

The Best of Santa Cruz County

Specials, Promotions & Coupons



January – March 2010

To advertise call 831-429-5500

www.thebestnow.net

BEACH NEST RENTALS

BeachNest.com



#1 top rated family and pet-friendly beach house vacation rentals in the Santa Cruz – Monterey Bay area!



Seashell Cottage
featured in
The New York Times
From the New York Times
GREATHOMES AND DESTINATIONS
April 03, 2009
Living Here | Under 1,500 Square Feet:
A Little Gem on the Beach
As told to BETHANY LYTTLE
"You fall asleep to the sounds of the ocean and wake up to the sight of dolphins and whales."
[read the article](#)

PLEASE VISIT WWW.BEACHNEST.COM
OR CALL 831/722.0888

- pizza
- salads
- calzones
- appetizers
- sandwiches
- full bar
- pasta

Kianti's
PIZZA & PASTA BAR

FREE appetizer
with the purchase of family size entree at our downtown location
not valid with other specials / one per order
downtown location only / expires 3/31/10

1100 pacific ave / santa cruz / 831.469.4400

- subs
- pizza
- ready slices
- walk up window
- take out
- soda

Kianti's
PIZZA & SUBS

FREE slice of pizza
with the purchase of a slice of pizza at our beach location
not valid with other specials / one per order
beach location only / expires 3/31/10

46 front street / santa cruz / 831.469.4421

Group Fitness Challenge Guaranteed to Lose Weight!

Group Classes

- Yoga
- Zumba
- Pilates
- Get On the Ball
- Strength Conditioning
- Salsa Dance
- Outdoor Speed & Agility
- Prenatal Yoga

\$96 for 1 month
UNLIMITED group classes;
Nutrition

Offer expires March 30, 2010.

\$75 Massage
2 for 1

Offer expires March 30, 2010.

santa cruz
core

FITNESS + REHAB

Experts in Integrative Wellness

"Winner
Best Personal
Trainer"



317 Potrero St. Suite C 831-417-7500 www.santacruzcore.com



TOADAL FITNESS



In 2010, **LOSE IT** or
GAIN IT at our clubs 😊 guaranteed*

Lose weight by:

- Using cardio theater entertainment center, interactive bikes (ride against a computer),
- Taking classes including Kick boe, Zumba, group cycling and more at NO EXTRA COST
- Learn to eat right with our "NEW VITABOT" nutrition program (part of your membership)
- Playing a game of squash, racquetball or swim.

Lose inches by:

- Learning the basics of weight resistance training and doing it (that helps 😊)
- Using your 4 training sessions to make sure you know you are doing the right thing
- Doing the circuit express (better than curves) 20 minutes quick workout
- Using your nutrition program along with exercise

Lose a bad attitude:

- By taking a Zumba, kickboxing class or spin class (it will leave you drenched and make everybody around you happier 😊)
- By meeting REALLY 😊 nice people with similar goals (wearing leotards and having 3% body fat not being the only one 😊)

Gain results • Gain Confidence • Be Healthy

- You will gain the confidence and motivation by working out in the friendliest, least intimidating health clubs in the county.
- You will lose the fear of not "fitting in" our clubs.
- No one makes you feel self-conscious since we have extraordinary facilities for everyday people (Ken and Barbie-type members are minority).

**2 for 1 and
50% off
enrollment fees***

*SOME RESTRICTIONS MAY APPLY, OFFER EXPIRES
2/15/10 OR THE FIRST 50 MEMBERSHIPS

Getting a membership at any club doesn't guarantee using it 😊, Getting one at our clubs does*

Now 4 locations to serve you

toadal capitola cabrillo fitness
475-1500 475-5979

toadal downtown toadal live oak toadal 4 kids
423-3764 464-3764 464-3764
toadalfitness.com • cabrillofitness.com

Coming Soon!
Toadal Westside
Toadal 4 Kids Westside



We offer 22 Different Breakfast Burritos



Buy 1 Breakfast Burrito
or Sandwich
with a Drink at Regular Price and
Receive 2nd Burrito
or Sandwich
of equal or lesser value for

