

Kicker's Announces Enhanced Raw Bar Program and Direct Harbor Sourcing Partnerships

June 23, 2026

MORRO BAY, CA - June 23, 2026 -
Kicker's, the waterfront dining establishment on Morro Bay's Embarcadero, announced today the expansion of its raw bar program and the formalization of direct purchasing agreements with local fishing vessels operating from Morro Bay harbor. These developments strengthen the restaurant's position as an artisan raw oyster bar in Morro Bay while supporting the local maritime economy through structured partnerships.

The enhanced raw bar program introduces daily rotation of oyster varieties based on seasonal availability and harvest conditions. Located at 885 Embarcadero with views of the bay and Morro Rock, the restaurant now features expanded selections sourced through newly established agreements with regional harvesters. Staff members undergo specialized training to provide detailed information about origin points, flavor characteristics, and harvest methods for each variety offered.

The direct sourcing initiative eliminates traditional distribution networks between ocean harvest and restaurant service. Wild-caught salmon, locally harvested swordfish, and ingredients for the restaurant's clam

chowder now move directly from fishing vessels to the kitchen. This shortened supply chain reduces transit time from typical 48-72 hours to under 24 hours, affecting texture and flavor retention in seafood products.

"We have formalized partnerships with independent fishermen operating from Morro Bay harbor," the owner Roger Sharp mentioned in this post. "These agreements ensure a consistent supply of fresh catches while providing economic stability for local fishing operations through year-round purchasing commitments."

Accompanying the seafood program, the beverage selection includes cocktails designed for seafood pairings and wines from Paso Robles vineyards. The regional focus extends throughout the menu structure, with approximately 75 percent of ingredients sourced within a 50-mile radius of the restaurant.

The establishment operates seven days weekly for lunch and dinner service, with extended breakfast hours on weekends. Seating configurations accommodate various group sizes, from two-person tables to larger family arrangements. Digital ordering systems allow customers to browse menus and place orders through the restaurant's online platform.

Recent data from the California Department of Fish and Wildlife indicates Morro Bay harbor lands approximately 2.5 million pounds of seafood annually, with hook and line methods accounting for 60 percent of local catches. These harvest techniques produce lower bycatch rates compared to industrial netting operations.

The restaurant's purchasing agreements now include five independent fishing operations, each specializing in different species based on seasonal availability. These arrangements specify minimum purchase quantities and pricing structures that adjust based on market conditions while maintaining baseline guarantees for operators.

Industry analysis shows restaurants with direct harbor access and established fishing partnerships report 30 percent lower seafood costs compared to establishments relying on traditional distributors. These savings result from eliminated middleman fees and reduced transportation expenses.

Kicker's operates within Morro Bay's working harbor district, where commercial fishing contributes approximately $15 million annually to the local economy. The restaurant's participation in this ecosystem through consistent purchasing supports both individual operators and broader maritime infrastructure, including dock facilities, ice houses, and maintenance services.

Established as part of Morro Bay's Embarcadero dining district, Kicker's maintains operations that align with

harbor activity patterns, opening early to accommodate fishing crews and extending service through evening hours for visitors and residents.

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For more information about Kicker's, contact the company here:Kicker'sRoger Sharp(805) 225-1769info@morrobaykickers.com885 Embarcadero, Morro Bay, CA 93442

Kicker's

Kicker?s is a premier seafood restaurant in Morro Bay, California, serving fresh local catches, oysters, craft beers, and cocktails. Enjoy dog-friendly dining and bay views perfect for friends, family, and unforgettable coastal experiences.

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