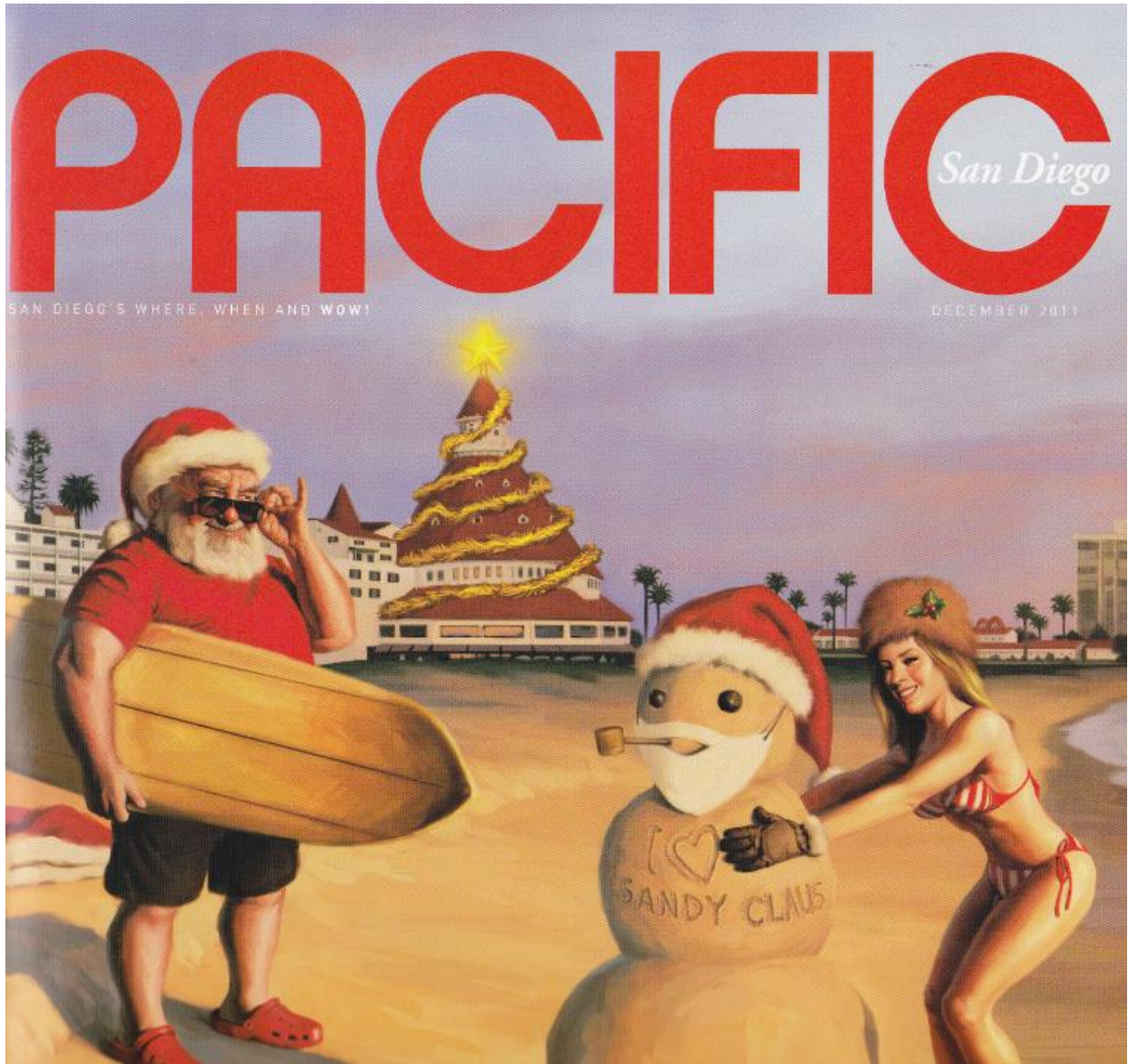


December 6, 2011



GROOVE

POURING IT ON

A NIGHTLIFER'S GUIDE TO FINEST CITY BOTTLE SERVICE

PHOTOS BY BREVIN BLACH

No line, no cover—no problem. The secret to a snazzier nightlife: it's not what you know... actually, it is. But it's also who you know.

The Who, in this case, are San Diego's VIP elite, the hospitalians at the top of the nightclub food chain. Knowing these guys (you're about to, if you don't already) means skipping lines and not paying to get in. It also means attentive service, bottles of top-shelf alcohol delivered to your private table by hot women (men, at Eden in Hillcrest) carrying sparklers and, with certain high-roller packages offered by Singaree, use of a stretch yellow Hummer limo.

For most San Diego clubs, the highest demand for bottle service is on

Saturdays, and pricing for the limited real estate—i.e., private tables—can be much higher on those nights. But most venues offer lower prices and reduced minimum purchases on other nights, which aren't less fun (to the contrary, they're often more fun and with fewer tourists), just less spendy.

So, there's the Who and the What. Regarding the Where, here are seven VIP teams—from FLUXX, Side Bar, Hard Rock Hotel San Diego, Eden, Ivy Nightclub at Andaz and Bar West—who'd love to give you the royal treatment you deserve.

As for Why? Hey, why not? It's only money, and if you don't have a vacation planned, might as well let the sky be the limit for at least one big night out.



IVY NIGHTCLUB AT ANDAZ

600 F St., Gaslamp,
ivyentertainmentsandiego.com

Rising above the rest of downtown (literally) is Ivy Rooftop at Andaz, offering sweeping views of downtown and approaching planes, an outdoor dance floor and a personalized VIP service team that includes Jessica Donaldson, Prince Harry's girlfriend, whom he visited at the venue in October.

Now you know: VIP manager Tim Brand (pictured) For a good time, call: 619.814.2055

Most affordable nights: Thursdays (industry night) Minimum purchase on those nights: \$275 for bottle of Grey Goose vodka
Most expensive nights: Saturdays Minimum purchase on those nights: two bottles at \$325 each

SIDE BAR

536 Market St., Gaslamp,
sidebarsd.com

Billed as a "swanky ultra-lounge," Side Bar is home to the famous Industry Night Wednesdays, where bartenders get served and go-go girls swing from the ceiling and the giant birdcage that doubles as a DJ booth.

VIP manager: Matt Ridley For a good time, call: 619.696.8040
Most affordable nights: Thursdays Minimum purchase on those nights: \$421 (during Forane 421 events)
Most expensive nights: Wednesdays (industry night) Minimum purchase on those nights: \$750-1000

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