1/2 Price
Expires 3/31/10

Organic Fair Trade Coffee • We make our own Chai

860 41st Ave, Santa Cruz • 831-477-0543
1222 Soquel Avenue, Santa Cruz • 831-426-4889



- French Pastries •
- Espresso Drinks •
- Breakfast & Lunch •
- Specialty Cakes •
- Wedding Cakes •

7486 Soquel Drive, Aptos
831-662-3546

Buy 1
Breakfast Wrap
or Sandwich
Receive 2nd
Wrap or Sandwich of equal
or lesser value for
1/2 price

Expires March 31, 2010
Heather's Patisserie 831-662-3546

ACE[®]
The helpful place.

Aptos Ace Hardware
72 Rancho Del Mar, Aptos
831-662-0222
Mon-Fri 8-8 • Sat-Sun 8-6

Westside Hardware
849-D Almar Avenue, Santa Cruz
831-426-7650
Mon-Fri 8-8 • Sat 8-6 • Sun 9-6

\$5 OFF
Your purchase of
\$25 or more

Aptos or Westside Stores Only.
May not be combined with any other
offer. Expires March 31, 2010.

Aptos Ace Hardware 831-662-0222
Westside Hardware 831-426-7650

FREE
house key
Single Sided Key

Aptos or Westside Stores Only.
May not be combined with any other
offer. Expires March 31, 2010.

Aptos Ace Hardware 831-662-0222
Westside Hardware 831-426-7650



Coffee & Pastries

2222 East Cliff Dr.
Santa Cruz, CA
95062

Located at the Santa Cruz Harbor
831-476-9136

Buy 1
Specialty
Drink
Get 1
at 1/2 price

Expires March 31, 2010
Kind Grind 831-476-9136

At the center of
the Santa Cruz Wharf

Gilda's



Monday: Roast Turkey \$8.95
includes: mashed potato, gravy, stuffing, fresh vegetable, bread & butter

Tuesday: Marinated Tri-Tip \$9.95
includes: cup of soup, au gratin potatoes, fresh vegetable, bread & butter

Wednesday: Prime Rib \$8.95
includes: cup of soup, baked potato, fresh vegetable, bread & butter

Thursday: All You Can Eat Spaghetti \$6.95
includes: bread & butter...soup or salad add \$2.95....meatballs \$1 each

Friday: Seafood Cioppino \$13.95
crab, clams, prawns, scallops, calamari, cod....served with bread & butter

Seven Days a Week
Filet Mignon \$16.95
served with cup of soup, fresh vegetable, choice of baked potato, fries, or rice,
bread & butter...salad instead of soup add \$2.95

Scrumptious breakfast served daily 7:30am-1:30pm

THE ORIGINAL STAGNARO FAMILY
831-423-2010 • www.gildas-restaurant.com

Asana



A place where friends meet.

Specialtea Drinks • Tea Lattes
Herbal Elixirs • Breakfast
Lunch • Dinner • Free Wi-Fi
Beer • Wine • Sake • Espresso

Over 65 World Class Teas

103 Lincoln Street
Downtown Santa Cruz

831.425.TEAS (8327) www.Asanateas.com

Wake up, tea in your cup

25% OFF
all bulk tea
with the purchase of any
teapot or infuser mug.

Must present this coupon when
ordering. Not valid with other offers.
Valid with Student ID.
Expires March 31, 2010.

Asana 831-425-8327

Heavenly Cafe

Scotts Valley, California

Call In - Take Out Everyday

Large Groups Welcomed



What more
can we say?

Weekdays 6:30-2:15

Weekends 7:00-2:45

1210 Mt. Hermon Rd.

Scotts Valley • 831-335-7311

\$1 OFF
Each Breakfast

Maximum of 2 persons. Valid any day.
Expires March 31, 2010
Heavenly Cafe 831-335-7311

\$2 OFF
Each Lunch

Maximum of 2 persons. Valid any day.
Expires March 31, 2010
Heavenly Cafe 831-335-7311

Dharma's restaurant

Natural Organic Vegetarian Food

\$5.00 off any order
of \$20 or more for
breakfast, lunch or dinner.

