

## 10th Anniversary Edition

This 10-page guide lists participating businesses and organizations as of January 2020.

# HER HELMET THURSDAYS

🚲 **H**OTELS AND OTHER LODGING  
🚲 **E**ducational and ENTERTAINMENT SPOTS  
🚲 **R**ESTAURANTS—AND OTHER PLACES—  
HELPING

## HER / MOTHER EARTH

AND THE ECONOMY  
BY GIVING 10-50% DISCOUNTS  
TO PEOPLE WHO BIKE  
IN MONTEREY COUNTY



🚲 For **hotels and other lodging**, BYOB / bring your own bike,  
or show receipt for a one-day or longer bicycle rental from any  
[Monterey County rental location](#).

**Get a discount on Thursday night [lodging!](#)**

🚲 For **all other places**, bike (or [bike-and-ride](#)) there on Thursday, then  
show helmet as evidence.

**Get a discount off your total tab** (may exclude alcohol)—  
**morning, afternoon, or night on Thursdays!**

SEE [FAQS](#) AT [BIKEMONTEREY.ORG](#)

Businesses and organizations participating in HER Helmet Thursdays provide 10-50% discounts on Thursdays for people who bike. See "[Listings / How to Get the Discounts / FAQs](#)" on bikemonterey.org. Questions? Voice calls welcome: <https://bikemonterey.org/contact-me>.

## This 10-page guide lists all participating businesses and organizations in Monterey County.

**BEFORE CLAIMING DISCOUNT:** (1) Read the participant's listing. To access it, click their name below—or if viewing a print version of this guide, access the online guide via the "[HER Helmet Thursdays](#)" section at [bikemonterey.org](http://bikemonterey.org). (2) Check out the [frequently asked questions / FAQs](#).

- Discounts are on Thursdays year-round, with just a few [date restrictions](#).
- Discounts apply from 12:00 a.m. to 11:59 p.m. (Make use of [night riding tips](#).)
- To [bike-and-ride](#) and still get a discount, bike as far as your personal stamina, schedule, etc. allow. Examples of how that option works are provided in the [FAQs](#).
- Pedaling an e-assist bicycle is a fine option too.
- For bike laws, including Monterey County [sidewalk](#) ordinances; riding skills and safety tips; local bike shops and rental locations; and lots more useful info, refer to the links at the bottom of this guide (resources on <https://bikemonterey.org>).

**NOTE:** This is a long-term project launched Nov 2009. Businesses and organizations are provided a staff [reference sheet](#) when they sign up, with annual updates available. However, many have staff changes, and some staff may be unfamiliar with this project. **It may be helpful** to have the establishment's listing pulled up on your mobile phone screen (or bring a printed guide), so you are prepared to graciously show their listing if staff is unfamiliar.

[The HER Helmet Thursdays Project](#) was created and launched in Monterey County by an unpaid volunteer, Bicycling Monterey's [founder](#), a county resident since 1981. For over a decade, as a public service, the founder has donated well over 12,000 hours to this and other Bicycling Monterey projects.

**Contributions in any amount are welcome and appreciated:** <https://bikemonterey.org/about/financial-donations>.

Questions? <https://bikemonterey.org/contact-me> - Voice calls welcome: 831.375.6278

**Below are all participating spots.** To search by city or unincorporated community using your browser's find window, type any name or abbreviated name highlighted here in red: **Big Sur**, Carmel (**Crml**), Carmel Valley (**CV**), Castroville (**Cstrvl**), Corral de Tierra (**CDT**), Gonzales (**Gnzls**), Greenfield (**Grnflld**), Marina, Monterey (**Mtry**), Moss Landing (**Moss Lndg**), Pacific Grove (**PG**), Pajaro/Royal Oaks (**PJ**), Salinas (**Slns**), **San Ardo**, Sand City (**Snd Cty**), Seaside (**SE**), Soledad (**Sldad**).

