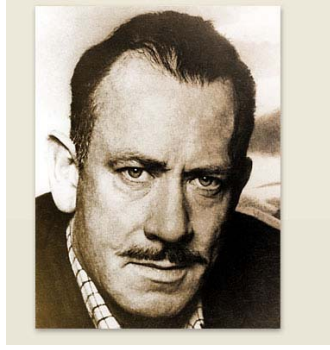




Cannery Row FACTS-AT-A-GLANCE

- DESTINATION:** Cannery Row — Monterey, California
- HISTORY:** Originally called Ocean View Avenue, the street's name was changed to Cannery Row in 1953 to honor John Steinbeck whose 1945 novel immortalized it. The Sardine Capital of the World was formerly inhabited by fishermen and cannery workers of Chinese, Italian, Spanish, Portuguese and Scandinavian origin. Today, "Doc" Ricketts' Lab and Kalisa's La Ida Café stand as reminders of Cannery Row's heritage.
- ATTRACTIONS:** In addition to breathtaking Monterey Bay, the Monterey Bay Aquarium, a European-style spa at the Monterey Plaza Hotel, Adventures by the Sea, the Taste of Monterey wine and visitors' center, boutique shopping, fine dining and many outdoor activities attract visitors year-round.
- RECREATION:** Both young and old enjoy walking, biking, running and rollerblading along a miles-long recreational trail. Locals and visitors alike come to kayak, fly kites, or simply admire the bay's beauty, while divers take advantage of San Carlos Beach, ranked the top short dive spot in the nation. Seals, sea lions, and otters add to an unforgettable experience.
- SHOPPING:** The historic streets of Cannery Row are lined with a variety of boutique shops specializing in art collections, unique clothing, souvenirs, gourmet food, jewelry designs, antiques, beads, crystals, leathers, stained glass, sunglasses and cigars. This is an oceanfront shopping experience you won't forget with stunning views and original treasures unlike anywhere else.
- DINING:** More than 30 restaurants feature casual and fine dining. From the world-famous Sardine Factory to Bubba Gump Shrimp Company, "Restaurant Row" offers local, regional and international cuisine.
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Cannery Row HISTORY

When John Steinbeck wrote about the gritty, industrial Monterey canning street and filled it with a band of genuine albeit imperfect fictional characters, little did he know he was sending the street on its way to becoming one of the most beloved spots on earth to visit. Cannery Row—as it was officially named in 1958—has evolved from the "tin and iron" of the cannery days into a welcoming seaside district for a wide spectrum of pastimes, not the least of which is exploring the street's heritage.

Long before the area became famous for sardines, it was settled by Chinese salmon fisherman in the 1850s who settled at China Point. The late 1880s brought Portuguese shore-whalers to the area, as well as the railroad which opened the door to tourism and immigration. Italian fisherman would eventually drive the Chinese out of their prominent role in the Monterey Bay fishing industry.

The first cannery in Monterey was built by Frank Booth at the turn of the century. Booth's rudimentary cannery was located near Fisherman's Wharf and canned salmon, but those that would later comprise Cannery Row would spring up farther out of town, along Ocean View Avenue, and begin canning the abundant sardine.

Over the next decade, fishing and canning technology improved and prepared Monterey for the huge spike in demand for canned sardines brought about by World War I. The canneries expanded rapidly, and after the war continued to grind away processing fishmeal. The industry slowed during the Great Depression, but life on the Row in the 1930s would lead John Steinbeck to write about Cannery Row and the people he met there. He based the character Doc on a real-life marine biologist, Ed Ricketts.

World War II saw another boom for the canning industry, but it would be the last. After the war, the over-fished sardines disappeared from Monterey Bay and brought economic disaster to Cannery Row. The area fell into ruin...almost. Steinbeck's *Cannery Row* had been published in 1945 and its passionate readers came too see the Row for themselves and experience the ambiance of the famous canning street.

Two Monterey restaurant managers and entrepreneurs, residents with strong ties to the past and the fishing industry, were chiefly responsible for halting the decay of Cannery Row and ensuring it would forever remain a place that paid tribute to the fishermen, to Steinbeck, and to Monterey itself. Founding the Cannery Row Company in 1976, Ted Balestreri and Bert Cutino began a revival of Cannery Row that transformed it from a street of burned and decrepit canneries into a welcoming waterfront where visitors could linger, play, and return to again and again.

"Cannery Row in Monterey in California is a poem, a stink, a grating noise, a quality of light, a tone, a habit, a nostalgia, a dream. Cannery Row is the gathered and scattered, tin and iron and rust and splintered wood, chipped pavement and weedy lots and junk heaps, sardine canneries of corrugated iron, honky tonks, restaurants and whore houses, and little crowded groceries, and laboratories and flophouses."

