

**Gabriela Natale  
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**FOR IMMEDIATE RELEASE**

**San Diego's Only Pick Your Own Seafood Bar Located Right Inside Gaslamp Quarter  
Join us at Saltwater Seafood and Steak for a fine dining experience that makes you feel  
like you're on a timeless Venice yacht in the 90's**

**SAN DIEGO, CA** — Looking for a place to have a night out and wind down with a glass of wine? Saltwater Seafood & Steak gives you the immersive and luxurious restaurant experience that makes you feel like you teleported to a 90's Riva Yacht. Voted the "best new seafood restaurant in Gaslamp Quarter," Saltwater makes sure guests experience a distinctive and special night. Featuring an array of food selections from their handcrafted menu, enjoy dishes such as Stuffed Maine Lobster and Japanese Miyazaki Wagyu.

Founded by the San Diego Dining Group with chef Vincenzo Lo Verso and partner Alessandro Minutella, the two have 27 years of experience in the restaurant industry, sharing a love for creating one of a kind culinary environments. The two's mission has been to implement the finest ingredients into their recipes and pave the path for other restaurants in San Diego. Having owned 4 other successful restaurants, Saltwater has not been shy when it comes to succeeding this track record.

The classic vintage atmosphere of the Saltwater restaurant is accompanied by a marble bar, picturesque portholes and auburn wood walls to elevate your dining experience. Importing fresh fish daily from the Mediterranean and South America, enjoy your favorite seafood dishes the way you like them. With their very own seafood bar, guests are able to choose their own seafood and specify the ounce as well as request the chefs to cook it uniquely to their taste. Enjoy your seafood plate with a side of their delectable mignonette sauce or mustard aioli. Aside from an excellent seafood menu, Saltwater offers a diverse selection of menus including a dinner, date night, happy hour, wine and dessert menu so you can enjoy any occasion.

If you have a celebration coming up, let Saltwater host your next event in one of our event rooms: wine room (10-12 guests), patio (20-50 guests), the main dining room (40-80 guests), or even a full buyout (200 guests). Whether it's a birthday or anniversary, Saltwater will create a night to remember with uninterrupted service, world class wine selections, and signature dishes. If you love Saltwater, feel free to purchase a gift card from their website as a gift to a friend or loved one so they can enjoy a magical night.

Saltwater Seafood & Steak knows how to dine in style, so join them Monday through Sunday 4pm-10pm on Fifth Avenue in Gaslamp Quarter, downtown San Diego.

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**Formula Marketing Brings San Diego Businesses the Ingredients for Success**  
**CEO of Formula, Sara Arjamand, revives the food and hospitality industry with a**  
**“one-stop shop”**

**SAN DIEGO, CA** — With an itch to ameliorate and drive businesses to reach new levels of performance and a track record of awe-inspiring success stories, commended marketing specialist Sara Arjamand founded [Formula Marketing](https://www.formulamarketingsd.com) - San Diego's now Top Digital Marketing Agency in 2022 - with hopes of revolutionizing the food and hospitality industry through marketing. **Formula** was founded in 2008 using a new and modernized technique that **does more** than just improve your online presence; one place where you can develop all digital aspects of your business. From public relations all the way to search engine optimization (and much more), this agency creates a specialized competitive marketing strategy for your business that rapidly aggrandizes growth.

Formula has **an unparalleled history** of success for San Diego businesses, working with well known clients such as: Saltwater, Full Moon, Panevino, Green Dragon, RakiRaki, Farmer's Table, The Butcher's Cut, Gaslamp Quarter and many more.

Formula's triumph within the industry stems from their ability to fulfill any marketing need from a diversification of services. Their services include: destination marketing, hospitality marketing, graphic and logo design, SEO marketing, PR & outreach services, web development, influencer outreach, content marketing, social media, email marketing, paid social ads and PPC management.

With such excellence observed in these services, the agency was awarded numerous titles, including “Top Digital Marketing Agency in San Diego 2022,” “Top Digital Marketing Agency on Neilsberg,” and Sara herself was recently named “Woman of the Year in Hospitality and Tourism 2021.” It is evident that the county of San Diego appreciates the dedication that Formula puts towards bettering its community and the businesses inside it. Honored to receive these awards, Formula will continue to raise standards and bring forth innovative strategies for improving local businesses marketing methods.

For the past two decades, Formula has not only been managing a large variety of restaurants in the San Diego area, but engaging in developing the life and charm that is unique to San Diego's locale. The key to the future of restaurants and hospitality is right here in the hands of San Diego's top digital marketing agency, Formula Marketing.

For more information, visit <https://www.formulamarketingsd.com>

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**With Mask Mandates Coming Back and New Outdoor Patio Requirements Creating Extra Expenses, How Will Restaurants Overcome This Obstacle?**

**SAN DIEGO, CA** — 2020 was a game changer for businesses all around the world, with the Coronavirus shutting down more than 100,000 restaurants and bars in the United States alone. San Diego county, home to some of the most popular and bustling businesses, took a hard hit with these turns of events. After finally seeing a light at the end of the tunnel in 2021, the restaurant industry is still dealing with the mess created from these changes.

