



Justin Jachura, Keeping Carlsbad Well Fed

Photo by Taylor Mohr

Justin Jachura says his job is “to make someone’s day better and give them a full belly in the process,” and he’s been wildly successful on both counts. Jachura, 44, is the president and cofounder of a burgeoning Carlsbad restaurant empire that consists of Señor Grubby’s, Grubby’s Poke & Fish Market and Los Tacos. He hopes to see his business continue to grow and thrive in the city he’s called home for 34 years. “We’ve done our best to build a quality brand that people can count on, not only with food but with service to our community,” he says. “It will be nice to see everyone’s hard work pay off with successful expansion. Our ‘Grubby’s Family’ has done such a magnificent job, and growth creates opportunity for those that have been so loyal and put in hard work over the years. I love serving people and our community.”

Q&A

Family: Father, Edward; mother, Diana; brother, Jeffery.

Community involvement: Served on the board of the Carlsbad Village Association for three and a half years; volunteer (for more than 20 years) at Genesis The King’s Church in Oceanside running the media department and mentoring young men and youth.

Favorite spot in Carlsbad: That depends on the different times in my life. As a child, it was riding bikes to That Pizza Place and the mall to play video games or riding to the beach. During my teenage years at Carlsbad High School, it was mainly the beach. Now, as an adult, it’s the Village as a whole, including the beach when I can get there.

Favorite meal at a local restaurant: I think if I name any one place I’ll hear about it from my peers in the industry! So I’ll keep this old school Carlsbad and say I still love the prime rib at Koko Beach—it can’t be touched in value, service or taste. Plus, it serves up a mean dirty martini on the rocks, with extra olives.

Advice for tourists: We have regulars who are actual tourists. “This is our first stop every year,” is what we hear all year long and it’s a beautiful feeling. So my advice is to relax and enjoy what Carlsbad has to offer. Stay in the Village with no car rental—take it slow and enjoy every moment.

Ideal Carlsbad day: A dream day would be up early, snag a donut and coffee from Super Donuts and then get in the water to burn off the sugar high. After that, rinse off and head to breakfast. I would probably hit up Naked Café and go healthy. Then I’d avoid work and catch a movie at Regal to veg out, and follow it with a workout at the 24 Hour Fitness and head home to relax. I’d have dinner at The Compass and perhaps a few cocktails around town, with one at The Charles Kenneth, and then go home to finish “Luke Cage” on Netflix.

Shopping spree (three favorite places to shop in Carlsbad): The Den, Carlsbad Pipelines and Vans at the outlet mall.

Favorite charitable groups/nonprofits: Got Your Back San Diego, which feeds hungry children in North County. Children are the most important people in our community.