Must present coupon when ordering.
Not valid with other offers or
discounts. Expires 04/15/10

2 for 1 Breakfast

buy a breakfast entree and receive a
second of equal or lesser value FREE.

Must present coupon when ordering.
Not valid with other offers or discounts.
\$6 max. Expires 04/15/10

Open 7 days, 8am to 9pm, (831) 462-1717
4250 Capitola Road in Capitola (Next to the DMV)
WWW.DHARMASRESTAURANT.COM

99 BOTTLES of BEER

Restaurant & Pub

Euro-Cal Style Pub faire

Weekly Specials

Monday

Monday Madness + Happy Hour Prices after 10pm
Double Deals - 2 Burgers, or 2 Fish & Chips,
or 2 Sandwiches, or 2 Appetizers or mix & match!
for \$14.99

Tuesday

Pint Night - Raffle & Prizes

Wednesday

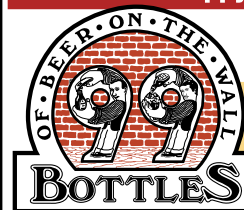
Trivia Night!

Thursday

Thirsty Thursday - Happy Hour All Day & All Night!
"All ages 11am-10pm" - Open late with late night menu



Join us for Happy Hour!



Join Us
Superbowl
Sunday
Feb. 7

110 Walnut Ave. Pacific Garden Mall Downtown Santa Cruz • 459-9999



- 1a & 1b Ace Hardware
- 2..... Asana
- 3..... Beach House
- 4..... Beach Nest Rentals
- 5a & 5b Chill Out Café
- 6..... Dharma's Restaurant
- 7..... Gilda's Restaurant
- 8a & 8b Heathers Patisserie/Kind Grind
- 9..... Heavenly Café

- 10..... Hindquarter Bar & Grille
- 11..... Horsnyder's Pharmacy
- 12..... Ideal Bar & Grill
- 13a & 13b Kianti's Pizza & Pasta Bar
- 14..... Mei Garden Restaurant
- 15..... Ninety Nine Bottles Restaurant & Bar
- 16..... Palm Deli
- 17..... Paradise Landscape
- 18..... Point Chophouse & Lounge

- 19..... Rapid Refill Ink
- 20..... Rock of the Sea Restaurant
- 21..... Rosie McCann's Restaurant
- 22..... Santa Cruz Core Fitness & Rehab
- 23..... Severino's Grill
- 24..... Stagnaro Bros. Seafood Restaurant
- 25..... Star Bene Ristorante Italiano
- 26..... Stockton Bridge Grille
- 27a, 27b, 27c... Toadal Fitness

**The Best of
Santa Cruz County**
Specials, Promotions & Coupons

To advertise call 831-429-5500
www.thebestnow.net

Limited Time Specials

Monday Dinner:
 Spaguetti pomodoro 9.95
 Fettucini alfredo 9.95
 Rigatoni calabrese 9.95

Tuesday Dinner:
 Fettucini Primavera 9.95
 Spaguetti Putanesca 9.95
 Rigatoni pesto 9.95

Wednesday:
 Penne Bolognese 9.95
 Spaguetti carbonara 9.95
 Spaguetti di papa 9.95

Star Bene
 RISTORANTE ITALIANO
 Pasta ☆ Seafood ☆ Patio Dining

Specials 7 nights a week!

Where the locals eat!

2-1245 E. Cliff Dr. Santa Cruz

Open Daily 5-9:30pm

831-479-4307 • www.star-bene.com

\$10 OFF
 with any 2
 entrees. Thurs-Sund

Not available with other coupon or specials. Must present coupon when ordering. Not valid on holidays.
 Star Bene 831-479-4307

FREE DELIVERY

DELIVERY WITHIN 5 MILES OF RESTAURANT
 Delivery 5pm-9pm



Mei Garden Restaurant

Family Dinner Special

\$12.95 per person (2 person minimum)

Dinner includes:

Soup: Hot & Sour or Egg Flower Soup
Appetizers: Egg Rolls, Fried Prawns,
 Cheese Filled Wontons, Sliced BBQ Pork
Entree: Pork Fried Rice

For 2 persons:

Choose any 2 items on main menu.

