

Jack O'Neill was not only the inventor of the wetsuit, he also trademarked the name "Surf Shop". He was born in Denver and raised in Long Beach. He ultimately came up with the idea of a neoprene-based wetsuit that could allow surfers to stay afloat and surf longer in cold water.

O'Neill moved to San Francisco for a job that didn't work out. By 1952 he opened his first "Surf Shop" — which was the first shop ever dedicated to surfing. He trademarked the phrase "Surf Shop," and shaped his own boards made out of balsa wood.

After a short-lived surf session, O'Neill and his friends would burn old tires on the beach to thaw their numb bodies. They were always looking for a way to keep warm.

Over the years, O'Neill continuously redesigned a cold-water wetsuit so that it would allow flex fit as well as thermal insulation. He eventually created the first full suit, called the "Animal skin" — that remained the best-selling wetsuit for the next 30 years. He invented the first neoprene injection mold with flex panels to allow customized fit, superior comfort and insulation.

Today, the O'Neill brand has perfected their design with new advancements in their new "techno butter" suits — the fourth generation was released Fall 2017.

O'Neill was also a navy pilot at one point in his life, which you will see through his experiments with the hot air balloon and air ship photos of his attempted launches and flights to Monterey.

In the late 50's he moved his family to Santa Cruz. His first Santa Cruz "Surf Shop" was directly in our delivery area of the parking lot outside of the "Jack O'Neill Restaurant & Lounge". This is now a historical landmark, marked by the mural that leads surfers and beach goers now to Cowell's Beach.

**"IT'S ALWAYS
SUMMER ON
THE INSIDE."**

JACK'S FAVORITES

- all american breakfast** 16
two eggs, daily's smoked bacon, sausage, or canadian bacon, breakfast potatoes, toast
- huevos rancheros GF** 17 
crispy corn tortilla, fried egg, salsa ranchero, black beans, monterey jack, avocado, crema
- grilled sunrise burrito** 16
scrambled egg, bacon & chorizo, potatoes, avocado, onion, salsa ranchero, monterey jack
- vegan burrito** 16 
sautéed chard, potatoes, avocado, pico de gallo, shredded beets, pickled onions, salsa roja
- three egg omelet or scramble** 17
served with breakfast potatoes, choice of toast, choice of four ingredients: daily's smoked bacon, sausage, mushroom, bell pepper, onion, tomato, spinach, manchego cheese, monterey jack, cheddar, gruyere, laura chanel goat cheese

EXTRAS

- bell weather organic yogurt** 6
strawberry, blueberry, blackberry, vanilla, plain — served with local fresh berries
- breakfast breads** 4
house made coffee cake muffin, traditional sourdough or honey wheat & oats, plain bagel, english muffin
- breakfast meats** 6
canadian bacon or applewood smoked bacon (3 pc.), pork sausage (4 pc.), chicken apple sausage (3 pc.)

CLASSICS

- baked eggs** 15 
gruyere, spinach, chives, parsley, fry bread, arugula salad
- salmon toast** 16
avocado, smoked salmon, radish, pickled onions, everything spice, dill
- david's french toast** 14 
golden sheaf texas toast, mascarpone vanilla cream, seasonal fruit
- buttermilk pancakes** 14
sweet-seasonal fruit, vanilla mascarpone savory-aged cheddar cheese, chives, bacon

LITE 'N EASY

- mushroom omelet** 15 
egg whites, seasonal mushrooms, chives, goat cheese dressed greens or breakfast potatoes
- oatmeal** 13 
steel cut oats, warm seasonal fruit, marcona almonds
- power bowl** 16 
faro, crispy brussel sprouts, beets, avocado, wilted kale, parsley caper sauce
+egg 3
- granola & yogurt** 12 
honey whipped labneh, granola, seasonal fruit

BENEDICTION

served with breakfast potatoes or dressed greens

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| crab bene* 20
poached eggs, dungeness crab, english muffin, hollandaise, red pepper coulis | classic bene 17
poached eggs, applewood smoked canadian bacon, english muffin, hollandaise, balsamic glaze | mushroom bene 19
poached eggs, artisan bread, seasonal mushrooms, hollandaise, herbs |
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executive chef **MO L'ESPERANCE**
chef de cuisine **ERIKA NONEMAKER**

** Consuming raw or undercooked meats, poultry, shellfish or eggs may increase your risk of food borne illness*

GF gluten free
 vegetarian
 vegan

Our fresh seafood is proudly served in accordance with the Monterey Bay Aquarium Seafood Watch program
We proudly feature local 100% cage-free organic eggs from Glaum Egg Farm // www.glaumeggfarm.com

175 W Cliff Drive, Santa Cruz, CA 95060 // 831.460.5012 // Breakfast, Brunch, and Dinner, served daily
19% service charge added to parties of 6 or more. For parties over 12 guests, please email us at reservations@jackoneillrestaurant.com

WARNING: Drinking distilled spirits, beer, coolers, wine and other alcoholic beverages may increase cancer risk, and, during pregnancy, can cause birth defects. For more information go to www.P65Warnings.ca.gov/alcohol.