

FOR IMMEDIATE RELEASE
March 24, 2011

CONTACT: Jessica Nicholas
Armanasco Public Relations, Inc.
831-372-2259
jnicholas@armanasco.com

OpenTable Users Vote the Sardine Factory Top 10 Best Overall Restaurant in Carmel/Monterey among Other Top Distinctions

MONTEREY, CALIF. – The world-famous Sardine Factory was voted Top 10 Best Overall Restaurant in Carmel and Monterey, as voted by nearly, 40,000 OpenTable.com users. Additionally, OpenTable recognized the Sardine Factory in its Top 10 in other standout categories, including Best Seafood, Central Coast; Notable Wine List, Central Coast; Most Romantic Restaurant, Central Coast; and Best for Special Occasion Restaurants, Central Coast. The Sardine Factory is also among the Top 10 Booked Restaurants in the Central Coast region on OpenTable.com.

“For over 40 years there is one thing that’s never changed at The Sardine Factory and that’s the love we have for our customers,” said Ted Balestreri, Sardine Factory CEO. “We treat all customers like the VIPs they are and try never to become complacent, but always to improve our food, our wine list and our service. We truly appreciate this honor from our OpenTable customers.”

Qualified OpenTable Diners’ Choice Awards voters are those who make a reservation at a participating OpenTable restaurant and then are confirmed has having been seated at that restaurant.

Having set the standard for excellence, the Sardine Factory has received virtually every major restaurant and wine award in the industry, including the Distinguished Restaurants of North America (DiRoNA) Award (1993-present); American Automobile Association’s (AAA) Four Diamond Award; Wine Spectator’s Grand Award (23 times); four-star designation in Al Alessandri’s 1997 Guide; Restaurant Hospitality’s Top of the Table Award (first place, 1983); Nation’s Restaurant News Hall of Fame Award (1981); Restaurants & Institutions Ivy Award (1980); and many more. The Sardine Factory is also an Epicurean International member and one of 50 restaurants in the United States to serve at President Reagan’s inaugurations in 1981 and 1985.

###

About the Sardine Factory Restaurant

The Sardine Factory, established in 1968, combines fresh seafood, USDA Prime meats and produce with impeccable service, an award-winning wine cellar and four distinct dining rooms. Promising guests the dining experience of a lifetime, the restaurant has received the Distinguished Restaurants of North America (DiRoNA) Award, Wine Spectator’s Grand Award, Restaurant Hospitality’s Best Wine List in America, in addition to being named to the Top Ten Most Romantic Restaurants on the Central Coast by Open Table, among many other honors. The Sardine Factory is located on historic Cannery Row at 701 Wave Street in Monterey. For more information, visit www.sardinefactory.com or call (831) 373-3775.