—from *Cannery Row*
by John Steinbeck



Cannery Row CHRONOLOGY

- 1851** Chinese fishing families crossed the Pacific in junks and settled at Point Ohlones ("China Point") and established Monterey's fishing industry.
- 1881** The arrival of the Southern Pacific Rail Road and the construction of the lavish Hotel Del Monte opened the entire Monterey Peninsula to tourism.
- 1901** The elegant Tevis Estate was constructed on a coastal road (part of the original 17 Mile Drive) intended for grand residential development, which would become Cannery Row.
- 1902** Booth Cannery in the Monterey harbor and Monterey Fishing & Canning Co., on the coastline near McAbee Beach, launched the Monterey canning industry.
- 1906** The Chinese settlement at China Point burned for the third and final time, ending the Chinese as a major force in the Monterey fishing and canning industry.
- 1916-** Wartime demand drove cannery expansion. Seven new canneries including Hovden
1918 Food Products, Monterey Canning Company, and Pacific Fish Company appeared.
- 1924** Lightning struck large petroleum oil tanks above Cannery Row near the harbor. When they exploded, a river of flaming oil destroyed two canneries on the way to the sea.
- 1927** The Wu family built the stylish Ocean View Hotel (now the site of the Spindrift Inn) during the Roaring Twenties expansion of Monterey, in spite of the street's notorious fish smell.
- 1928** Purse-Seiners, with nets a quarter mile long and two hundred feet deep, become the new "Wolves of the Sea" in the plunder of a seemingly inexhaustible supply of sardines.
- 1930-** Turning 2/3 of a billion sardines a year into fish meal and fertilizer helped sustain an
1940 industry and a work force in Monterey through the Great Depression.
- 1941-** Monterey became the "Sardine Capital of the World" as it once again fed a world at war.
1945 But, within five years the sardines would disappear and the industry die on its waterfront.
- 1945** *Cannery Row* by John Steinbeck told of the colorful, poignant inhabitants of the Row. Ed Ricketts, who revolutionized marine biology, was the real-life model for the character "Doc."
- 1953-** With the canneries gone, new business pioneers emerged, including Kalisa Moore and
1963 her "La Ida Cafe" and Dick O'Kane and his landmark Warehouse Restaurant.
- 1968** Ted Balestreri & Bert Cutino, experienced Monterey restaurant managers, opened the Sardine Factory Restaurant, an elegant eatery on the "wrong side of the tracks."
- 1984-** The Monterey Bay Aquarium opened at the Hovden Cannery site, its approach to marine
1985 biology embracing the direction set in motion by Ed Ricketts. The magnificent oceanfront Monterey Plaza Hotel opened on the Tevis Estate site in a return to the early grandeur of Ocean View Avenue (renamed Cannery Row in 1958). The future of Cannery Row had begun.



Cannery Row DINING

Dining is an exciting experience on Cannery Row. A wide variety of restaurants, ranging from casual to fine, stretch along the historic streets and waterfront. Morning, noon, or night, there's place to stop in for a meal, a snack, or just some great people watching.

Families with children will especially like Archie's American Diner in the American Tin Cannery Retail and Entertainment Center, or the bayside Bubba Gump Shrimp Company, which calls itself the number one spot for fun in Monterey. For a treat, take the kids to Candyland or Lilly Mae's Cinnamon Rolls.

The American Tin Cannery also offers family-friendly, indoor and outdoor dining at First Awakenings, consistently voted the best breakfast in town by locals. Enjoy pancakes and coffee on First Awakening's big, sunny patio a block from the sea.

And of course, what's a waterfront without seafood? For a taste of the sea, visit the Fish Hopper, or, if you like your seafood with an Italian flair, stop by Louie Linguini's Seafood Shack. If you're romantically inspired, the Sardine Factory—renowned for lavish dining rooms, incredible menu, and extensive wine list—sets just the right mood. Many visitors and locals also choose to enjoy live piano entertainment, exotic drinks, and tapas in the hip and comfortable Sardine Factory Lounge.

For a taste of something a little more "down home," try Willy's Smokehouse and All American Grill, housed in one of the Row's renovated historic buildings. Willy's serves up slow-smoked barbeque, grilled and oak-smoked entrees, fresh seafood, and southern classics. Bring the family, celebrate with friends, or enjoy a drink in Willy's expansive bar.

The fun is just beginning on Cannery Row when the sun goes down over the Pacific Ocean and the nightlife heats up. The rhythm blues and classic rock you hear while strolling down Cannery Row is probably coming from Sly McFly's Refueling Station, featuring national and regional acts along with dozens of local favorites. The place to be for live music on Cannery Row, Sly's also offers excellent food, drinks and always a great time.

For a complete list of restaurants and specialty shops visit www.canneryrow.com.

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Cannery Row OUTDOOR RECREATION

The incredible scenery of the Monterey Bay draws scores of visitors to Cannery Row's outdoor wonderland. Whether you enjoy strolling in the park, bike riding from beach to beach, kayaking among the sea otters, or scuba diving in the Monterey Bay National Marine Sanctuary, Cannery Row offers outdoor recreation galore.

