

RAW BAR

OYSTERS ON THE HALF SHELL (GF)	
see daily catch sheet for today's offerings	
JUMBO SHRIMP COCKTAIL (GF)	19
sea of cortez shrimp, citrus cocktail sauce	
AHI CEVICHE* (GF)	19
avocado, cucumber, pico de gallo, red onion, citrus, organic tortilla chips	
SPICY SEAFOOD CEVICHE* (GF)	19
white shrimp, wild pacific rockfish, avocado, pico de gallo, salsa roja, cucumber, organic tortilla chips	
TUNA PONZU* (GF)	19
albacore, cucumber, avocado, serranos, onion, peanut, taro chips	
HAMACHI CRUDO* (GF)	18
yuzu ponzu, grapefruit, fresno chiles, crispy onion	
DUNGENESS CRAB COCKTAIL* (GF)	27
citrus cocktail sauce, taro chips	

SIGNATURES

SALLY'S SAND DABS wild-caught	24
light herb crust, lemon caper sauce, served with a choice of two sides	
NEW ENGLAND LOBSTER ROLL	31
served with a choice of one side	
LURE CIOPPINO (GF)	34
fire-roasted tomato broth with fish, clams, mussels, scallops, wild mexican shrimp	
TROUT ALMONDINE	25
crusted with bread crumbs, parmesan, almonds, served with a choice of two sides	
GRASS-FED HANGER STEAK* (GF)	36
Grass Run Farms served with a choice of two sides	
TEQUILA LIME SHRIMP PASTA	24
wild mexican shrimp, spicy lime-infused tomato cream sauce	
LINGUINE WITH CLAMS	22
parsley, butter, lemon, white wine, olive oil, garlic, chile de arbol	
LOBSTER RAVIOLI	25
maine lobster, squid ink-striped ravioli	
SCALLOP RISOTTO	38
english peas, brown butter truffle, parmesan	

SHARED PLATES

BACON CHEDDAR BISCUITS	8
whipped honey goat cheese	
YUZU SOY SHISHITO PEPPERS (GF/V)	10
sriracha aioli	
POP ROCK SHRIMP	17
crispy shrimp bites with a sriracha glaze	
CRAB CAKES	17
cilantro corn salad, remoulade (add crab cake +8)	
CRISPY CALAMARI	16
jalapeño peppers, chipotle aioli, roasted tomato sauce	
MUSSELS BASQUAISE	15
black mussels, fire-roasted tomato broth, spanish chorizo, queso fresco, garlic bread	
PAN-ROASTED BASIL CLAMS	18
venus clams, white wine, garlic, lemon, garlic bread	
CHARBROILED OYSTERS (GF)	21
parmesan, butter, garlic, parsley	

LUNCH SPECIALS

AHI POKE BOWL* (GF)	19
hapi rice, wild-caught ahi, avocado, seaweed salad, serranos, furikake, peanuts, crispy onion, ponzu sauce	
MISO GLAZED SALMON BOWL* (GF)	21
white rice, broccoli, spinach, cilantro corn salad	
GRASS-FED DOUBLE SMASH BURGER*	18
cheddar, secret sauce, caramelized onions, pickles, tomato, served with a choice of one side	
CRISPY FISH SANDWICH	16
white cheddar, cabbage slaw, tartar sauce, served with a choice of one side	
GRILLED SALMON SANDWICH*	21
jalapeño slaw, avocado, citrus aioli, served with a choice of one side	
WILD COD FISH AND CHIPS	19
beer-battered cod, house tartar sauce (fish, shrimp & chips combo +5)	

TACOS

2 tacos with organic corn tortillas, served with one side	
CHIPOTLE SHRIMP (GF)	19
wild mexican shrimp, spicy slaw, avocado salsa, pico de gallo	
GRILLED ROCKFISH (GF)	18
spicy slaw, avocado salsa, pico de gallo	
CRISPY BAJA COD	18
spicy slaw, avocado salsa, pico de gallo, onions	

SEASONAL SALADS & SOUPS

all salad dressings are house-made using only avocado and organic extra virgin olive oil

VERACRUZ FISH CHOWDER (GF)	8 / 11
spicy roasted tomato broth, pasilla chiles, onion, carrot, red potatoes	
NEW ENGLAND CLAM CHOWDER	8 / 11
cream, bacon, onion, red potatoes	
STRAWBERRY CHOPPED SALAD (GF/VG)	13 / 18
romaine, cabbage, kale, strawberry, cucumber, cherry tomatoes, asparagus, beets, candied pecans, quinoa, manchego cheese, champagne maple vinaigrette	
HOUSE SALAD (GF/V)	7 / 11
romaine, carrots, cilantro, corn, cucumber, cherry tomatoes	
CLASSIC CAESAR* (add anchovies +1.50)	9 / 13
SEAFOOD LOUIE* (GF)	26
kona crab, pacific shrimp, avocado, asparagus, tomato, seven-minute egg, romaine, kale, cabbage	

add to any salad (GF)

