

# Here's a first look at Social Huntington Beach, which opens today

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Restaurants Food and Drink, Things To Do



*Social Huntington Beach, in the spot that used to be Sea Salt Woodfire Grill, got an interior face-lift by Nicole Perrault of Haus of Design to create a new vibe with brighter colors, a mural, new teak banquettes and other touches including a neon sign in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)*

Fans of Social Costa Mesa should know their favorite watering hole is opening a second location near the beach. Social Huntington Beach has moved into the spot that used to be [Sea Salt Woodfire Grill](#). Partners [Andrew and Raquel Dorsey](#) and [Daniel Biello](#) will open Friday, Sept. 6 with a refreshed look and a new vibe. Here's all you need to know.

**Background:** Alicia Whitney, owner of SeaLegs Wine Bar, announced in April that her barbecue restaurant in the same Huntington Beach shopping center, SeaSalt Woodfire Grill, had closed. Sad news for her but she was happy to let everyone know that it would be replaced by a second location of Social Costa Mesa.

- PB&J – Salted Nut Infused Whiskey, Mikael Antolin Creme de Cassis, Giffard Strawberry Liqueur, and Peanut Butter Foam with a small peanut butter and jelly sandwich attached to the drink at Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Social Huntington Beach, in the spot that used to be Sea Salt Woodfire Grill, got an interior face-lift by Nicole Perrault of Haus of Design to create a new vibe with brighter colors, a mural, new teak banquettes and other touches including a neon sign in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Social Restaurant Group partners, Dan Biello, left, Andrew Dorsey, center, and Raquel Dorsey at their new location, Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Cauli Crunch Roll – dynamite sauce, sweet soy, masago, sesame seeds at Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Social Huntington Beach lets you know you're looking good after you leave the bathroom in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Hawaiian Tuna Poke – wakame dusted fried green tomatoes at Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Tini Apple – Reyka Vodka, Lime Cordial, Lime Juice, Granny Smith Apples at Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Yellow Thai Affair – Fresh Curry, Coco Lopez, Lemongrass Infused Cutwater Rum, Thai Basil Infused Los Sundays Tequila, Lime Juice, Kalamansi, Ginger at Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- You Wanna Pisco Me? – fennel infused pisco, grape syrup, activated charcoal, lemon, lime at Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)
- Yellow Thai Affair – Fresh Curry, Coco Lopez, Lemongrass Infused Cutwater Rum, Thai Basil Infused Los Sundays Tequila, Lime Juice, Kalamansi, Ginger at Social Huntington Beach in Huntington Beach, CA, on Tuesday, Sep 3, 2019. (Photo by Jeff Gritchen, Orange County Register/SCNG)

**The look:** Haus Design of Costa Mesa was hired to revamp the 3,200 square-foot-interior. Designer Nicole Perrault calls it a face-lift. "We're keeping the bones and exterior walls and adding a roll-up door," she said. That one change completely opens up the dining room. There's now a beachy boho feel with polished concrete floors, custom basket light fixtures and a mural of palm leaves and fronds on one wall.

She says the key words to the new look are "urban" and "organic." "Its true to their brand," she said. Social's signature light-up sign is on the back wall and the exterior. There will be plenty of room for diners with 80 seats inside and a 1,500-square-foot patio which feels much more spacious with a change of seating. The color palate includes mustard yellow, blue and green with black accents and brass tones. Teak banquettes by Clay Design of Costa Mesa will provide comfy seating. "We just wanted it to feel really warm and welcoming and to cater to every demographic so any age group can go there. It's trendy and hip but an older generation can go there and all furniture will be comfortable to sit for a nice dinner."

**The chefs:** Playground veteran Jeffrey Boultt has been a leader in the craft cocktail dining movement in Orange County since Social Costa Mesa opened in 2014: His food outsold the drinks from day one. He left for Playground, then went to The Rose in Venice but has returned to the Social team.

Boultt grew up in Huntington Beach, went to culinary school in Alabama and worked at Commander's Palace in New Orleans while still in his 20s. So you better believe he knows how to make fried chicken and barbecue. He's also well versed in California and Cal-Mex fare. His mom's family is from LA and Sonora, Mexico and he was thrilled that he got to keep Sea Salt's Santa Maria Grill.

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"I want it to be the best vegetables, the best seafood and the best means all highlighted off the grill," Boultt says. "I want people to hang out there and feel good about what they're eating. I will give them interesting, but I will also serve big steaks." He'll be overseeing the menu and Wyatt Lash, former executive chef of Pacific Hideaway, has been named executive chef of Social Huntington Beach.

**The menu:** It will skew a little more seafood, with a raw bar, to suit the new location but Social will also serve barbecue and shareable bar snacks such as Cauli Crunch Roll (\$16) with chinese cauliflower, dynamite sauce, sweet soy and masago. Wagyu Tri Tip (\$29) will come with rock shrimp, smoked ham, grilled corn, crispy shallot, smoked tomato and radish. Seafood selections include Hawaiian Poke (\$18) with big eye tuna, avocado, dynamite sauce, chili crack and fried green tomatoes; and Peruvian Scallop (\$17) with sugar cube melon, cucumber, yuzu ponzu and habanero.

**The specials:** Tuesday: \$3 tacos. Wednesday: Happy Hour all night. Thursday: King Crab legs for \$39. Friday: one-pound Wagyu prime rib eye for \$39. Saturday and Sunday: bottomless mimosas \$19.99, limit is two hours. Sunday: fried chicken supper at \$24 for a half chicken and \$36 for a whole.

**The drinks:** Bar Director Grayson Diercksmeier has pulled together a special drinks menu. All cocktails are \$14 and there are some new beach-themed items: Goodwill Huntington will be made with Amass gin, Aperol, egg white and Cocchi Rosa and the Lil Beach includes coconut milk, lime cordial and cardamom bitters.

**The last word:** The partners couldn't be happier about their proximity to the beach. "Now that we have two Socials we didn't want to just stick with the rustic design," said Raquel Dorsey. "Huntington Beach has a completely different vibe." "It's flip flops and board shorts with a towel laying over your shoulder," said Biello, and "coming in for cold beer and really good fish and chips."

**What's next:** Watch for Social at [Peter's Landing](#), coming to Sunset Beach.

**Find it:** 21214 Beach Blvd., 714-374-7715, [socialrg.com](#).

**Open:** Dinner served from 5–10 p.m. Tuesday-Saturday; brunch served 9 a.m.–3 p.m. Saturday-Sunday. Happy Hour: 4-6 p.m Tuesday-Sunday and all night Wednesday. Closed Monday.