[Abalonetti](#)-10% 🚲 57 Fisherman's Wharf, Mtry, 831-373-1851

[Allegro Gourmet Pizzeria](#)-20% 🚲 3770 The Barnyard, Crml, 831-626-5454

[Alvarado Street Brewery](#)-10% (Alcohol excluded) 🚲 426 Alvarado St, Mtry, 831-655-2337

[Angelina's Pizzeria](#)-10% (Alcohol excluded) 🚲 22736 Portola Dr, Slns, 831-484-1164

[Aquablue Skin & Body Spa](#)-10% 🚲 229 Main St, Slns, 831-422-2500

[Austino's Patisserie](#)-25% 🚲 851 Cannery Row, Mtry, 831-655-5015

[Baan Thai](#)-10% (Alcohol excluded) 🚲 1760 Fremont Blvd - # F1, SE, 831-394-2996

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**Bagel Bakery**-10% 🚲 539 Carmel Rancho Blvd, Crml, 831-625-5180

**Bakery Station**-15% 🚲 202 Monterey St, Slms, 831-783.1140

**Bayonet Bar & Grill at Bayonet Black Horse**-20% (Alcohol excluded) 🚲 1 McClure Way, SE, 831-899-7271

**Big Sur River Inn Restaurant**-10% (Alcohol excluded) 🚲 Hwy 1 at Pheneger Creek, Big Sur, 831-667-2700

**Billy Quon's Sur**-15% 🚲 3601 The Barnyard, Crml, 831-250-7188

**Birrieria & Restaurant Estilo Coalcoman**-10% (Alcohol excluded) 🚲 10500 Merritt St, Cstrvl, 831-831-594-9906

**Bobcat Bicycles**-10% 🚲 141 Monterey St, Slms; 831-753-7433

**Bon Ton L'roy's Lighthouse Smokehouse**-10% 🚲 794 Lighthouse Ave, Mtry, 831-375-6958

**Breakfast Club**-10% 🚲 1130 Fremont Blvd, SE, 831-394-3238

**Britannia Arms**-15% (Alcohol excluded) 🚲 444 Alvarado St, Mtry, 831-656-9543

**Bull and Bear Whiskey Bar and Taphouse**-20% 🚲 479 Alvarado, Mtry, 831-655-3031

**The C restaurant + bar**-15% (Alcohol excluded) 🚲 750 Cannery Row, Mtry, 831-375-4800

**Café Ariana**-10% 🚲 543 Lighthouse Ave, PG, 831-920-1381

**Café Fina**-10% 🚲 47 Fisherman's Wharf #1, Mtry, 831-372-5200

**Café Rustica**-15% 🚲 10 Delfino Place, CV, 831-659-4444

**California Pizza Kitchen**-20% 🚲 1100 Del Monte Center, Mtry, 831-375-4975

**Cantinetta Luca**-15% 🚲 Dolores St between Ocean and 7<sup>th</sup>, Crml, 831-625-6500

**Carmel Bach Festival** -20% 🚲 Various locations, 831-624-1521

**Carmel Belle** -10% 🚲 Ocean & San Carlos, Crml, 831-624-1600

**Carmel Coffee House and Roasting Company**-20% 🚲 Ocean Ave between San Carlos & Dolores, Crml, 831-626-2095

**Carmel Mission Inn**-10% 🚲 3665 Rio Rd, Crml, 831-624-1841

**Carmel River Inn**-50% 🚲 26600 Oliver Rd, Crml, 831-624-1575

**Cha-ya Japanese Tea & Things**-10% 🚲 118 Webster, Mtry, 831-646-5486

**Chef Lee's Mandarin House-Monterey**-10% (Alcohol excluded) 🚲 2031 N. Fremont, Mtry, 831-375-9551

**China House**-10% (Alcohol excluded) 🚲 125 Ocean View Blvd, PG, 831-646-9400

**Coastal Valley Inn**-10% 🚲 10341 Merritt St, Cstrvl, 831-633-3300

**Cooper's Pub & Restaurant**-15% (Alcohol excluded) 🚲 653 Cannery Row, Mtry, 831-373-1353

**Corkscrew Cafe**-10% (Alcohol excluded) 🚲 55 West Carmel Valley Rd, CV, 831-659-1050

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**[Courtside Bistro at Chamisal Tennis and Fitness](#)**-10% (Alcohol excluded) ☎ 185 Robley Rd, CDT, 831-484-6000