Commended marketing specialist Sara Arjmand founded [Formula Marketing](#) - San Diego's now Top Hospitality Marketing Agency in 2022 - and has hopes of recovering the restaurant and hospitality industry through marketing and public relations. With multiple setbacks occurring throughout the past two years: mask mandates, proof of vaccination and capacity limits...businesses have been trying to maneuver around these obstacles but have been unsuccessful at times. Sara has decided to step in and rebuild San Diego's once thriving community, and turn it into something even better.

Formula has been infamous for their impact on San Diego's hospitality and restaurant businesses not only during the Covid-19 pandemic, but for the past fourteen years. Formula has an unparalleled history of success for San Diego businesses, working with well known clients such as: Saltwater, Full Moon, Panevino, Green Dragon Tavern & Museum, [discovermissionbay.org](#), Farmer's Table, The Butcher's Cut, Gaslamp Quarter and many more around San Diego County.

So what has Formula done exactly? Sara & the team have been working closely with restaurant and bar owners implementing procedures to make the public feel comfortable when dining with their favorite San Diego restaurants. Taking initiative, Formula has been working on creating floor plans with outdoor patio seating and touch-free menu options to prevent the spread of Covid-19. "We find it really important that we keep updating the safety procedures of restaurants as we continue through this pandemic. We want our guests to feel safe whilst keeping our restaurants & bars in business, 2022 has revolutionized the way of dining," Sara claims.

To do so, Formula has been pushing the implementation of these procedures to the news and media stations such as Fox5, KUSI, NBC and ABC as well as highlighting and promoting small businesses in San Diego. Assisting these restaurants with these changes in plans, Formula has been working on creating menus with scannable QR codes, bringing restaurants to various delivery platforms (DoorDash, UberEats, Postmates), and adjusting capacity limits. "We hope the public feels safer with these measurements, and we are willing to do whatever it takes to help these restaurants and bars recover."

However, making adjustments to restaurant life hasn't been the only challenge faced by these businesses, but also a shortage in staffing. Covid-19 left the hospitality and restaurant industry sending many of their employees home after shutting down or lack of funding, so Formula took it into their own hands to solve this issue. Coming out with a website - [San Diego Quick Staffing](#) - Formula Marketing made it easier for employers and employees to find each other. As simple as filling out personal information and attaching your resume, Formula helps connect those looking for work in the San Diego area to restaurants seeking employment at their location.

One day at a time, Formula has been pivoting the hospitality and restaurants in San Diego back to normal; no matter how many more mandates are thrown at us, Formula ensures that we can make it over these obstacles.

For more information, visit <https://www.formulamarketingsd.com>

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**San Diego's Hottest Sushi Spot Does a 360 on the Sushi Experience (Literally)**  
**Mikami Sushi becomes the first in San Diego to have a revolving sushi bar, making it one of a kind**

**SAN DIEGO, CA** — San Diego is not a stranger when it comes to bringing creative and ingenious ideas to its food culture, including San Diego's very first revolving sushi bar. Located inside the Convoy dining district, Mikami is the epidemic of new-fashioned and popular restaurant life that everyone loves. Inside the restaurant, Mikami features not only a revolving sushi conveyor belt, but a bar with live entertainment such as karaoke, trivia and music. With fresh and flavourful dishes and an especial drink menu, you can experience elevated dining at an affordable price.

Their exceptional menu features all different types of locally sourced line caught fresh fish. Mikami's selection of food includes a wide range of specialty sushi such as nigiri and hand rolls starting at only \$2.95. At Mikami, your conveyor sushi dishes are priced according to the color of the plate, and with pink at \$2.95, blue at \$3.95, and yellow at \$4.95, it won't be difficult to indulge on your favorite dishes. In addition to your sushi, you can add on one of their best selling craft cocktails or sake options to spice up your meal. Mikami's staff and chefs ensure to provide you a sanitary and appetizing experience that keeps you coming back for more.

If you're looking for a change in scenery for your girls night out or anniversary, Mikami hosts special events every weekend, making it the perfect dinner and bar spot. On Thursday's and Saturday's, come check out live music and have dinner listening to your favorite songs. If you're in the mood to sing, Mikami hosts Karaoke nights every Friday night on their stage located right inside the restaurant itself. Not feeling the music scene? Mikami also offers trivia nights on Sunday's, ensuring there's something everyone can enjoy on the weekends.

Since their opening in July 2021, Mikami has been a hotspot for San Diego residents and visitors. If you're visiting San Diego or the next time you happen to be in Convoy, go check out Mikami Sushi Restaurant and Bar.

For more information, visit <https://mikamisushi.com>

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