By sea, Adventures by the Sea allows visitors to explore the kelp forests and abundant marine life along Cannery Row from an ocean kayak. An experience that should not be missed, you may be greeted by harbor seals swimming alongside you or see a raft of otters rolling and playing in the kelp. The exploration possibilities are endless and each experience is unique when enjoying Cannery Row from a kayak in the Bay.

If bobbing with otters isn't for you, consider visiting Bay Bikes and comfortably touring the coast on an expertly maintained bicycle. The friendly and informed staff can quickly match you with a bike for the day or by the hour and point you in the right direction for adventure. Recreation lovers can easily jump on the Monterey Bay Coastal Trail running through Cannery Row and enjoy all of or just a few of its 18 scenic miles.

San Carlos Beach is the place to be for scuba diving and sun bathing in the Monterey Bay. Two dive shops, many diver-friendly restaurants, public restrooms and changing areas, plenty of parking, and several top-notch hotels are all within walking distance to this popular beach and community park. The calm, shallow water makes it a great place for scuba instruction, while the abundance of marine critters makes it a popular place for photographers and sightseers.

With endless ways to enjoy the beauty of the Bay and soak up the fresh ocean breeze, Cannery Row is an ideal springboard for outdoor recreation in the Monterey Bay.

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Cannery Row SHOPPING

Shopping on Cannery Row is oceanfront shopping at its best. Visitors enjoy browsing in over 84 different stores and merchant locations all within walking distance. The eclectic blend of specialty shops featured on Cannery Row is sure to please everyone who visits.

Fine wines, gourmet foods, galleries, jewelry, apparel, shoes, gifts and factory outlets come together on Cannery Row. A Taste of Monterey features wine tasting from over 43 of Monterey County's finest wineries. The regional wine tasting room has been voted one of California's most beautiful as it overlooks the entire Bay and the unique gift shop features an extensive selection of local gourmet food and wine, décor, and wine accessories.

The world-class art galleries located on Cannery Row attract art aficionados from all over the world. Fourteen galleries display local as well as prominent artists among the central California's most beautiful vacation getaway. The Thomas Kinkadee Gallery at Steinbeck Plaza is the crown jewel in the Carmel-Monterey area, showcasing current releases as well as rare limited editions. This gallery is a "must see" for both new and seasoned collectors.

Located on the southern end of Cannery Row, near the Monterey Bay Aquarium, is the American Tin Cannery Retail and Entertainment Center. Filled with independent shops, factory outlet stores, restaurants, and an 80-foot history wall, this mall built on the site of the old American Can Company is the place to browse for great deals or get a bite to eat at the popular breakfast spot, First Awakenings. Shoppers enjoy visiting shops such as Aquatic Fitness Swim & Snorkel, Bass Shoes, Geoffrey Beene, Nine West, Reebok, Izod, Van Heusen and many more.

Whether looking for a bathing suit to wear on the beach, seeking a sweatshirt to enjoy the cool fog, roaming through intriguing art galleries, tasting award-winning Monterey County wines, or just window shopping, Cannery Row offers perhaps the most entertaining shopping experience on California's Central Coast. With the Monterey Bay as your playground, shopping just isn't the same anywhere else.

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PRESS RELEASE

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ECLECTIC CANNERY ROW ENERGIZES HISTORIC MONTEREY

MONTEREY, Calif. – Although the street named Cannery Row will always make people think of sardines, Steinbeck, and the rich history of Monterey Bay, today Cannery Row is busy creating a history all its own. With the renowned Monterey Bay Aquarium at one end, and beautiful San Carlos Beach at the other, Cannery Row visitors come ready to explore everything in between.

Adventurers scuba dive and kayak in the bay. Families rent surreys and bicycles. Couples find romantic restaurants and private seaside benches. And history buffs take walking tours, seeking remnants of the famous canning days and soaking up the past. It's easy to shed your car and walk, skate, or bike at Cannery Row, where a first-class recreational trail now runs along the old Southern Pacific rail line that used to service the canneries.

At first glance the collection of shops and restaurants on Cannery Row might resemble other tourist fun-spots, but a closer look reveals a unique mix of venues. Small, independently owned stores remain a constant on Cannery Row. A pottery painting shop and an interactive museum are especially fun for kids. In addition to some of the finest restaurants on the Monterey Peninsula, including the world-famous Sardine Factory, Cannery Row offers visitors gourmet cooking classes and wine tasting.

Perhaps most surprising about Cannery Row is the abundance of sea life in the vicinity. The Monterey Bay Aquarium, which families voted the number one aquarium in America in a 2004 Zagats survey, houses everything from jellyfish to hammerhead sharks to sea otters. But right outside the aquarium's doors, harbor seals lounge on the beach, sea lions bark throughout the fall and winter, and otters play in the surf.

Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, call Betsy Wallace Jeffers of Armanasco Public Relations, Inc. at 831.372.2259 or visit the official Cannery Row website at www.canneryrow.com.

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