

**JUPITER & MAIN**


MENSWEAR  
BARWARE  
APOTHECARY  
GENERAL GOODS

*Live a life less ordinary.*

432B MAIN STREET  
@jupiterandmain




WHERE TO EAT & DRINK



91



51




128




40



56



98



41

**Café Society** is the hub for conversation and coffee. This friendly café in the heart of Main Street is the go-to spot for locals to meet, talk, get a strong coffee and fill up on locally-made salads, sandwiches and treats. Jazz on Friday nights from 6–8pm.

[www.cafesocietyhalfmoonbay.com](http://www.cafesocietyhalfmoonbay.com)

**Cantina @ San Benito House**, founded in 2018, is the newest addition to the historic San Benito House. Offering Mexican fare, margaritas, 18 draft beers, live music, outdoor seating, and much more.

[www.sanbenitohouse.com](http://www.sanbenitohouse.com)

**Blue Dragon Pho** has been called "the hidden gem" of Half Moon Bay. A pick up window serving only farm fresh ingredients made up of family recipes by our chef and co-owner, Sandy. We pride ourselves on healthy, friendly and yummy contemporary Laotian cuisine!

[www.BlueDragonPho.com](http://www.BlueDragonPho.com)

**Fish Wife Sweets** is a locally owned, small batch bakery that has a wide selection of warm cookies, brownies, specialty bars, treats, cupcakes, pies & cakes. Also check out the large selection of gifts curated from local artisans & creators. Fish Wife Sweets is open Thursday – Sunday

[www.fishwifesweets.com](http://www.fishwifesweets.com)

**It's Italia** is an Italian trattoria-California fusion, focusing on locally-sourced produce, meats and fresh, authentic cuisine. With over 150 wines on their list, delicious fare from wood-fired pizza, pastas and seafood to meat dishes, It's Italia is a downtown destination.

[www.itsitaliarestaurant.com](http://www.itsitaliarestaurant.com)

Newly renovated and re-imagined **Johnny's** is a gorgeous and elevated 50's style eatery open for breakfast & lunch.

[www.johnnyshmb.com](http://www.johnnyshmb.com)

**Vinoteca** offers curated wines from family-owned wineries worldwide, paired with delicious cheese and charcuterie plates. Visit us at 330 Main St, Half Moon Bay, to enjoy a glass, socialize, and discover the stories behind each wine. A perfect place to relax and explore!

[www.vinotecahmb.com](http://www.vinotecahmb.com)

WHERE TO SHOP



165



71



67



60



99



65

Located at 340 Purissima Street in a 140-year old barn, **Alena Jean** is a downtown gem full of unique treasures new and old, artistic floral arrangements, unique gifts and beautiful plants to grace your home and garden. The beauty is in the details at Alena Jean's Flower Shop and Nursery.

**Coastside Books** is a charming 'readers' book store, filled with interesting titles for all ages, including an extensive children's corner, a vast greeting card selection, journals, and gifts for everyone on your list.

[www.coastsidebooks.com](http://www.coastsidebooks.com)

Visit **Earth Impact** for plants, pottery and Fair Trade baskets to house your plants. We also offer tea and teaware including exotic teas and tisanes from around the world and a selection of teaware from Japan.

**Fengari** offers a fabulous collection of yarns, buttons, felting supplies, notions and books for the fiber enthusiast. Their friendly and knowledgeable team is available to help you find what you're looking for. Get ready to be inspired!


[www.fengari.net](http://www.fengari.net)

**Goldworks** is a family-owned, second-generation jewelry store featuring many unique original designs as well as designer and estate jewelry. Goldworks also offers a full range of custom, repair, appraisal, and buying services.


[www.goldworkshmb.com](http://www.goldworkshmb.com)

At **Home Town Mercantile**, we offer comfort and luxury, with brands that have stories and items that have meaning. Nestled on heritage Main Street, you'll find a carefully curated selection of fine artisanal jewelry, home decor, baby + pet goods, and show stopping gifts at this modern general store.


[hometownmercantile.com](http://hometownmercantile.com)




72




73



94



61



93

**Juno's Little Mercantile** embodies casual yet elevated style, designed to remain relevant for years to come. We believe great fashion isn't about chasing trends—but timeless design. Frank & Eileen, The Great, SEA NY, Maison Hotel, Campomaggi, FRED A SALVADOR, and much more.

[www.junosmercantile.com](http://www.junosmercantile.com)

**Jupiter & Main** is an old fashioned, elevated general store focusing on rustic and elevated apparel, barware, outdoors, and home goods. Live a life less ordinary.

[www.jupiterandmain.com](http://www.jupiterandmain.com)

**LuzLuna** partners with artisans in Guatemala, Peru, India, and more. Everything in our store has a unique story and supports indigenous communities and the environment in an ongoing effort to make a difference in the world around us.

[www.luzlunaimports.com](http://www.luzlunaimports.com)

**The Paper Crane** at 412 Main Street features thoughtfully selected cards and stationery along with a variety of delights like journals, soaps and lotions, towels and totes, and children's gifts. Family owned and operated since 1985, you'll also find their antique letterpress printshop in the back.

[www.papercranehmb.com](http://www.papercranehmb.com)

**Personal FX** is located on Main Street and offers artisan jewelry, contemporary wearables, fine textiles and artfully-crafted gifts by designers and artists. At Personal FX you'll discover treasures that will enhance your style, delight your friends and enrich your surroundings.

