

Rosa's Ristorante named business of year for second time

By April Charlton/Senior Staff Writer

For the second time in the past 10 years, Rosa's Ristorante Italiano in the heart of Pismo Beach has earned the Chamber of Commerce's business of the year award.

The family owned and operated Italian restaurant at 491 Price St. was recently named the chamber's 2008 business of the year.

Rosa's also received the same top honor in 1998, 10 years after the MacMillan family first opened the Italian eatery.

"The repeat honor certainly shows consistency and a proven commitment to the community as a whole," said Ross Currie, Pismo Beach Chamber of Commerce president.

Rosa's executive chef Doug MacMillan, along with his father, Bill, operate the restaurant and will accept the chamber's coveted business-of-the-year plaque during the organization's annual installation and awards dinner on Wednesday.

The restaurant underwent some major changes in 2008 during an extensive renovation that saw the bar moved and expanded and the addition of more seating at the front of the establishment. Rosa's remained opened during the construction project.

Rebecca McMurry, chamber executive officer, said keeping the restaurant open during the major renovation project proves the MacMillan family's "commitment to being a vibrant part of the Pismo Beach community."

Rosa's participates in the popular and competitive chowder cook-off at the annual chamber-sponsored Clam Festival and also in the yearly Taste of Pismo event held at Dinosaur Caves Park in Shell Beach.

The restaurant took the top honor — People's Choice — at last year's chowder cookoff and has also won the highly coveted award at past festivals.

"(Doug's) enthusiasm is contagious and certainly adds a level of competitive rivalry to the event," Chamber board member Suellen Iness said about Rosa's participation in the chowder competition.

The MacMillans are also involved in many local charitable events and contribute both their time and services to organizations like the Chamber of Commerce and Pismo Beach-Five Cities Rotary.

"Doug and Bill MacMillan ... are two very hard-working and inspirational businessmen," McMurry said.

To make reservations at Rosa's, call 773-0551.

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