



Kicker's Showcases Premier Seafood Raw Bar Program on Morro Bay Waterfront

July 28, 2026

MORRO BAY, CA - July 28, 2026 -

Kicker's, the established waterfront dining destination at 885 Embarcadero in Morro Bay, continues to distinguish itself through its dedicated raw bar program featuring Fresh Morro Bay oysters on the half shell alongside an array of traditional and innovative accompaniments.

The restaurant's raw bar has become a centerpiece of the Embarcadero dining scene, offering guests an authentic taste of the Pacific through carefully curated selections of oysters served with house-made red wine mignonette, freshly grated horseradish, and classic cocktail sauce. This focus on raw preparations showcases the pristine quality of seafood sourced directly from local waters, where the unique marine environment creates distinctive flavor profiles that reflect the region's volcanic history and protected estuary system.

"Our raw bar program represents more than just fresh oysters; it embodies our commitment to showcasing the unique merroir of Morro Bay waters," said the owner Roger Sharp mentioned in this post. "Each oyster

tells the story of our local marine ecosystem, from the mineral-rich waters influenced by ancient volcanic activity to the protected eelgrass beds that create ideal growing conditions."

The kitchen at Kicker's balances its raw oyster program with traditional coastal preparations, including their signature clam chowder and pan-seared local catches. This comprehensive approach to seafood service ensures that guests experience the full spectrum of Pacific coastal cuisine, from the delicate brininess of raw shellfish to the hearty satisfaction of expertly prepared hot dishes. The restaurant's dock-to-dish philosophy extends throughout the menu, with wild-caught salmon and swordfish sourced directly from fishing vessels operating out of Morro Bay harbor.

Complementing the raw bar offerings, the beverage program features carefully selected white wines from nearby Paso Robles vineyards and handcrafted cocktails designed to enhance the natural salinity and mineral notes of fresh oysters. The high-acid profiles of these regional wines provide ideal pairings for the briny shellfish, while house cocktails incorporate citrus and herbal elements that accentuate the subtle cucumber and melon notes characteristic of local oysters.

The restaurant's prime location provides diners with unobstructed views of Morro Bay and the iconic Morro Rock, creating an immersive coastal dining experience that extends beyond the plate. The approachable, family-friendly environment welcomes both seasoned oyster enthusiasts and newcomers to raw bar dining, with knowledgeable staff available to guide guests through the selection and proper enjoyment of fresh shellfish.

Operating seven days a week for lunch and dinner, with weekend breakfast service, Kicker's accommodates various dining preferences and schedules. The restaurant has streamlined the guest experience through online menu browsing and direct ordering options available at morrobaykickers.com/online-menu, allowing patrons to explore offerings and plan their visits in advance.

Kicker's commitment to sustainability and local sourcing reflects broader industry movements toward transparency and environmental stewardship in restaurant operations. The establishment maintains strong relationships with regional fishing families and agricultural producers, ensuring that menu offerings represent the best of Central Coast bounty while supporting the local economy and preserving traditional fishing practices for future generations.

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For more information about Kicker's, contact the company here: Kicker's Roger Sharp (805) 225-1769 info@morrobaykickers.com 885 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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