

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."**

BREAKFAST FAVORITES

three egg omelet or scramble

served with breakfast potatoes, choice of toast, choice of four ingredients:
daily's smoked bacon, sausage, niman ranch prosciutto, mushroom, bell pepper, onion, tomato, spinach, manchego cheese, monterey jack, cheddar, gruyere, laura chenel goat cheese

david's french toast

golden sheaf texas toast, mascarpone vanilla cream, seasonal fruit

17 **classic bene** 17

poached eggs, applewood smoked canadian bacon, english muffin, hollandaise, balsamic glaze

huevos rancheros GF 17

crispy corn tortilla, fried egg, salsa ranchero, black beans, monterey jack, avocado, crema

14 **power bowl** 16

faro, crispy brussel sprouts, beets, avocado, wilted kale, parsley caper sauce

+grilled and chilled chicken or pan seared fish 9

TO SHARE

seacliff sprouts GF

crispy brussels sprouts, laura chenel goat cheese, balsamic glaze

dirty fries

gilroy garlic, fried sage, pecorino, calabrian peppers, pancetta

grilled artichoke GF

whole grilled artichoke, lemon aioli, chili butter

calamari

calamari, rock shrimp, jalapeños, calabrian aioli, marinara

stuffed clams

cherry stone clams, leeks, dulse, scallop, lemon, chili oil

west cliff hummus

beet hummus, feta, seeds, chickpeas, dill, naan, seasonal crudité

SOUPS & SALADS

roasted corn & clam chowder 6 / 8

soup of the day 6 / 8

caesar salad

baby greens, granna padano, white anchovy, buttered crumbs

p40 chopped 18

baby greens, chicken, brussel sprouts, beets, seeds, gorgonzola, sherry vinaigrette

kale salad

citrus, almonds, pecorino, rye crumbs, pickled shallots, lemon vinaigrette

farro salad 14

farro, cucumber, avocado, radish, citrus, pickled shallots, arugula, tarragon vinaigrette

+add to any salad 9

grilled and chilled chicken, pan seared seasonal fish, crab cake

BIG PLATES

steak sandwich

thinly sliced chilled steak, arugula, herbs, crispy shallots, calabrian aioli, brioche roll with fries or dressed greens

chicken sandwich

avocado, bacon, arugula, tomato jam, garlic aioli with fries or dressed greens

jack's burger*

painted hills beef, dream sauce, pickled onions, deer creek aged cheddar, shredded lettuce, tomato, potato bun with fries or dressed greens

+avocado, bacon or egg

19 **waterman's fish tacos** 17

seasonal fish, cabbage, avocado, pico de gallo, chipotle crema

o'neill poke bowl* 24

17 ahi shoyu, brown rice, avocado, cucumber, pickled ginger, wakame

margarita flatbread 14

18 fresh mozzarella, tomato, basil puree, balsamic reduction

chicken flatbread 16

3 caramelized onions, roasted garlic, grilled chicken, feta drizzle, lemon arugula

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.