**[Courtyard by Marriott](#)**-15% ☎ 17225 El Rancho Way, Slms, 831-775-0491

**[Crazy Horse Restaurant](#)**-10% ☎ 1425 Munras Ave, Mtry, 831-649-4771

**[Cypress Inn](#)**-30% ☎ Lincoln Ave & 7<sup>th</sup> Ave, Crml, 800-443-7443

**[Dali Expo at the Museum of Monterey](#)**-50% ☎ 5 Custom House Plaza, Mtry, 831-372-2608

**[DC-10 Doug Chandler Performance](#)**-10% ☎ 517 Abbott, Slms, 831-422-3270

**[De Tierra Vineyards Tasting Room](#)**-15% ☎ Mission & 5<sup>th</sup>, Crml, 831-754-3176

**[Deliciosos Tacos Castroville](#)**-10% ☎ 11576 Merritt St, Cstrvl, 831-632-0386

**[Domenico's On the Wharf](#)**-10% ☎ 50 Fisherman's Wharf #1, Mtry, 831-372-3655

**[Downtown Book & Sound](#)**-10% ☎ 222 Main Street, Slms, 831-477-6700

**[East Village Coffee Lounge](#)**-20% ☎ 498 Washington St, Mtry, 831-373-5601

**[Eco Carmel](#)**-10% ☎ 2 SW of 7th on San Carlos, Crml, 831-624-1222

**[El Pescadero](#)**-10% (Alcohol excluded) ☎ San Carlos between Ocean & 7<sup>th</sup>, Crml, 831-624-7400

**[El Torito](#)**-20% (Alcohol excluded) ☎ 600 Cannery Row, Mtry, 831-373-0611

**[El Zacatecano Restaurant](#)**-10% (Alcohol excluded) ☎ 655 E Alisal St, Slms, 831-240-0086

**[Elli's Great American Restaurant](#)**-10% ☎ 1250 S Main St, Slms, 831-759-8455

**[Embassy Suites Monterey Bay by Hilton](#)**-10% ☎ 1441 Canyon Del Rey, SE, 831-393-1115

**[Epsilon Fine Greek Restaurant](#)**-15% ☎ 422 Tyler St, Mtry, 831-655-8108

**[Erik's DeliCafé](#)**-10% ☎ 840 Broadway Ave, Ste B-1, SE, 831-393-1818

**[First Awakenings](#)**-10% ☎ 125 Oceanview Blvd, PG, 831-372-1125

**[First Awakenings](#)**-10% ☎ 171 Main St, Slms, 831-784-1125

**[Fishwife](#)** -15% (Alcohol excluded) ☎ 1996 ½ Sunset Drive, PG, 831-375-7107

**[Fishwife](#)**-15% (Alcohol excluded) ☎ 789 Trinity Ave, SE, 831-394-2027

**[Fly Away Café and Bar](#)**-15% (Alcohol excluded) ☎ 200 Fred Kane Dr., #201, Mtry, 831-373-1232

**[Forest Lodge](#)**-30% ☎ Ocean Ave at Torres and Mt. View, Crml, 831-624-7372

**[Forge in the Forest](#)**-10% ☎ 5th and Junipero, Crml, 831-624-2233

**[Fox California Theater](#)**-10% ☎ 241 South Main St, Slms, 831-758-8459

**[From Scratch](#)**-10% ☎ 3626 The Barnyard, Crml, 831-625-2448

**[G's Tacos](#)**-20% ☎ 120 Salinas Rd, Royal Oaks (PJ), 831-750-4946 or 724-1420

**[Ginger Thai Kitchen](#)**-10% ☎ 1104 S Main St, Slms, 831-831-422-8424 (831-422-THAI)

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- [Gino's](#)-10% (Alcohol excluded) ☺ 1410 S Main St, Slms, 831-422-1814
