

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."**

SOUP & SHARE

soup of the day	6 / 8
roasted corn & clam chowder	6 / 8
crab tostada	18
asparagus, avocado cream, chilies, pickled shallots, fennel	
goat cheese 🌿	12
baked lavender goat cheese, olives	
seacliff sprouts GF 🌿	12
crispy brussels sprouts, laura chenel goat cheese, balsamic glaze	
dungeness crab cake	16
piquillo pepper aioli, avocado oil	
grilled artichoke GF 🌿	12
whole grilled artichoke, lemon aioli, chili butter	
calamari	17
calamari, rock shrimp, jalapeños, calabrian aioli, marinara	

SALADS

kale salad 🌿	13
citrus, almonds, pecorino, rye crumbs, pickled shallots, lemon vinaigrette	
farro salad ♥	14
farro, cucumber, avocado, radish, citrus, pickled shallots, arugula, tarragon vinaigrette	
broccoli 🌿	13
charred broccoli, lentils, castelventrano olives, toasted walnuts, labneh dill vinaigrette	
caesar salad	12
baby greens, granna padano, white anchovy, buttered crumbs	

EARTH

brassica bowl GF ♥ 🌿	26	farro risotto 🌿	29
roasted broccoli, cauliflower, turnips, kale, sweet potato puree, olives, capers, parsley		asparagus, english pea, mushrooms, tarragon cream, crisp shallots, pea tendrils	

LAND

chicken roulade	28
prosciutto, mushroom duxelle, sweet potato puree, wilted kale	
hangar steak frites* GF	33
grilled hangar steak, cilantro-serrano chimichurri, fried egg, gilroy garlic fries	
pork sugo GF	27
fresh papardelle pasta, pork sugo, pecorino, parsley	
+ sunny egg	3
guajillo braised short rib	36
sweet potato puree, brussel sprouts, pickled onions, cilantro	

SEA

scallops GF	33
pan seared diver scallops, leeks, pancetta, peas, asparagus, lentils, beet sauce	
clams & linguica GF	28
manila clams, calabrese chilies, linguica, charred broccoli, baby heirloom potatoes	
cioppino	33
jumbo prawns, crab claws, mussels, fish of the day, fennel, chiles, roasted tomato, crostini with saffron aioli	
seasonal fish* GF	market price
wilted rainbow chard, baby heirloom potatoes, pan seared seasonal fish, parsley caper sauce	

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
🌿 mild spice

Our fresh seafood is proudly served in accordance with the Monterey Bay Aquarium Seafood Watch program

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.