For 3 persons:

Choose any three items of main menu.

*For seafood dishes extra charge per dish.

15% OFF

Present this coupon and receive 15% OFF. Valid for pick-up and dine in. Not available with other coupon offers. Must present coupon when ordering.

Mei Garden 831-458-1678

Combination Plate

\$9.50 for 1 person

Includes:

Soup of the Day, Egg Roll, Choice of Chow Mein & Fried Rice. Select 1 main dish from regular menu.

*If you would like to make a substitution please let us know. Extra charge for seafood items and certain substitutions. *Some exclusions apply to certain dishes.

menustation.com/meigarden

533 Ocean St., Santa Cruz

11:30am-9:30pm

831-458-1687

ROCK of the Sea
 Mexican Restaurant & Seafood

Tuesday & Wednesday Special:
Lobster Tail with rice, beans and choice of soup or salad
\$16.99

3910 Portola Dr. Santa Cruz
831-464-8843

Free Soft Drink with Any Lunch Entree
 Mon-Fri only. Not valid with any other offers. coupon per customer. Expires March 31, 2010.
 Rock of the Sea 831-464-8843

\$2 off Lunch of \$10 or more
 Mon-Fri only. Not valid with any other offers. 1 coupon per customer. Expires March 31, 2010.
 Rock of the Sea 831-464-8843

Paradise Landscape
 Professional Tree Care

- Complete Landscape Maintenance & Clean-Ups
- Landscape Design, Consultation and Installation
- Water Friendly Irrigation Techniques & Repairs
- Landscape Lighting • Decks • Fences • Patios
- Walkways • Retaining Walls • Drainage
- Erosion Control • Dumpster Service • Firewood
- Land Clearing • Parking Lot Sweeping • Stump Grinding
- Pruning • Cabling • Root Feeding
- Emergency 24 Hour Service

831-475-1714 ParadiseLandscapeCA.com
800-957-2723 paradiselandscape@earthlink.net



Hindquarter Bar & Grille

For exceptional Value, Quality and Service
Come to the Hindquarter for our
Sunday through Thursday Specials
“where the elite meat”

- Sunday**
Virginia Applewood Smoked Pork Chops13.99
- Monday**
All you can eat! Texas BBQ Beef Back Ribs15.99
- Tuesday**
1/2 Rack Chicago Baby Back Ribs
plus 1/4 Smoked Free-Range Chicken.....14.99
- Wednesday**
Alderwood Smoked Prime Rib16.99
- Thursday**
Our Famous Hickory Smoked Chicago Baby Back Ribs
Half Rack13.99
Full Rack19.99

A juicy deal you can really sink your teeth into.

2 for 1
Burgers or Salads
(mix and match with
purchase of 2 beverages)

Good thru 3/31/10. Maximum value \$14.99,
lesser value item free, valid at lunch only. Not
good for take out or with any other offers,
maximum 2 coupons per table. Gatuity added
to bill based on pre-discount total.

303 Soquel Ave, Santa Cruz
(between Ocean & Pacific) Reservations advised.
Hindquarter Bar & Grille 831-426-7770
www.thehindquarter.com



303 Soquel Avenue • Santa Cruz • 831-426-7770
www.thehindquarter.com

It doesn't get any better!



Ocean View Dining
Creative Menu
Outdoor Seating
Martini Madness
Extensive Wine List
Excellent Service

25% OFF
All Food

Beverages not included. One coupon
per table, up to party of four. Sunday
through Thursday. Not valid on holidays.
Cannot combine with other offers.
Expires 3/31/10.
Stockton Bridge Grille 831-464-1933

231 Esplanade • Capitola • 831-464-1933
Open 7 days a week for lunch & dinner



“Paradise for your Palate”
Breakfast • Lunch
Gourmet Take-Home Dinners
Soups • Hot Sandwiches • Salads

Buy 1 Get 1
50% OFF
Sandwiches or
Breakfast Burritos

(of equal or lesser value).
Expires 3/31/10.

