



VISIT OAKLAND FEATURES ROCKRIDGE NEIGHBORHOOD FOR JUNE OAKLAND SPOTLIGHT PROGRAM

An Abundance of Shops, Restaurants and History Welcomes Visitors

Oakland, CA (June 5, 2017) — [Visit Oakland](#), the city's official destination marketing organization, encourages visitors to explore the [Rockridge neighborhood](#) during the month of June. With summer's arrival, it's a great time to discover Rockridge's rich history and many restaurants, boutiques, gourmet food shops and bookstores.

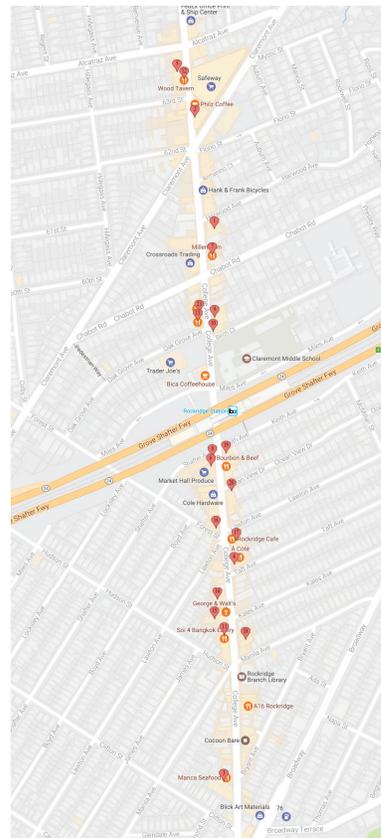
"Rockridge is one of a number of awesome North Oakland neighborhoods that embodies a warm, walkable feeling," says **Dan Kalb, City Councilmember for Oakland's district one (North Oakland)**. "That, coupled with dozens of locally-owned shops and restaurants, makes the Rockridge neighborhood a wonderful place to visit and hang out."

"Rockridge is truly one of those hidden gems that provides an exploring visitor the ability to really experience what it's like to live like an East Bay local," says **Lauren Herpich from Local Food Adventures**. "I would highly recommend getting out your walking shoes, hopping on BART and bringing that reusable bag for a trip along College Avenue to some of my favorite places like Market Hall Foods and Maison d'Etire, a great home gift shop."

ROCKRIDGE

Oakland's Rockridge, a residential neighborhood and commercial district, is located east of Telegraph Ave., with the main thoroughfare being College Avenue.

Rockridge has an immense selection of shopping and a diverse range of restaurants, making the neighborhood a wonderful destination for visitors and families to explore.



1. College Avenue Galleries
2. CREAM
3. Currylicious
4. Enoteca
5. La Farine Boulangerie Patisserie
6. Market Hall Foods
7. Millennium
8. Oliveto Café & Restaurant
9. Ramen Shop
10. Smitten Ice Cream
11. Soi4
12. Wood Tavern
13. Zachary's Chicago Pizza
14. Atomic Garden
15. Diesel, A Bookstore
16. Lesley Evers
17. Pretty Penny
18. Chic
19. Maison d'Etire
20. Pegasus Books Oakland
21. See Jane Run

EVENTS AND ATTRACTIONS

- [Rockridge Neighborhood Heritage Food Tour](#) – This three-hour guided walking tour will show you the neighborhood's history and dining culture, while enjoying samples along the way.
- [College Avenue Galleries](#) (5241 College Ave.) – This art gallery features weekly to monthly rotating exhibits.



DINING

- [A16](#) (5356 College Ave.) – A contemporary eatery pairing pizza & Southern Italian plates with a large wine selection.
- [Bourbon and Beef](#) (5634 College Ave.) – An American food restaurant, serving steaks & seafood, craft cocktails and weekend brunch.
- [Cactus Taqueria](#) (5642 College Ave.) – Mexican restaurant specializing in signature crispy chicken tacos.
- [CREAM](#) (6300 College Ave.) – Ice cream sandwich shop serving various ice cream flavors, cookies and toppings.
- [Enoteca Molinari](#) (5474 College Ave.) – Italian restaurant serving wine, house-made pastas and create-your-own meat & cheese plates.
- [La Farine Boulangerie Patisserie](#) (6323 College Ave.) – French bakery offering pastries, fruit and nut tarts, classic cakes, cookies and rustic breads.
- [Millennium](#) (5912 College Ave.) – Restaurant serving vegan cuisine created from healthy and environmentally friendly foods.
- [Oliveto Restaurant & Café](#) (5655 College Ave.) – Italian restaurant featuring locally-sourced, handcrafted pastas and other regional fare.
- [Ramen Shop](#) (5812 College Ave.) – Japanese restaurant serving ramen, with a creative take on traditional noodle soups & appetizers.
- [Smitten Ice Cream](#) (5800 College Ave.) – Ice cream shop serving churned-to-order ice cream, made with fresh and locally-sourced ingredients.
- [Soi4](#) (5421 College Ave.) – Restaurant serving Thai street fare with a modern twist.
- [Wood Tavern](#) (6317 College Ave.) – A contemporary, rustic restaurant serving American brasserie.
- [Zachary's Chicago Pizza](#) (5801 College Ave.) – Restaurant specializing in stuffed, deep dish and thin crust pizzas.

SHOPPING

- [Atomic Garden](#) (5453 College Ave.) – A boutique selling items that are handcrafted, thoughtful and made with a purpose.
- [Chic](#) (5414 College Ave.) – This charming shop offers a selection of high-end women's garments & other accessories.
- [Diesel, A Bookstore](#) (5433 College Ave.) – Independent bookstore that also offers cards and gifts, as well as special events.
- [Market Hall Foods Oakland](#) (5655 College Ave.) – Gourmet food shop selling pastas, produce and specialty fare.
- [Lesley Evers](#) (5501 College Ave.) – Flagship store selling women's clothing that is made in Oakland.
- [Maison d'Etire](#) (5640 College Ave.) – A unique boutique focusing on all things home in a fun, friendly and enlivening environment.
- [Pegasus Books Oakland](#) (5560 College Ave.) – A long-running local bookshop chain stocking new & used books, cards and magazines.



- [Pretty Penny](#) (5488 College Ave.) – Consignment boutique offering women’s clothing, jewelry and accessories.
- [See Jane Run](#) (5817 College Ave.) – As a woman-owned and operated company, See Jane Run reaches out to individuals of all shapes, ages and fitness level. See Jane Run is so much more than a running store.

Follow Oakland Spotlight on social media using **#oaklandspotlight** and **#oaklandloveit**.

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The **Oakland Spotlight** program is Oakland’s first-ever neighborhood promotion initiative designed to support local businesses, spread economic benefits, and expand tourism impact to areas outside of traditional visitor locations. Featured information will include information on where to dine and shop in the neighborhood, as well as information on events and cultural activities happening that month. Venues and attractions will be selected with input from community leaders and groups from each neighborhood.

The program embraces the diversity and richness of Oakland by focusing on a new neighborhood each month, encouraging residents and visitors alike to get out and explore different parts of the city. Visit www.oaklandspotlight.com to learn more about the initiative and featured neighborhoods.

ABOUT VISIT OAKLAND

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with a 21-member board of directors and full time staff whose goal is to increase tourism’s economic impact to Oakland through destination development and brand management. For more information, visit www.visitoakland.org.

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