

LOCALE

125

alive edition

FEELIN' ALIVE

100+

THINGS TO DO IN SOCAL THAT
YOU'VE PROBABLY NEVER
THOUGHT OF BEFORE

Rocky Barnes

WOMAN of INFLUENCE

+

PLUS:

» 6 LOCALS SHAKING
THINGS UP IN SOCAL

HOWTO:

- » SPEND A FALL EVENING AT SEA
- » THROW AN EPIC
BACHELORETTE WEEKEND IN
LA QUINTA
- » THRIFT LIKE A PRO ACCORDING
TO A SUSTAINABLE STYLIST

Causing a Scene

MATT SPENCER OF SDCM RESTAURANT GROUP CONTINUES TO SHAPE THE CULINARY LANDSCAPE OF SAN DIEGO

Written By: **Jaclyn Keagy**
Photographed By: **Mary Carol Fitzgerald**



ON THE ROCKS

» When it comes to grabbing a cocktail, Spencer says, “You can’t go wrong with a margarita from Javier’s!”

Matt Spencer

Owner/Operator of SDCM Restaurant Group

RESIDENT OF: San Diego

LOCAL LIVING: Born & raised



SDCM Restaurant Group
www.sdcml.com
@sdcmlrestaurants

Photoshoot Location:
The Waverly
2005 San Elijo Ave
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www.thewaverly.com

LET’S BRUNCH

» La Valencia Hotel in La Jolla has a great brunch! You can sit out on the patio and see the ocean; it’s super nice.”

AN IMPRESSIVE RESUME

» Spencer has over 20 years of experience in the hospitality industry and currently owns seven restaurants in San Diego.

“I realized that I like to get dressed up and have a classy Friday night dinner, but don’t get me wrong—I don’t mind getting a little dirty doing a Sunday funday.” —Matt Spencer



“Hey Siri, where can I find great food and fun vibes in San Diego?”

Several options may pop up, but a handful of them are bound to be renowned restaurants by Matthew Spencer’s SDCM Restaurant Group. Spencer’s humble busboy beginnings quickly became a lifetime of hard work, ingenuity and huge success in San Diego’s hospitality industry. Among a few of his successes are the Gaslamp Quarter’s Vin De Syrah, Pacific Beach’s The Grass Skirt and Little Italy’s Kettner Exchange.

Versatility and elevated food and drink sets Spencer’s spread of restaurants apart from the rest, reflecting his own ideal weekend experience. “I realized that I like to get dressed up and have a classy Friday night dinner, but don’t get me wrong—I don’t mind getting a little dirty doing a Sunday funday.” Initially, he was resistant to admit that some of his more laid-back establishments were under the same ownership as his more upscale projects, but he has since embraced the beauty in balance.

An art guy himself, no detail goes untouched—Spencer and his team put their all into intricately detailing each space. “We won an interior design Orchid Award for Vin De Syrah and years later, an architectural Orchid Award for Kettner Exchange,” he shares. Creating visually appealing spaces with a feminine flair brings eyes and attention, but the food is what truly brings people back. “Just because you have a place in a great location doesn’t mean that you can skimp on the food,” he emphasizes.

With an immediate ease about him, it comes as no surprise that finding like-minded staff is a stand-out when operating a restaurant. “An artist has his canvas and paints, and I feel the same way about my people, the location, the chef, the design and the food. It all comes together to create this amazing thing.” ■