- [Golden Fish](#)-15% ☺ 221 Main St, Slms, 831-422-4946
- [Grasing's](#) – 10% (Alcohol excluded) ☺ 6th & Mission, Crml, 831-624-6562
- [Great Wall Chinese](#)-10% ☺ 724 Abrego St, Mtry, 831-372-3637
- [Grower's Pub](#)-15% ☺ 227 Monterey St, Slms, 831-754-1488
- [Guadalajara Grill](#)-15% ☺ 1334 S. Main St., Slms, 831-754-0400
- [Hacienda Mexican Grill](#)-10% (Alcohol excluded) ☺ 1449 N. Davis Rd, Slms, 831-424-6400
- [Hahn SLH Estate Winery](#)-15% ☺ 37700 Foothill Rd, Sldad, 831-678-4555
- [Haiē Kai Lana Kona Coffee](#)-30% ☺ 542 Ortiz Ave, Ste 1, Snd Cty, 831-394-5662
- [Hanabi Japanese](#)-10% (Alcohol excluded) ☺ 11276 Merritt St, Cstrvl, 831-633-4262
- [Happy Dragon](#)-10% (Alcohol excluded) ☺ 2329 Fremont St, Mtry, 831-372-3541
- [Happy Girl Kitchen](#)-10% ☺ 173 Central Ave, PG, 831-373-4475
- [Haute Enchilada](#)-10% ☺ 7902 Moss Landing Rd, Moss Lndg, 831-633-5843
- [Hofsas House Hotel](#)-10% ☺ 2 NW of 4th Ave on San Carlos St, Crml, 831-624-2745
- [Hotel Pacific](#)-15% ☺ 300 Pacific St, Mtry, 831-373-5700
- [Hula's Island Grill & Tiki Room](#)-15% (Alcohol excluded) ☺ 622 Lighthouse Ave, Mtry, 831-655-4852
- [Hyatt Regency Monterey](#)-10% ☺ 1 Old Golf Course Rd, Mtry, 831-372-1234
- [InterContinental The Clement Monterey](#)-20% ☺ 750 Cannery Row, Mtry, 831-375-4500
- [International Market and Deli](#)-10% ☺ 580 Lighthouse Ave, Mtry, 831-375-9451
- [Island Taco](#)-10% ☺ 173 The Crossroads, Crml, 831-624-8454
- [Jabberwock Inn](#)-20% ☺ 598 Laine St, Mtry, 831-372-4777, 888-428-7253
- [Jersey's Subs](#)-20% (Alcohol excluded) ☺ 832 Playa Ave, Snd Cty, 831-899-7677
- [Jose's Mexican](#) -10% (Alcohol excluded) ☺ 1612 Contra Costa, SE, 831-899-0345
- [Knuckles Sports Bar at Hyatt Regency](#)-10% (Alcohol excluded) ☺ 1 Old Golf Course Rd, Mtry, 831-657-6625
- [Krua Thai](#)-20% ☺ 731 Munras Ave, Mtry, 831-655-9797
- [laBalena](#)-10% (Alcohol excluded) ☺ Junipero between 5th & 6th, Crml, 831-250-6295
- [La Plaza Bakery & Café East Slms](#) -10% ☺ 20 N. Sanborn Rd, Slms, 831-422-0578
- [La Plaza Bakery & Café West Slms](#) -10% ☺ 1036 N. Davis Rd, Slms, 831-422-0748
- [La Plaza Bakery & Café East Slms](#) -10% ☺ 107 Bardin Rd, Slms, 831-751-6028
- [La Plaza Bakery & Café](#)-10% ☺ 33 Third St, Gnzls, 831-675-2337
- [La Plaza Bakery & Café](#)-10% ☺ 150 El Camino Rd, Grnflld, 831-674-1157
- [La Plaza Bakery & Café](#)-10% ☺ 901 Front St, Sldad, 831-678-1452
- [La Sala's Bi-Rite Deli](#)-10% ☺ 250 Casa Verde Way, Mtry, 831-372-6824

