



Cannery Row, Monterey

Facts-at-a-Glance

Readers of the *Monterey County Herald*, the county's largest daily newspaper, named Cannery Row one of the "Seven Wonders of Monterey County" in a readers' poll. The list reflects locals' picks of the county's very best features.

A survey compiled by the Monterey County Convention & Visitors Bureau concluded Cannery Row is the #1 most visited attraction in all of Monterey County.

- HISTORY:** In 1958, the City of Monterey officially changed the name of Ocean View Avenue to "Cannery Row" in honor of John Steinbeck's 1945 novel of the same name. Formerly a canning district, the "Sardine Capital of the World" was all-but-abandoned when the sardines disappeared. In place of the canneries, entrepreneurs built restaurants, hotels, and shops.
- ATTRACTIONS:** Monterey visitors will find unparalleled opportunities to experience the beauty of the Monterey Bay National Marine Sanctuary, a natural wonder that is a major Monterey attraction along with the Monterey Bay Aquarium. Visit the Cannery Row Monument and museums, and enjoy game rooms, arcades, mini golf, wine tasting, spas, shopping, dining, and outdoor activities.
- RECREATION:** Walking, biking, running and rollerblading along the Monterey Bay Coastal Recreational Trail; kayaking; stand up paddling; kite flying; scuba diving; snorkeling; and whale watching.
- SHOPPING:** The historic streets of Cannery Row are lined with shops specializing in art, clothing and accessories, souvenirs, home décor, unique toys, gourmet food, jewelry, leathers, photography, stained glass, sports gear, wine and more.
- DINING:** Nicknamed "Restaurant Row," Cannery Row offers fine and casual dining with an emphasis on sustainable seafood and local produce, indoor and outdoor dining options, most with ocean views.
- HOTELS:** Monterey Plaza Hotel & Spa; InterContinental the Clement Monterey; Spindrift Inn; Monterey Bay Inn; Wave Street Inn; Victorian Inn
- PARKING:** Parking on Cannery Row is convenient and affordable. There are numerous parking lots, a parking garage, and plentiful street parking.
- WEBSITE:** www.canneryrow.com
- MEDIA CONTACT:** Erik Uppman, Vice President of Marketing
Email: euppman@armanasco.com
Phone: 831.657.6489



Cannery Row, Monterey History

When John Steinbeck wrote about Monterey's gritty canning district, filling it with a band of genuine albeit imperfect fictional characters, he did not know he was sending the district on its way to becoming one of the most beloved travel destination in the United States. Cannery Row—as it was officially named in 1958—has evolved from the "tin and iron" of its canning days into a welcoming seaside destination with an array of activities, not the least of which is exploring the street's heritage.

Long before the area became famous for sardines, Cannery Row at China Point was settled by Chinese salmon fishermen in the 1850s, and Portuguese shore-whalers in the 1880s. The late 1880s brought the railroad, which opened the door to tourism and immigration. Italian fishermen would surpass the Chinese as the dominant players in the Monterey Bay fishing industry.

The first cannery in Monterey was built near Old Fisherman's Wharf by Frank Booth at the turn of the century. Those canneries that would later define Cannery Row sprung up a bit farther down the coast, along Ocean View Avenue and canned the abundant sardine.

"Cannery Row in Monterey 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

Over the next decade, fishing and canning methods 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 at processing fishmeal. The industry slowed during the Great Depression, but life on Cannery Row in the 1930s would inspire John Steinbeck to write about it and the

people he met there. He based the character “Doc” on a real-life marine biologist, Ed Ricketts.

World War II launched another boom for the canning industry, but it was short lived. 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.

Two Monterey restaurant managers with strong family ties to 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 fishermen, to Steinbeck and to Monterey. 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 vacation.

#



Cannery Row, Monterey Chronology

- 1851** Chinese fishing families crossed the Pacific Ocean in junks, Chinese seafaring sailboats dating back to the second century AD, and settled at Point Ohlones aka "China Point" and established Monterey's fishing industry.
- 1881** The arrival of the Southern Pacific Railroad and the construction of the lavish Hotel Del Monte opened the Monterey Peninsula to tourism.
- 1901** The elegant Tevis Estate, intended for grand residential development, was constructed along the original 17-Mile Drive. This stretch of road 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.
- 1916-18** Wartime demand drove cannery expansion. Seven new canneries including Hovden Food Products, Monterey Canning Company and Pacific Fish Company were established.
- 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, which is 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.
- 1930-40** Turning 2/3 of a billion sardines a year into fish meal and fertilizer helped sustain an industry and a work force in Monterey through the Great Depression.
- 1941-45** Monterey became the "Sardine Capital of the World" as it once again fed a world at war. 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."
- 1953-63** With the canneries gone, new business pioneers emerged, including Kalisa Moore and her "La Ida Cafe" and Dick O'Kane and his landmark Warehouse Restaurant.
- 1958** Monterey city officials renamed Ocean View Boulevard to Cannery Row, in honor of John Steinbeck's 1945 novel.
- 1968** Ted Balestreri and Bert Cutino, experienced Monterey restaurant managers, opened the Sardine Factory Restaurant, an elegant eatery on the "wrong side of the tracks."
- 1984-85** The Monterey Bay Aquarium opened at the old Hovden Cannery site, its approach to marine biology embracing the direction set in motion by Ed Ricketts. The magnificent oceanfront Monterey Plaza Hotel opened on the Tevis Estate site. The future of Cannery Row had begun.

