

GEORGE N. RIFFLE, III

Roseville Proprietor

Bon Vivant

George Riffle is a San Diego native who has honed his restaurant and hospitality skills from the Atlantic Seaboard to the South Pacific and has come full circle back to San Diego where he has opened his first restaurant venture, Roseville.

George began his restaurant career as Manager and Beverage Director at the [Occidental Restaurant](#) in Washington DC, working with Chef Jeffrey Buben. Additionally he was a consultant to the opening team of the [Ihilani Resort & Spa](#) on Oahu, Hawaii; served as Food and Beverage Director at Robert Redford's [Sundance Resort](#) in Utah, Food and Beverage Director at the [San Ysidro Ranch](#) in Santa Barbara, and Food and Beverage Director at [Checkers Hotel](#) in Los Angeles, where he worked with Chef Thomas Keller.

Prior to returning to San Diego George held an eight year tenure in Manhattan. He held the position of General Manager at [Picholine](#). Owned by Chef Terrance Brennan it received a 3 Star rating by *The New York Times* and was rated in the top 20 restaurants in New York City in *Zagat*. Additionally, he served as Director of Food and Beverage at Ian Schrager's [Royalton Hotel](#) and [Brasserie 44](#) in Midtown Manhattan.

He returned to San Diego in 2000 and served as General Manager of the original incarnation of San Diego's noted Laurel Restaurant & Bar, a position that he held for five years. During this time Laurel was awarded a *Mobil Travel Guide* four-star rating as well as named one of Americas Top Restaurants in *Zagat*. George held highly regarded monthly lectures on food, cheese and wine, and had been featured repeatedly in the local news media.

Upon a change of Laurel's ownership George founded a consulting company called Nearshore Hospitality, a San Diego-based hospitality service firm specializing in concept design, development, start-ups, logistics management and operations of fine-dining restaurants and boutique hotel foodservice operations. Current and recent clients include [Ivy Hotel](#), a luxury boutique hotel in downtown San Diego, Kelly Capital, who are the developers and owners of Ivy Hotel, [Crescent Heights Kitchen & Lounge](#) in downtown San Diego, [Anthology](#), a restaurant and live music venue in the Little Italy neighborhood of San Diego; [Blanca](#), a posh restaurant and lounge in Solana Beach, [Lot 81 Restaurant and Bar](#) in San Diego, and [Pamplemousse Grille](#) in Solana Beach

Additionally, George has the honor of having been selected as the youngest wine judge ever in the history of the Los Angeles County Wine Competition, the oldest wine competition in the Nation. Locally, he holds an annual seat as a judge at the San Diego International Wine Competition. He is an active member in numerous professional associations and organizations.

George, 41, resides in Point Loma, California with his wife, Wendy who often holds court at the front door of Roseville. They have two sons, George IV, otherwise know as G-4 and Nicholas who will also answer to Nico. The Riffle household is rounded out by a black cat named Tiger Lily, a rat terrier named Mickey, two (as yet) unnamed beta fish and a recently acquired Crayfish named Steve.