

Pacific Catch WestCoast Fish House Opens its 10th Restaurant in Palo Alto, CA

SAN FRANCISCO (Jan 6, 2020) — Pacific Catch, the Bay Area’s leading sustainable WestCoast Fish House, announces the opening of its newest location in Palo Alto [January 6, 2020](#). Located in the Stanford Shopping Center, Pacific Catch brings sustainable seafood, seasonal produce, and wave-to-table offerings to the famous lifestyle center.

“Silicon Valley’s been home to us for 10 years and I can’t imagine a better fit for us than Stanford Shopping Center,” says Keith Cox, CEO and co-founder of Pacific Catch, who has a personal connection having attended business school at Stanford. “Our loyal guests love our menu of Pacific-inspired, sustainably sourced seafood, and we are thrilled to provide another beautiful new location for them to enjoy it!”

For the past 17 years, Bay Area diners have turned to Pacific Catch for balanced and healthful seafood preparations inspired by flavors from the Pacific. The menu weaves wild-caught and sustainably-raised fish with Pacific Catch guest favorites from the FishBar, platters of crushed ice filled with Hawaiian pokes, ceviches, sashimis and shellfish cocktails and newly introduced oysters from the West Coast. Completing the offering are signature “grains and greens” bowls, tacos, fish & chips, Wagyu and fish burgers, and a seasonal offering of fresh fish from the “Fresh Catch” menu.

“Fresh Catch” specials feature a choice of fresh and sustainable fish from the grill that can be made to order in a variety of styles such as Asian Herb Chimichurri, Golden Turmeric, Citrus Guajillo Adobo or Hawaiian Sea Salt, accompanied by a choice of delicious side dishes including Thai Brussels Sprouts, Blistered Shishitos, Turmeric Cauliflower and Elote Corn.

Pacific Catch’s handcrafted cocktail menu features Island classics as well as house-made specialty cocktails on tap like the Island Mule and Coconut Mai Tai. Also available are Twisted Classics such as the Tiki "Old Fashioned" with aged rum or Mandarin “New Fashioned” made with Japanese whiskey served over a big rock.

Pacific Catch is fully invested in sustainable partnerships that protect the ocean's resources like Monterey Bay Aquarium's Seafood Watch program, James Beard's Smart Catch and Surfrider Foundation's Ocean Friendly Restaurants. Additionally, the company is one of the few of its size in the U.S. to have a full time Director of Sustainability, renowned industry expert, Jennifer Bushman. All restaurants also offer 100% compostable take-out packaging.

The new restaurant seats approximately 200 and features two outside patios which are also available for private events. The lanai-style patios have feature fire pits, intimate booths and a plant-covered trellis.

The bright, fresh interior design concept showcases an airy palette of ocean blues and coastal textures, blending natural wood tones and details such as board-and-batten siding, commonly found in West Coast beach houses, with contrasting bold fabrics and geometric tiling.

The new integrated "FishBar" adds an exciting element, serving both to-go customers and those who prefer to enjoy a seafood platter at the bar or dining room.

Pacific Catch Palo Alto will "soft open" its first week from 5 p.m. – 9 p.m. Sunday-Thursday and 5 p.m. – 10 p.m. Friday and Saturday. Then regular business hours are 11:00 a.m. to 10:00 p.m. from Sunday – Thursday and 11:00 a.m. to 11:00 p.m. on Friday and Saturday.

About Pacific Catch

Founded in 2003 on Chestnut Street in San Francisco, the small Marin County-based company now has 10 Bay Area locations: Chestnut Street San Francisco, Corte Madera, 9th Avenue San Francisco, Campbell, San Mateo, Mountain View, Dublin, Walnut Creek, Cupertino and now Palo Alto with plans to expand to San Diego. For more details, please visit www.pacificcatch.com.

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