#



Cannery Row, Monterey

The Cannery Row Monument

Erected in Steinbeck Plaza in February 2014, the Cannery Row Monument pays tribute to the many notorious and famous characters that were vital to the evolution of Cannery Row. Atop the rocklike monument sits John Steinbeck, surrounded by eight other bronze figures—characters reminiscent of when Cannery Row was the bustling sardine canning district that exposed him to the lives of people who filled him with literary inspiration.

Also sculpted on the monument is Ed Ricketts, Steinbeck's good friend and a famous marine biologist who studied the sea life and tide pools of Monterey Bay. Ricketts' work invigorated marine biology and many consider him to be among the "fathers" of marine biology. The monument also includes figures suggestive of a Chinese fishermen and cannery workers, and of the colorful Flora Woods, who made everybody happy and was equally famous for helping the poor during the Great Depression.

The four "boys" huddled together on the rock were modeled after four entrepreneurs who embraced the remnants of the canning district and dedicated themselves to its rebirth. Representing great American industries such as lodging, restaurant, farming and fishing, Ted Balestreri, George Zarounian, Harry Davidian and Bert Cutino shared a vision for Cannery Row and a deep affection for its inhabitants. The boys in association with the Coniglio, Crispo, Judge Ralph Drummond and Meyers families brought tourism and hospitality to Cannery Row, helping to preserve it for all time.

Ted Balestreri, founding and general managing partner of the Cannery Row Company, was the first to envision a monument in Steinbeck Plaza for visitors to appreciate the vibrant history of Cannery Row and its importance in California's past. First inhabited by Native Americans then settled by the Spanish, Monterey later became home to many Chinese, Italian, Portuguese, Mexican, Filipino, Norwegian, Scottish and Japanese immigrants. Mr. Balestreri worked closely with sculptor Steven Whyte on the concept for the monument.

#



Cannery Row, Monterey Play Here!

Cannery Row, home to the world-renowned Monterey Bay Aquarium, brings friends, families and couples together for great fun and entertainment. Sip a variety of Monterey grown wines from one of the Row's tasting rooms, or let your sweet tooth spoil over saltwater taffy and sweets at the many candy, chocolate and ice cream shops. Play in the family friendly arcade, enjoy a game of miniature golf or get lost in the Mirror Maze. Test your puzzle solving skills in the Exodus Escape Room, where you have 60 minutes to find the clues and crack the code to escape.

For the wellness seekers, full service spas bring a different type of pleasure and experience. Unwind with a world-class body treatment or massage, and then soak in the breathtaking ocean views while sitting in the roof top hot tub. Shop at one of the spa boutiques and take back a luxurious organic lotion or body scrub to your hotel room to continue the relaxation throughout your stay.

Wine tasting on Cannery Row offers the ultimate California experience bringing together the tastes of wine country with the beauty of the Monterey Bay National Marine Sanctuary. A Taste of Monterey Wine Market & Bistro has panoramic views that will take your breath away. This regional wine bar features over 95 local wineries, small plates of superb, innovative cuisine and a broad selection of wine related gifts--a must visit for wine aficionados when in Monterey.

As the sun sets, Cannery Row's energetic atmosphere is the ideal nightlife with live national and regional rock n' roll and music acts almost every night of the week at Sly's Refueling Station, a locals favorite for late night dining and dancing..

With the Monterey Bay as a backdrop, events on Cannery Row are nothing short of spectacular and always free. In July Cannery Row plays host to motorcycle enthusiasts from around the world at Race Night on the Row. On the day after Thanksgiving head down to Steinbeck Plaza for the Annual Tree Lighting Ceremony and holiday festivities.

For a complete list of events, activities and entertainment ideas, visit www.canneryrow.com.



Cannery Row, Monterey Outdoor Recreation!

Whether for a stroll on the beach, biking along the Coastal Recreation Trail, kayaking off McAbee Beach or scuba diving in the Monterey Bay National Marine Sanctuary, historic Cannery Row in Monterey, Calif. draws over 5 million visitors each year to experience year round outdoor fun. Conveniently located rental shops along Cannery Row allow visitors easy access to bicycles, four-wheeled surreys, electric bikes, kayaks, scuba gear and stand up paddle boards – everything needed to explore the extraordinary sites on land and off.