The Palm Deli • 831-688-3354

3000 Valencia Ave. • Aptos • 688-Deli(3354)
(behind Surf City Coffee)

Check out our wonderful local wine selection and enjoy a glass while you dine.



Rapid Refill Ink.

Your Reliable Refill Experts.

1715 Mission Street • Santa Cruz • 423-4030
Mon-Fri 9-6 • Sat 10-2



We carry refills for all
Fax Machines, Copiers, and Printers

Save an additional
\$5 OFF

Any purchase over \$20.
With this coupon.
Expires 3/31/10.

Rapid Refill
831-423-4030



The Point

CHOPHOUSE & LOUNGE

3326 Portola Dr. • Santa Cruz
thepointchophouse.com
(visit us on Facebook)
831.476.2733



2nd entree Free
with purchase of
1st entree.

Enjoy one complimentary entree when a second entree of equal or greater value is purchased. Not valid holidays or with discounted specials or take out. Max value \$15.00, lesser value item is free. 17% gratuity added to pre-discounted total. Expires March. 30, 2010.

The Point Chophouse 831-476-2733

Specials:

MondayBurger & Brew ... \$9.95
WednesdayPrime Rib \$14.95
ThursdaySip & Slide \$3 beers / \$2 sliders
SaturdayPrime Rib \$14.95

Nightly dinner specials..... \$9.95 (mon -fri / 5-6:30 pm)

Happy Hour 4-6:30 1/2 off selected appetizers / drink specials

Open 7 days a week • Dinner: 4pm-10pm • Breakfast: Sunday @ 9am



Horsnyder's Pharmacy

SINCE 1884

Serving the community of Santa Cruz for 125 years.
Thank You Santa Cruz.

Offering many personal medical goods and services.

Crutches • Wheelchairs • Hospital Beds • Walkers

And countless other items that aid in convalescing.

1226A Soquel Avenue • Santa Cruz • 831-423-2315

Tourist Attraction



Our tourists spend \$600 million!

Are you getting your share?

Make it happen by including Summer Santa Cruz County Magazine in your advertising budget.

For the past 26 years Summer Santa Cruz County Magazine has been serving tourists who need to know:

- where to dine • where to shop • where to play

We distribute 40,000 copies of our four color, glossy magazine over the summer months from May through September reaching over 102 hotels and motels from Pajaro Dunes, throughout mid-county, and up through the San Lorenzo Valley. Summer Santa Cruz magazine can also be found in many high traffic areas such as bookshops, cafes and restaurants.

We offer destination shopping pages by area, a wineries section, an antiques shopping section, a gallery and art page, a yacht harbor page, a golfing section, a calendar of events and a page featuring outdoor activities. Our dining section highlights some of the major restaurants in the area.

Please call us for an appointment at 831-429-5500. The space deadline for Summer 2010 is April 10th. Join those businesses who have chosen **Summer Santa Cruz County Magazine** year after year to successfully reach our tourist market.

Serving Santa Cruz County businesses for 26 years.

Call **831-429-5500** or visit **www.summersantacruz.com**

Severino's Grill

Full Service Restaurant & Bar
Live Entertainment

Special Events & Banquets • Weddings & Receptions



7500 Old Dominion Court, Aptos 831-688-8987

Bring in these offers for:

FREE Lunch Entree
Buy first Entree, get second one free.

Valid for lunch Mon-Fri with this offer only. Excludes holidays and other offers. Restrictions apply. Gratuity will be added to total before discount. Offer good thru March 31, 2010.

Severino's Grill 831-688-8987

2 For \$34

Only Friday & Saturday Nights
Fresh Salmon DeJour,
Scampi, Prime Rib of Beef,
Stuffed Chicken Breast
(all entrees served a la carte)
With a Bottle of House Wine

Valid for dinner with this offer only. Excludes holidays and other offers. Restrictions apply. Gratuity will be added to total before discount. Offer good thru March 31, 2010.

