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1

No lack of options at Pure Shore

By Anthony O'Reilly

The vibrant colors of Pure Shore Kitchen's decor are rivaled only by the vivid palette found on every plate. "We really try to make everything bright and clean," said owner Kevin Donnelly.

Bright green avocados are half-mashed into guacamole waiting to be mixed with a diner's choice of toppings — ranging from cherry tomatoes to charred corn. If you're looking for a taste of the sea in your guacamole, you can also add fresh lobster or lump crabmeat. Avocado creations can be enjoyed with chips or put on sourdough or multigrain toast.

Pure Shore opened earlier this year in the former location of Say Cheese on East Park Avenue. Donnelly, a longtime Long Beach resident, said he wanted to give locals a fun, healthy option. "It's a place for people to come and have a light, refreshing meal before heading back to the beach," he said.

He was previously co-owner of Ribeye Bros. in Island Park, which was heavily damaged by Superstorm Sandy. His team includes chef Chad Pagano, a former Army ranger and Culinary Institute of America graduate, and general manager Lisa Newman.

Outside the "avocado bar," diners can pick any combination of nine tacos, including a special taco of the day. Take your pick



2

of surf or turf with the lobster taco (topped with avocado and pico de gallo) or the Hawaiian pulled pork taco (served with grilled pineapple topped with a spicy, sweet ancho crema), and many more.

Donnelly, though, would recommend the "world-class" filet mignon taco with chimichurri sauce and pico de gallo, or the lobster with avocado.

Vegetarians can enjoy roasted sweet potatoes, root vegetables and a kale blend on their choice of a corn or flour tortilla, or a lettuce wrap.

Smaller plates include nachos, chili con carne and a Mexican "street potato" stuffed with spicy crema, cojita cheese and chili powder.

Pure Shore is also known for their selection of margaritas, made with organic tequila and mescal. The dessert menu even includes a margarita panna cotta with candied lime and lime sugar.

If tequila isn't your drink of choice, try the Long Beach Mule (a traditional Moscow Mule made with ginger syrup in place of ginger beer), or the Michelada (a Bloody Mary served with an upside-down beer). Housemade sodas come in ginger, grapefruit and mango flavors and can be mixed with tequila or another spirit of choice.

The beach-themed eatery seats 25 peo-

Continued on next page

Continued from previous page

ple. Donnelly said the restaurant recently launched an online delivery service for customers from Point Lookout to Atlantic Beach. Orders can be placed on the website, pureshorekitchen.com.

Pure Shore is open 11:30 a.m. to 9 p.m. Tuesday to Thursday; 11:30 a.m. to 10 p.m. Friday and Saturday; and 11:30 a.m. to 9 p.m. on Sunday. Closed on Mondays. The restaurant can be reached at (516) 442-5807.

- 1- Co-owners Kevin Donnelly, left, and Chad Pagano offer diners fresh, vibrant plates at Pure Shore.
- 2- Donnelly and Pagano outside the East Park Avenue establishment.
- 3- The beach-inspired eatery seats 25 people.
- 4- A communal table offers diners an up-close and personal experience.
- 5- Margaritas are the specialty at Pure Shore, but there is no shortage of other spirits available.

Photos by Christina Daly



3



4



5