Kayaking off Cannery Row should not be missed. Navigate your way through a maze of giant kelp to catch close-up views of abundant marine life, including a rainbow of fish, sea stars and anemones. You may be greeted by a curious harbor seal or see a raft of otters noshing on their favorite snack: sea urchin. For the more adventurous, try Stand Up Paddling (SUP) and paddle through the clear waters standing on a large surfboard. Views of the Row from a kayak or SUP board are world famous and definitely worth the trip out on the water.

Back on land, rent a bicycle and tour the coast along the Monterey Bay Coastal Recreation Trail. If you are up for a family adventure, rent a four-wheeled surrey and travel the trail in unison. Monterey Segway Tours is also a fun way to tour the area. Others enjoy walking, jogging or rollerblading for Instagram worthy views of the Bay.

San Carlos Beach, at the beginning of Cannery Row, is a world famous scuba diving spot. Dive shops, restaurants, restrooms, changing areas, parking and top-rated hotels are all within walking distance to this popular beach and its adjoining community park. The calm, shallow water makes it a great place for new divers, while the abundance of marine life makes it a popular place for experts as well.

With endless ways to enjoy the outdoor beauty, Cannery Row is an ideal hub for outdoor recreation in Monterey.

###



Cannery Row, Monterey Shop Here!

People who love to shop come to Cannery Row knowing they will find treasures they cannot find anywhere else. Visitors enjoy browsing more than 100 stores, including wine shops, gourmet food stores, art galleries, jewelers, clothing and accessories boutiques, shoe stores, gift shops and sports shops. The eclectic blend of specialty shops on Cannery Row adds to the fun and variety of Central California's most beautiful vacation spot.

A Taste of Monterey features fine wines from Monterey County's best wineries. This regional wine tasting room has been voted one of California's most beautiful spots as it overlooks the entire Monterey Bay. As the sun sets, the ocean and the townscapes along the coastline light up like gold, making the view just as delightful as the wines. A Taste of Monterey's unique gift shop features an extensive selection of local gourmet food, décor and wine accessories.

The world-class art galleries on Cannery Row attract art aficionados from all over the world. Galleries display the works of local and national artists, including prints, paintings, glasswork, sculptures and other collectable pieces. High-end boutiques bring out the fashionista in Cannery Row shoppers and showcase the styles of today's popular designers.

Cannery Row's jewelry stores feature artisan one-of-a-kind designs, breathtaking collections of gems from around the world and shops offering the most extensive assortment of specialty charms, sterling silver and gold jewelry. The Pebble Beach Shop is the only location outside of the world-famous Pebble Beach Golf Course, 17 Mile Drive and Resorts where their genuine quality sportswear and gifts can be purchased. After a day of shopping, the famous Ghirardelli Ice Cream and Chocolate Shop is the perfect destination to enjoy their signature chocolates & irresistible hot fudge sundaes.

Whether you are shopping for your Indian summer beach outing, on the hunt to find the perfect Monterey County wine or taste testing edible gifts to bring home to your foodie friends, you will find it all on Cannery Row.

For a complete list of specialty shops, please visit www.canneryrow.com.

#



Cannery Row, Monterey

Dine Here!

Dining on Cannery Row is an exciting experience for your taste buds – a chance to try something new and taste the best in sustainable seafood and fresh, local produce. A wide variety of award-winning fine and casual restaurants dot the historic streets and waterfront. Morning, noon or night, there is always a place to stop in for a meal, a snack or dessert.

Cannery Row's most famous restaurant, the Sardine Factory, opened in 1968. Renowned for its lavish décor, inspiring menu featuring sustainable seafood and USDA Prime Beef, an incredible wine list and impeccable service, the Sardine Factory has won virtually every award in the restaurant industry. A favorite for date night, the Sardine Factory's homemade desserts seal the deal. Patrons also enjoy live piano music, Monterey-inspired specialty cocktails and tasty small bites in the jazzy Sardine Factory Lounge.

Suspended over the waters of the Monterey Bay, Schooners Coastal Kitchen & Bar at the Monterey Plaza Hotel & Spa offers fresh fare in a unique indoor/outdoor dining environment decked in nautical décor. Schooners features approachable, contemporary American cuisine. Executive Chef Jerry Regester's commitment to fresh, sustainable seafood is reflected in the creative menu.

A modern foodie's favorite, the posh C Restaurant + Bar at InterContinental The Clement Monterey offers panoramic views of the Monterey Bay and features a menu of fresh seafood, premium Angus beef and local organic produce. The restaurant's design is refreshing and stylish, complemented by a sleek bar serving modern cocktails and flutes of bubbly off its sparkling wine menu. For a romantic evening, diners can lounge by the outdoor fire pits on the Pacific View Courtyard, which serves drinks, appetizers and small plates.

