



CHAMBER BUSINESS SPOTLIGHT: DEVIL'S SLIDE TAPROOM

As we all know by now not only are our local restaurants surviving day by day but also restaurants around the world are suffering the same challenges that the

Covid-19 pandemic has placed upon them. For Shane & Theresa Nolen, owners of the Devil's Slide Taproom, along with their fellow industry colleagues, have had a very sharp learning curve to face if they wanted a chance of getting through this pandemic. With conforming to CDC health codes, city & county rules, modified menus, modified hours & days of operation, updating & managing the website & social media pages, managing employees, filing/researching for grants & loans, and purchasing of sanitizing products and oh, lets not forget raising the kids and home schooling, it's a miracle restaurants are forging through this.



Shane & Theresa are not giving up. They have come a long way since the first day they opened in 2014. They hit their 5-year business anniversary in 2019. Since then, they have expanded into the space to the right of their original space, are still hoping to expand on their outdoor dining, (one of the few that are fortunate to have it), and still constantly evolving the business with new ideas from partnering with other merchants like Round Table Pizza, Rosalind Bakery & Hot Dogma Brewing Company. Their most recent addition is a partnership with Its-It Ice Cream Sandwiches, which by the way are a huge hit.

Part of the reason they are getting through this pandemic is by the support of the community. Their customers have been purchasing gift cards, merchandise and of course, take-out food. The Ortega School's PTO wanted to support local so they bought \$800 worth of gift cards for their teachers and staff, for which Shane and Theresa are thankful.



Last week San Mateo County updated the Shelter in Place order to allow outdoor dining. For Pacifica this is only for restaurants that hold existing permits for outdoor dining. This is great news for Shane and Theresa. Now they are rushing to abide by the ever-changing rules, modifying their menu, hours & days of operation and procedures for accepting outdoor diners. They know for sure their popular burger will stay on the menu; it's their best selling item!

You'll also find other specialty burgers & sandwiches and a children's option for take-out. Pre-Covid-19 they had been serving 32 kinds of beers, today they have modified it 14 and have take-out beer growlers and beer cans.

Shane and Theresa have resided in Pacifica for 9 years now, opened their business here and are raising their two children here, Kira now 6 ½ and Kacy now 4 ½. We love having them in our community. They are part of the young entrepreneur movement who have chosen Pacifica to open shop and who are stimulating our economy.



We thank Shane, Theresa and their staff for being part of the Chamber and all our restaurants for being open during this unpredictable time and serving the community. They, like so many others, have supported many local fundraisers, including the Chamber's annual Taste of Pacifica. Now, lets continue to help them and all our local business as we slowly get back to our way of life. It maybe different but we'll get there together. #PacificaStrong

Devil's Slide Taproom

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Hours/Days: Wed-Fri 4pm-7pm ~ Sat/Sun 12pm-5pm

*Outdoor Patio Dining with counter service only

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DevilsSlideTaproom.com



New canned beers! Pick up some cans of Dad's Boat, just on time for Father's Day!