk at and about this full bar/oyster bar combination. This bustling cafe is a local hangout, and has tourists flocking to grab a seat indoors or on the deck for some delectable "down-home" cooking.*

### **Sea Lion Cafe**

*Overlook the PIER 39 sea lions camped out on K-Dock while dining in this casual cafe. While dining, families love to watch the playful pinnipeds cavorting right outside their window. This popular spot features tasty California cuisine, a full-service bar and features special items "Just for Kids".*

### **Themed**

#### **Bubba Gump Shrimp Co. Restaurant & Market**

*Fans of the Academy Award winning Forrest Gump movie will enjoy every moment of their drinking and dining delight of fried, grilled and fresh specialties. The fun begins when guests experience the outstanding customer service provided by their attentive wait staff who regularly utter "Gumpisms." Diners find themselves surrounded and in awe of the authentic memorabilia from the film, including script pages, costumes and photographs.*

#### **Hard Rock Cafe**

*For those who are passionate about Rock 'n' Roll, this is the place to party while dining on classic American fare. Conveniently located in PIER 39's Entrance Plaza, Hard Rock Cafe guests get a dose of Rock 'n' Roll while watching and listening to music videos of past and present rock stars. Equipped with a full-service bar, Hard Rock Cafe is a fun, family-friendly scene that features more than 250 pieces of rock music memorabilia and a signature retail shop.*

#### **Wipeout Bar & Grill**

*This California surf-themed restaurant serves up tasty tacos, pizzas, burritos and hamburgers. Decorated with surfboards, and six flat-screen TVs that show surfing and sporting events, this venue is fun for everyone. At the full-service bar inside or outside guests enjoy cool specialty drinks. The outdoor patio features picnic table seating, a live Palm tree and a stone fire pit -- the perfect place to enjoy the lively Entrance Plaza entertainment.*

### **Italian**

#### **North Beach Pizza**

*Diners savor San Francisco's most-awarded pizza while taking in views of PIER 39's East Marina, San Francisco Bay and Coit Tower. Originating in the heart of North Beach, families feast on Italian favorites including an "all you can eat" buffet with pizza, pasta and a serve-it-yourself salad bar. Wine and beer is what's poured to patrons.*

#### **Swiss Louis Italian & Seafood Restaurant**

*Offering moderately-priced fresh seafood and authentic Italian dishes, this restaurant has remained a San Francisco tradition since 1936. A wine and full-service bar is also available. The comfortable dining rooms showcase magnificent views of Fisherman's Wharf, the Golden Gate Bridge, and PIER 39 sea lions.*