Whatever you are craving or in search to try, Cannery Row offers a variety of dining options for everyone. Take in the refreshing ocean air with unique outdoor dining and lounges equipped with fire pits that personifies the California attitude. Expansive windows framing the Bay views also make indoor appealing in all weather conditions. Explore incredible wine lists, creative menus, homemade desserts and contemporary international cuisine – all on Cannery Row.

For a complete list of restaurants visit www.canneryrow.com.



Cannery Row, Monterey Stay Here!

Cannery Row in Monterey, Calif. stretches along the beautiful Monterey Bay coastline and attracts over 5 million visitors each year, especially those seeking a “room with a view.” Cannery Row has the most oceanfront hotels in Monterey and have a combined 800+ guestrooms.

Monterey Plaza Hotel & Spa

Forbes Travel Guide Four Star-Rated

Rising out of the sea like a terraced village on Italy’s Amalfi coast, the Forbes Four Star-rated Monterey Plaza Hotel & Spa is a gem on the California coast. From its many Deluxe Ocean View rooms, guest enjoy the gentle sounds of surf, the fresh scent of sea air and the sights of otters, seals and seal lions at play. Many famous guests, including Oprah Winfrey, have stayed in the Plaza’s Presidential Suite, a luxurious apartment-sized, penthouse suite with views of the entire bay. Onsite, the Monterey Plaza Hotel & Spa offers two dining options: a European-style café and Schooners Coastal Kitchen & Bar, which features approachable, contemporary California cuisine. The hotel’s Mediterranean ambiance, relaxing surroundings, dedicated staff and penthouse spa and gym, Vista Blue, make the Monterey Plaza Hotel & Spa a choice destination for vacationers and conference goers alike, with its over 16,000 square feet of indoor/outdoor meeting space.



Spindrift Inn

TripAdvisor Travelers’ Choice Award - “Best for Romance”

Featured three times in a row on TripAdvisor.com’s Travelers’ Choice Top 10 list for “Best Hotels in the U.S. for Romance,” the Spindrift Inn is a small luxury hotel located directly on McAbee Beach in the heart of historic Cannery Row. After a \$2 million renovation, Spindrift staked its claim as one of the most lavish hotels on the California coastline. At this plush European-style hotel, guests enjoy an exclusive oceanfront location, deluxe accommodations, complementary continental breakfast, elegant and romantic guestrooms featuring feather beds, marble baths and wood-burning fireplaces.



breakfast, elegant and romantic guestrooms featuring feather beds, marble baths and wood-burning fireplaces.

Monterey Bay Inn

TripAdvisor Traveler's Choice Award

The contemporary Monterey Bay Inn is located along the water just down from San Carlos Beach and Community Park, marking the entrance to Cannery Row. Sleek in its design, the Inn reflects the vitality of the sea and its décor is reminiscent of an art deco-era cruise liner. The Inn's 49 rooms, most with stunning ocean views, include king-size feather beds, expansive bathrooms, nightly turndown service and complementary continental breakfast. The Monterey Bay Inn was featured on the TripAdvisor.com's 2010 Traveler's Choice Top 10 list for "Best Hotels in the U.S."



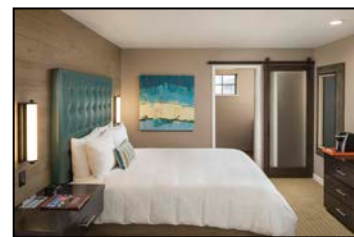
InterContinental The Clement Monterey

InterContinental The Clement Monterey's streamlined, modern décor juxtapose beautifully with its magnificent panoramic ocean views. The spacious sitting room adjacent to the lobby has floor-to-ceiling windows and French doors that open onto a fire-pit patio overlooking the Bay. Many of the rooms and suites feature fireplaces, balconies and ocean views. This picturesque property features over 15,000 sq. ft. of indoor/outdoor meeting space, The C Restaurant & Bar, a spa, health club, pool, and whirlpool.



Wave Street Inn

Located within walking distance of Cannery Row with a vibrant, modern design and refreshing coastal vibe. Relax in hip, stylish rooms and suites with contemporary decor, nature inspired accents and plush beds. Then carve out time to explore scenic Monterey. Walk to the beach or take a stroll for local dining and shopping on Cannery Row.



Victorian Inn

Conveniently located just three blocks away from the main drag, the Victorian Inn is a charming boutique hotel-with spacious guestrooms and suites with in-room fireplaces, complementary continental breakfast, an evening wine and cheese reception, and exclusive specials for family vacations or weekend getaways.