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[LALLA Lounge](#)-10% 🚲 1250 S. Main St, Slms, 831-759-8455

[LALLA Grill](#)-10% 🚲 1400 Del Monte Shopping Center, Mtry, 831-324-4632

[LALLApalooza](#)-10% 🚲 474 Alvarado St, Mtry, 831-645-9036

[Lamp Lighter Inn](#)-30% 🚲 SE Corner of Ocean Ave & Camino Real, Crml, 831-624-7372

[Layers](#)-10% 🚲 9 Soledad Dr, Ste A, Mtry, 831-655-1544

[Lemon Grass](#)-10% (Alcohol excluded) 🚲 413 Moss Landing Rd, Moss Lndg, 831-633-0700

[Lighthouse Lodge & Cottages](#)-10% 🚲 1150 Lighthouse Ave, PG, 831-655-2111

[London Bridge Pub](#)-15% (Alcohol excluded) 🚲 2 56 Figueroa St, Wharf #2, Mtry, 831-372-0581

[Lopez Taqueria](#)-10% (Alcohol excluded) 🚲 500 Del Monte Ave, Mtry, 831-655-3222

[Los Laureles Lodge](#)-20% 🚲 313 W. Carmel Valley Rd, CV, 831-659-2233

[LouLou's Griddle in the Middle](#)-10% (Alcohol excluded) 🚲 Wharf #2, Mtry, 831-372-0568

[Lucia Restaurant & Bar at Bernardus Lodge & Spa](#)-10% (Alcohol excluded) 🚲 415 Carmel Valley Rd, CV, 831-658-3400

[Lugano Swiss Bistro](#)-15% (Alcohol excluded) 🚲 3670 The Barnyard, Crml, 831-626-3779

[Luigi's Italian Restaurant](#)-10% 🚲 346 Alta St, Gnzls, 831-675-7800

[Marina Cycle & Skate](#)-10% 🚲 214 Reservation Rd, Marina, 831-384-2453

[Mariscos Nayarita](#)-10% 🚲 10624 Merritt St, Cstrvl, 831-632-2430

[Mariscos Puerto Nuevo](#)-10% (Alcohol excluded) 🚲 530 Broadway Ave, SE, 831-583-0411

[Mariscos Puerto Nuevo](#)-10% (Alcohol excluded) 🚲 3022 H Dela Rosa Sr St, Sldad, 831-678-9234

[Massa Estate Organic Vineyards](#)-15% 🚲 69 W. Carmel Valley Rd, CV, 831-659-6220

[Michael's Grill and Taqueria](#)-10% (Alcohol excluded) 🚲 321 Main St, Slms, 831-754-8917

[Mi Tierra](#)-10% 🚲 129 Main St, Slms, 831-422-4631

[Montellese Family Chiropractic](#)-20% 🚲 550 Camino El Estero, Suite103, Mtry 831-655-3255

[Monterey Bay Photo](#)-10% 🚲 763 Lighthouse Ave, Mtry, 831-372-6337

[Monterey Donut](#)-10% 🚲 2440 Fremont St, SE, 831-333-0281

[Monterey Fireside Lodge](#)-10% 🚲 1131 Tenth St, Mtry, 831-373-4172

[Monterey Hostel](#)-50% 🚲 778 Hawthorne St, Mtry, 831-649-0375

[Monterey Hotel](#)-30% 🚲 406 Alvarado St, Mtry, 831-375-3184

[Monterey Museum of Art-Pacific Street](#)-50% (Alcohol excluded) 🚲 559 Pacific St, Mtry, 831-372-5477

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[Monterey Tides](#)-20% 🚲 2600 Sand Dunes Dr, Mtry, 800-605-7650

[Mountain Mike's Pizza](#)-20% (Alcohol excluded) 🚲 266 Reservation Rd, Marina, 831-883-2242