[www.pfxshowroom.com](http://www.pfxshowroom.com)

“We’re proud of our Main Street and Downtown area—with small town roots, we’ve cultivated an elevated shopping experience for locals, visitors and families, and we’re still able to maintain the old Half Moon Bay vibes we’re famous for.”



72

Great fashion isn't about chasing trends—but embracing timeless design and effortless personal style.

FRANK & EILEEN • THE GREAT • MAISON HOTEL  
SEA NY • CAMPOMAGGI • FRED A SALVADOR

WHERE TO STAY



58

**Half Moon Bay Inn**, right in the center of Half Moon Bay, a town known for its beauty, its fresh seafood, restaurants, festivals, pumpkins and big-wave surfing. Rest here, at the historic Half Moon Bay Inn which is as rich and sumptuous as the rooms themselves.

[www.halfmoonbayinn.com](http://www.halfmoonbayinn.com)

GALLERIES



132



49



127

The **Kelly Mumford Gallery** in Half Moon Bay offers visitors a vibrant and uplifting experience. Specializing in bold, colorful pieces that reflect the natural beauty of the surrounding coastal landscape, Kelly's work embraces both abstract and realistic styles, aiming to inspire joy.

[kellymumford.com](http://kellymumford.com)

**Mirada Art on Main** Mirada Art is a fine art collective gallery showcasing extraordinary contemporary art by local artists working in a variety of mediums. With the broad diversity of talent in the area, you are sure to find something unique to add to your life.


[Mirada-Art.com](http://Mirada-Art.com)

**The Ocean Blue Vault** is a true local artist collective helping to represent over 120 different local artists throughout the year. You will find all art mediums and help support the local artist community at the same time. Shop small, shop local.


[www.OceanBlueVault.com](http://www.OceanBlueVault.com)




AT YOUR SERVICE




130



208



206



126

**Coast Pride** brings the coastside together in support of the LGBTQ+ community. The drop-in community center on Main St. HMB offers support groups and activities for all ages, and the organization coordinates Pride activities from Pacifica to Pescadero.

[www.coastpride.org](http://www.coastpride.org)

**Denise Delaney** is a fixture around town and online. She worked in marketing at Coldwell Banker Realty for 4 years before obtaining her real estate license, and embraces the newest methods for getting homes sold. Put Denise's vast knowledge of the Coastside & Peninsula to work for you!

[www.dd.properties](http://www.dd.properties)

**Fit Studios** an inclusive locally owned group fitness center where all are welcomed. Personal training customized to fit your personal goals. Classes include boot camp, indoor cycling, yoga, dance, stretch and sweat, etc. Self care is self love, don't quit, get FIT!

[www.FITHMB.com](http://www.FITHMB.com)

Real Estate Sales and Professional Property Management. Trust and integrity from lifelong Bay Area resident **Glen Mitchell** and his team. See our Five Star reviews online. We are ready to help you with all your real estate and property management needs.

[gmgroupbayarea.com](http://gmgroupbayarea.com)

**Ocean Element Real Estate** is the coast's leading and premier, locally owned real estate company. With 3 offices locally, our top agents are ready to listen to your needs and help you achieve your real estate goals. Who you work with matters, work with the team that cares about YOU and our community!

[www.OceanElement.com](http://www.OceanElement.com) | (650) 338-1133



208

LET ME HELP YOU NAVIGATE TO YOUR COASTAL DREAM HOME!

**DENISE DELANEY, REALTOR®**  
CalDRE#: 02193822  
650-728-HOME  
DENISE@DD.PROPERTIES  
WWW.DD.PROPERTIES  
(SHE/HER)





46

**HALF MOON BAY FEED & FUEL**  
Best Place in Town to Pick Up Chicks  
Founded in 1911

- LIVE POULTRY
- HAY AND FEED PLUS SUPPLIES FOR LIVESTOCK, EQUINE, PETS, POULTRY AND MOST LARGE AND SMALL ANIMALS
- FARM & RANCH SUPPLIES
- HORSE BOARDING
- FENCING

331 Main Street, Half Moon Bay CA 94019  
(650) 726-4814 | hmbfeedandfuel.com



Welcome  
TO DOWNTOWN HALF MOON BAY!  
One of the most charming downtown areas around, with unique shops, eateries, inns, and wonderful places to explore. Eat, shop and stay a while!

Dating back to the 1840s, the community that is today called Half Moon Bay is the oldest community in San Mateo County. Cabrillo Highway (California Rt. 1) along the coast, and San Mateo Road (Hwy 92) over the mountains follow closely the earliest trails of the original Costanoan Indians, who lived here for thousands of years.

The City of Half Moon Bay was incorporated in 1959. It is now a town of approximately 12,500 people. It has many reminders of its early beginnings in the mid-1800s as an agricultural town. Fields of flowers, artichokes, brussel sprouts, Christmas trees, pumpkins and other crops blanket the breathtaking landscape.



Half Moon Bay has been diligent in preserving its history, with traces of its past visible in the many historic buildings in downtown Half Moon Bay. The historic business district still shows signs of what downtown was like in earlier days.

Courtesy of the Half Moon Bay History Association.

