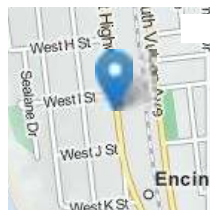




# Pacific Beach Fish Shop to Spawn in Encinitas & Beyond

Friday, March 28, 2014, by Candice Woo

It's a big year for the [Fish Shop](#)



**ENCINITAS FISH SHOP**  
1010 S Coast Highway  
101 #103, Encinitas, CA  
92024

[GIANT MAP](#)

[ENCINITAS](#)

[ENCINITAS FISH SHOP](#)

[EXPANSIONWIRE](#)

[PACIFIC BEACH FISH SHOP](#)

<http://www.thefishshoppb.com> , which opened its original Pacific Beach location in 2010. The seafood shop/eatery's owner **Billy Ramirez**, who also runs the Pacific Beach Shore Club and The Duck Dive, is landing a [second Fish Shop](https://www.facebook.com/HBFishShop) in Hermosa Beach next month (719 Pier Ave.) and has another planned for North County.

The new **Encinitas Fish Shop** will take over St Germain's Cafe & Bistro on the 101; the breakfast and lunch spot, which has been in operation for 25 years, will officially close on April 28.

Ramirez hopes to complete the redesign of the 2,000-square-foot restaurant and **reopen by June**. The space will have a nice-sized patio, serve beer and wine, and feature [an identical menu](http://www.thefishshoppb.com/fish-menu/step-1-fish) to Pacific Beach, where diners choose a fish, a marinade and whether it's served as a taco, salad, sandwich or plate. He told Eater that he "thinks the new location will have a great local following and hopes our reputation in PB will flow into North County."

· [Pacific Beach Fish Shop](http://www.thefishshoppb.com) [Official Site]

· [All Expansionwire Coverage on Eater](#)

<http://sandiego.eater.com/tags/expansionwire> [~ESD~]