[MY Museum/Monterey Youth](#)-20% 🚲 425 Washington St, Mtry, 831-649-6444

[MYO Pure Frozen Yogurt](#)-25% 🚲 491 Alvarado St, Mtry, 831-649-3769

[MYO Pure Frozen Yogurt](#)-25% 🚲 840 Broadway Ave, Ste B5, SE, 831-375-3769

[MYO Pure Frozen Yogurt](#)-20% 🚲 1091 South Main St, Slns, 831-759-9769

[Namaste India Bistro](#)-15% (Alcohol excluded) 🚲 538 Lighthouse Ave, Mtry, 831-641-0130

[Noodle House](#)-20% (Alcohol excluded) 🚲 1022 N Davis Rd, Slns, 831-758-4071 or 831-758-2928

[Old Monterey Inn](#)-10% (Alcohol excluded) 🚲 500 Martin St, Mtry, 831-375-8284

[The Oven Pizzeria](#)-15% (Alcohol excluded) 🚲 720 Broadway, SE, 831-899-1762

[Pacific Grove Museum of Natural History's Museum Store](#)-10% 🚲 165 Forest Ave, PG, 831-648-5716

[Paluca Trattoria](#)-10% (Alcohol excluded) 🚲 6 Wharf #1, Mtry, 831-373-5559

[Parker-Lusseau Pastries](#)-10% 🚲 539 Hartnell St, Mtry, 831-641-9188

[Parker-Lusseau Pastries](#)-10% 🚲 731 Munras Ave, Mtry, 831-643-0300

[Parker-Lusseau Pastries](#)-10% 🚲 40 Ragsdale Dr, Ste 100, Mtry, 831-655-3030

[Passionfish](#)-10% (Alcohol excluded) 🚲 701 Lighthouse Ave, PG, 831-655-3311

[Peninsula Bike Works](#)-15% 🚲 1271 10th St, Suite C, Mtry, 831-643-2453

[Peppers Mexicali Café](#)-15% (Alcohol excluded) 🚲 170 Forest Ave, PG, 831-373-6892

[Perfectly Pressed Juice Bar 'n' Eatery](#)-15% 🚲 961 W. Alisal St, Slns, 831-998-8770

[Peter B's Brewpub](#)-15% (Alcohol excluded) 🚲 2 Portola Plaza, Mtry, 831-649-2699

[Petra](#), Monterey-10% 🚲 435 Alvarado St, Mtry, 831-646-2080

[Petra](#), Pacific Grove -10% 🚲 477 Lighthouse Ave, PG, 831-649-2530

[P.F. Chang's](#)-15% (Alcohol excluded) 🚲 1200 Del Monte Center, Mtry, 831-375-0143

[Pico de Gallo](#)-10% 🚲 2240 Del Monte Ave, Mtry, 831-643-2000

[Pierce Ranch Vineyards](#)-20% 🚲 499 Wave St, Mtry, 831-372-8900

[Plaza Linda Restaurant & Cantina](#)-15% 🚲 27 East Carmel Vly Rd, CV, 831-659-4229

[Plume's Coffee House](#)-20% 🚲 400 Alvarado, Mtry, 831-373-4526

[Point Pinos Grill](#)-15% 🚲 79 Asilomar Blvd, PG, 831-648-5774

[PortaBella](#)-15% 🚲 Ocean Ave between Lincoln and Monte Verde, Crml, 831-624-4395

[Portobello's](#) -15% 🚲 150 S Main St, Ste116, 831-753-0797



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**[Portola Hotel](#)**-15% ☎ 2 Portola Plaza, Mtry, 888-222-5851