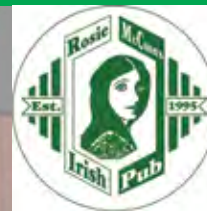
Severino's Grill 831-688-8987

Voted Best Bar & Pub in Good Times & Metro



Rosie McCann's
Irish Pub & Restaurant

\$3.00 Pints
1/2 price Appetizers
at Happy Hour



1220 Pacific Avenue
Santa Cruz • 831-426-9930
www.rosiemccanns.com

Complimentary
Brunch, Lunch or Dinner

You and guest are invited to enjoy one complimentary brunch, lunch or dinner when a second brunch, lunch or dinner of equal or greater value is purchased. Not valid on holidays or with discounted daily specials. 17% gratuity will be added before discount.

Expires 3/31/10. **Rosie McCann's 831-426-9930**

The Best of Santa Cruz County

Specials, Promotions & Coupons

- Direct mailed to 35,000 Santa Cruz County residents
- Specials, Promotions and Coupon Booklet

To be included in our next issue April-June 2010 call **831-429-5500** by the March 15 space deadline.

Email: rosesmith320@comcast.net



**Vacation Rental
Reunions
Weddings
Corporate Retreats**

Built in the Country English Style in 1928 in an exclusive gated community of Aptos. This 4 bedroom, 2 bath beachfront home sleeps 10, has a huge living room accented with soaring beam ceilings, gleaming oak floors and a massive granite stone fireplace.

Dine in the formal dining room with a 180 degree view of the bay where you can watch the pelicans soar and the dolphins play.

Huge oceanfront deck, private courtyard-an entertainer's delight!

A perfectly wonderful place to get away from it all and truly relax!

Please view at
Oldworldcharmptos.com
831-818-1409

Who's
Turning
30?



Student Guide magazine enters its 30th school year of serving our campus communities in 2010. The total combined expenditure reaches almost One Billion Dollars for UCSC. Where is your share of the student market? First-time advertisers take **\$50 Off* your 1st ad.**
*(1/4 page ads or larger)



**STUDENT
GUIDE**

831-429-5500 or email: rosesmith320@comcast.net

STAGNARO BROS.



Caught Today, Cooked Today, Your Home or Ours

Your dollar goes a long way at Stagnaro Bros!

\$10.95 Specials M-Th All Day

Monday: Cioppino

Tuesday: Sea Bass w/ rice & veggies

Wednesday: Clams Linguini

Thursday: Prawn Scampi w/ rice & vegetables



**Tuesday
Locals Day Special \$9.95**

Entrees change weekly,
2 Hour parking validated

All specials are a la carte



Voted the Best Seafood Restaurant in Santa Cruz!

Located on the outer end of the Wharf in Santa Cruz

831-423-2180

Family Owned and Operated Since 1937

The Best of Santa Cruz County Specials, Promotions & Coupons

P.O. Box 4067, Santa Cruz, CA 95063

www.thebestknow.net

To advertise: 831-429-5500

rosesmith320@comcast.net

Deliver to:

PRSR STD
U.S. POSTAGE
PAID
SAN JOSE, CA
PERMIT No. 1046

IDEAL Bar & Grill



Complimentary Lunch or Dinner

You and guest are invited to enjoy one complimentary lunch or dinner entree when a **second lunch or dinner entree of equal or greater value is purchased.** Not valid on holidays or with discounted daily specials. 17% gratuity will be added before discount. Max value is \$16.00. Expires 3/30/10.

**106 Beach St. • Santa Cruz
(831) 423-5271**

www.idealbarandgrill.com

Breakfast • Lunch • Dinner 2 Full Bars • Coffee Shop • Espresso Bar

Open Daily 11am to 11pm (Mon-Thur)
Fri-Sat-Sun 8:30am to close

Weekly Specials

Monday: Baby Back Ribs	\$9.95
Tuesday: Steak & Seafood Combo	\$9.95
Wednesday: Live Maine Lobster	\$11.95
Thursday: Seafood Catch	\$9.95
Friday: Prime Rib	\$11.95

Breakfast Special \$4.95
(Fri 8:30-11am) (Sat/Sun 8:30-10am)