



## NEWS RELEASE

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### San Jacinto Attracts First Bistro and Brew Pub

San Jacinto, CA, December 4, 2017 – Capitalizing on a new economic development focus this year that has seen Aldi Grocery, Starbucks and Wienerschnitzel gain development approvals since July, as well as robust residential permit activity, the City of San Jacinto has recruited Mason Jar Ranch Bistro and Brew Pub to the Esplanade/Sanderson marketplace.

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**Scott Miller**  
Mayor

**Alonso Ledezma**  
Mayor Pro Tem

**Andrew Kotyuk**  
Councilmember

**Crystal Ruiz**  
Councilmember

**Russ Utz**  
Councilmember

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**Robert Johnson**  
City Manager

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The San Jacinto Esplanade Center, formerly home to Fresh-n-Easy and The Bullpen Bar and Grill has had numerous vacant storefronts for several years now. Mason Jar owners, Grace Santiago and Robert Carter, immediately saw the opportunity for success at first sight of the 5,600 square foot former sports bar and restaurant and have signed a Letter of Intent (LOI) to lease the space for six years, with two five year options, pending business incentive assistance from the City.

The San Jacinto Mason Jar Ranch Bistro and Brew Pub is proposed as a family friendly, sit down restaurant serving fresh farm to table food while crafting 25 local and award winning microbrews to be brewed on site. Santiago and Carter have been dreaming expansion for a while now, but location was everything. After touring several opportunities in San Jacinto, the couple chose the Esplanade Center and has been negotiating a lease for the past six weeks.

“We are incredibly excited to start our new venture in San Jacinto. We feel that its rich farming history will blend perfectly with our down home country values,” stated Robert Carter. Grace Santiago agrees and added, “Sourcing locally grown products for our restaurant really makes us happy beyond words. It is our hope that our scratch, farm to fork kitchen will not only benefit the City, but also create a strong sense of community in San Jacinto.”

At its other location, the Mason Jar Brewery serves over 500 customers per month and drives revenues of some \$20,000 in annual sales tax to the City, in beer alone. With a full service restaurant, local beer on tap with a full bar, a country store (think Cracker Barrel), a “have you hugged your farmer today” corner and a possible new Farmer’s Market, the Mason Jar Ranch Bistro and Brew Pub would be a unique and exciting destination place for young and old, and families alike, not to mention an incredible revenue increase in annual sales tax to the City.

At its December 5 meeting, the City Council will consider providing the proposed restaurant and brewery economic assistance to assure its success in San Jacinto by utilizing the City’s Business Incentive Resolution approved earlier this year. More and more cities are using economic incentives to increase annual sales tax revenue due to the new marketplace without Redevelopment.

San Jacinto City Manager, Rob Johnson, said “increasing the City’s retail base, attracting as much retail as possible and recruiting stores and restaurants that fit San Jacinto’s unique market is an important component in attracting more employers and visitors to the City and having a blockbuster regional brewery like Mason Jar come to town is better than we could have hoped.”

“San Jacinto must focus on providing retail, restaurants and other amenities in order to grow its tax base to provide quality services. With an average population age of 31 years old, San Jacinto needs to create its own kind of special vibe. If we sit back and wait for whatever comes to us, it may never happen...,” he said. “Attracting unique retailers that help set the feel and tone for place-making in San Jacinto will help reduce sales tax leakage to other cities and build up San Jacinto’s local economy.”

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**SAN JACINTO:** Nestled at the feet of the beautiful San Jacinto Mountains, San Jacinto, one of the oldest incorporated cities in Riverside County, is experiencing a unique renaissance as an attractive residential and growing retail location of some 48,000 residents. Offering fresh air and a fabulous year-round climate, this small town atmosphere spurs burgeoning business opportunities and long term potential within its 26 square miles. Residents often enjoy mountain biking, motorsports, and horseback riding, as well as, exercising along the San Jacinto River Watershed area and enjoying the entertainment provided by the Soboba Casino. San Jacinto is quickly becoming the region’s next best spot to locate due to an abundance of available land and a progressive City Council that welcomes and supports new business ventures. San Jacinto is your next destination place ... #GoSanJacinto