**[Princess Monterey Whale Watching](#)**-10% ☎ 96 Wharf I, Mtry, 831-372-2203

**[r.g. Burgers](#)**-10% ☎ 201 Crossroads Shopping Village, Crml, 831-626-8054

**[Real Colima I](#)**-10% (Alcohol excluded) ☎ 74 Porter Dr, PJ, 831-761-1241

**[Residence Inn by Marriott](#)**-15% ☎ 17215 El Rancho Way, Slns, 831-775-0410

**[Rio Grill](#)**- 10% ☎ 101 Crossroads Blvd, Carmel, 831-625-5436

**[Rocky Point Restaurant](#)**- 10% ☎ 36700 Hwy 1, Monterey (rural Monterey County—10 miles south of Carmel, on the Big Sur coast), 831-624-2933

**[Rooster Wheels Bike Shop](#)**-20% ☎ 3056 Del Monte Blvd, #201, Marina, 831-582-2453

**[Rosine's](#)**-10% (Alcohol excluded) ☎ 434 Alvarado St, Mtry, 831-375-1400

**[Round Table Pizza](#)**-20% ☎ 11250 Merritt St, Cstrvl, 831-633-5227

**[Running Iron Restaurant & Saloon](#)** -20% (Alcohol excluded) ☎ 24 East Carmel Vly Rd, CV, 831-659-4633

**[Sakura Japanese Restaurant & Sushi Bar](#)**-15% ☎ 574 Lighthouse Ave, Mtry, 831-373-1767

**[San Ardo Café](#)**-10% (Alcohol excluded) ☎ 1 Cattlemen Rd, San Ardo, 831-627-2621

**[Sanctuary Beach Resort](#)**-20% ☎ 3295 Dunes Dr, Marina, 1-877-944-3863, 831-883-9478

**[Sandbar & Grill](#)**-10% ☎ 9 Wharf #2, Mtry, 831-373-2818

**[Sapporo Japanese Steakhouse and Sushi](#)**-15% ☎ 3 Wharf #2, Mtry, 831-333-1616

**[Sarita's, the Original](#)**-10% ☎ 21 Soledad Drive, Mtry, 831-350-0555

**[Scheid Vineyards Estate Winery and Tasting Room](#)**-15% ☎ 1972 Hobson Ave, Grnflid, 831-386-0316

**[Scheid Vineyards Tasting Room](#)** -15% ☎ 7<sup>th</sup> & San Carlos, Crml, 831-620-WINE

**[Schooners Coastal Kitchen](#)**-20% ☎ 400 Cannery Row, Mtry, 831-646-170

**[Silver Tide Bar & Grill at Embassy Suites](#)**-10% ☎ 1441 Canyon Del Rey, SE, 831-393-1115

**[Silver Tide Coffee & Trading at Embassy Suites](#)**-10% ☎ 1441 Cyn Del Rey, SE, 831-393-1115

**[Spa at Bernardus Lodge](#)**-10% ☎ 415 CV Rd, CV, 831-658-3400

**[Spa on the Plaza](#)**-10% ☎ 201 Alvarado St, Mtry, 831-831-647-9000 x 103

**[Steinbeck House](#)**-10% (Alcohol excluded) ☎ 132 Central Ave, Slns, 831-424-2735

**[Stirrup Cup Pizza](#)**-20% (Alcohol excluded) ☎ 24 East Carmel Vly Rd, CV, 831-659-4358

**[Sweet Elena's Bakery & Café](#)**-10% (Alcohol excluded) ☎ 465 Olympia Ave #D, Snd Cty, 831.393.2063

**[Tacos El Jalisciense](#)**-10% (Alcohol excluded) ☎ 118 S. Alta, Gnzls, 831-675-3634

**[Tacos El Jalisciense](#)**-10% (Alcohol excluded) ☎ 505 East Alisal, Slns, 831-759-2381



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- [Taqueria del Mar](#)-10% (Alcohol excluded) ☎ 530 Lighthouse Ave, Mtry, 831-372-7887  
[Taqueria El Kiosko](#)-10% (Alcohol excluded) ☎ 1502 Constitution Blvd, Slms, 831-444-7980  
[Taqueria El Kiosko](#)-10% (Alcohol excluded) ☎ 8 Williams Rd, Slms, 831-424-6211  
[Taqueria Zarape](#)-10% (Alcohol excluded) ☎ 1107 Fremont Blvd, SE, 831-899-1125  
[Taste Café & Bistro](#)-15% (Alcohol excluded) ☎ 1199 Forest Ave, PG, 831-655-0324  
[Terry's at the Cypress Inn](#)-15% (Alcohol excluded) ☎ Lincoln & 7<sup>th</sup>, Crml, 831-624-3871  
[Tidal Coffee](#)-20% ☎ 400 Cannery Row, Mtry, 831-645-4030  
[Toasties Café](#)-10% ☎ 702 Lighthouse Ave, PG, 831-373-7543  
[Trailside Café & Beer Garden](#)-10% ☎ 3 Del Fino Place, CV, 831-831-298-7453  
[Turtle Bay Taqueria](#)-15% (Alcohol excluded) ☎ 1301 Fremont Blvd, SE, 831-899-1010  
[TusCA Ristorante at Hyatt Regency](#)-10% (Alcohol excluded) ☎ 1 Old Golf Course Rd, Mtry, 831-657-6675  
[Valley Bikes](#)-20% ☎ 64 W. Alisal St, Slms, 831-422-3453  
[Vista Blue Spa at Monterey Plaza Hotel](#)-20% ☎ 400 Cannery Row, Mtry, 831-646-1700  
[Wild Plum Café & Bakery](#)-10% ☎ 731 Munras Ave, Mtry, 831-646-3109  
[Winning Wheels Bicycle Shop](#)-10% ☎ 318 Grand Ave, PG, 831-375-4322  
[The WindMill](#)-10% ☎ 1167 Front St, Sldad, 831-678-1775  
[Work Horse Bicycles](#)-10% ☎ 486 Washington St, Mtry, 831-375-2144  
[Yangtse's Taste of Thai](#)-10% (Alcohol excluded) ☎ 328 Main St, Slms, 831-754-2223  
[Zeph's One-Stop](#)-10% ☎ 1366 South Main St, Slms, 831-757-3947

***Check out the bicycling resources  
on the last page of this guide.***



Businesses and organizations participating in HER Helmet Thursdays provide 10-50% discounts on Thursdays for people who bike. See "[Listings / How to Get the Discounts / FAQs](#)" on [bikemonterey.org](https://bikemonterey.org). Questions? Voice calls welcome: <https://bikemonterey.org/contact-me>.

## Links about The HER Helmet Thursdays Project

- ✓ HER Helmet Thursdays audio and video intros, project history, and more: <https://bikemonterey.org/her-helmet-thursdays>.
- ✓ Staff Reference Sheet for participating businesses and organizations: <https://bikemonterey.org/her-helmet-thursdays/for-business-organizations/staff-reference-sheet-her-helmet-thursdays>.

## Also at <https://bikemonterey.org>

- ❖ [California bicycle laws, riding skills, safety tips](#).
- ❖ E-bike regulations in Monterey County: <https://bikemonterey.org/regulations-for-e-bikes-electric-assist-bicycles-and-other-non-people-powered-bikes-in-monterey-county-and-elsewhere.html>
- ❖ Sidewalk rules vary around California, and even within the county; see [biking-on-sidewalks regulations for various Monterey County cities and unincorporated areas](#).
- ❖ Learn about [sidewalks and safety](#) too.
- ❖ [Bicycle security](#) (theft prevention) tips.
- ❖ [Bike parking tips, including valets](#).
- ❖ Tips for [bike fashionistas](#), and biking to more elegant venues.
- ❖ Shopping by bike, including for Thursday discounts: <https://bikemonterey.org/bike-to-shop.html>.
- ❖ Local [Bicycle Shops](#) and [Bicycle Rentals](#).
- ❖ Bike [maps](#); plus tips on [where to bike](#) in Monterey County.
- ❖ Explore the directory of Monterey County [bike community leaders and resources](#).
- ❖ Share [posters and fliers](#), bike law summaries and more.

***Thank you for bicycling in Monterey County!***