GRILLED SALMON*	10	SCALLOP SKEWER	12
FREE-RANGE CHICKEN BREAST	6	SEARED AHI*	8
GRILLED SHRIMP SKEWER	9	GRILLED ROCKFISH	7
		CRISPY CALAMARI	6

MARKET SIDES

order à la carte 5

parmesan potato cake	cilantro lime rice	grilled asparagus +2
french fries	organic black beans	maple miso
sweet potato fries	cilantro corn salad	brussels sprouts +2
pineapple coleslaw	risotto +2	new england
sautéed spinach	almond pesto cauliflower +2	clam chowder cup +3
		veracruz fish chowder cup +3

SPECIALTY COCKTAILS

LURE SANGRIA red or white wine, fresh muddled berries, fresh citrus	14
WATERMELON MOJITO rum, fresh watermelon, mint, lime juice	15
MIXED BERRY MOJITO rum, fresh seasonal berries, mint, lime juice	15
TANGERINE DREAM crop organic meyer lemon vodka, tangerine, fresh mint, lemon juice	15
LIMONCELLO DROP meyer lemon vodka, caravella lemoncello, lemon juice	14
ROASTED BLUEBERRY BASIL MARGARITA tequila blanco, roasted blueberries, basil, lime juice, organic agave	15
PATRON PERFECTION patron silver, cointreau, fresh citrus, served with a side of grand marnier	16
FRESH SQUEEZED LURE MARTINI absolut vodka, agave, grapefruit, lime juice	15
FRESH CUCUMBER MARTINI tanqueray gin, fresh cucumber, st. germain, lime juice	15
EL DIABLO tequila blanco, serrano pepper, agave, orange	14

DRAFT BEER

STELLA ARTOIS	8.50
THE SHOP BEER CO. CHURCH MUSIC IPA	8.50
HUSS BREWING ‘SCOTTSDALE BLONDE’	8.50
COORS LIGHT	8

seasonal and local taps – ask your server for details

BOTTLES

MICHELOB ULTRA	6
ALASKAN BREW CO. AMBER ALE	7
SAMUEL SMITH APPLE CIDER	8
GUINNESS	7
HEINEKEN	7
HEINEKEN 0.0 NON-ALCOHOLIC	7

NON-ALCOHOLIC

FRESH-SQUEEZED LEMONADE	4.50
HOUSE-MADE FRUIT LEMONADE	5
ICED TEA	4.50
PASSION FRUIT ICED TEA	4.50
ARNOLD PALMER	4.50
SAN PELLEGRINO	8
ACQUA PANNA	8
FEVER-TREE GINGER BEER	7
ORGANIC ASSORTED HOT TEA	3.75
ORGANIC ITALIAN ROAST COFFEE regular or decaf	3.75
PEPSICO BEVERAGES pepsi, diet pepsi, dr. pepper, starry, ginger ale	4.50
STUBBORN SODAS draft cola, cream soda, root beer made with natural flavors, cane sugar & fair-trade ingredients	4.50
ALL NATURAL ELIXIRS strawberry basil • mixed berry citrus • tangerine mint	6.50

MADE WITH RECYCLED PAPER Menu items are made with naturally gluten-free ingredients, however, we are not a gluten-free facility. We have an open kitchen, and therefore cannot guarantee that your item will be entirely gluten-free. Please let your server know if you have any food allergies. Not all ingredients are listed in the menu.*Consuming raw or undercooked meat, poultry, seafood, shellstock, or eggs may increase your risk of food borne illness, especially in case of certain medical conditions

DESSERTS	
KEY LIME PIE graham cracker crust, fresh whipped cream	9
BLUEBERRY COBBLER warm, crisp oat topping, served a la mode	9
FLOURLESS CHOCOLATE CAKE warm, caramel sauce, vanilla ice cream (GF)	9
STRAWBERRY BASQUE CHEESECAKE gluten free & organic	10

WHITE WINE

	6OZ	9OZ	BTL
OYSTER BAY CHARDONNAY New Zealand	10	14	38
ROMBAUER CHARDONNAY Carneros	15	22	59
WENTE “RIVA RANCH” CHARDONNAY Arroyo Seco	12	17	46
RODNEY STRONG “ESTATE” CHARDONNAY Sonoma County	13	19	51
OYSTER BAY SAUVIGNON BLANC New Zealand	10	14	38
DAOU SAUVIGNON BLANC Paso Robles	11	16	43
WHITEHAVEN SAUVIGNON BLANC New Zealand	12	17	46
OKO PINOT GRIGIO Italy	11	16	43
PONZI PINOT GRIGIO Willamette Valley	13	19	51
ESPRIT DE SAINT-SULPICET WHITE BORDEAUX France	11	16	43
TERRA D’ORO CHENIN BLANC-VIOGNIER Clarksburg	12	17	46
RIESLING A-Z WINEWORKS Oregon			54

ROSÉ, SPARKLING & ORANGE WINE

	6OZ	9OZ	BTL
FLEURS DE PRAIRIE ROSE Cotes de Provence	12	17	46
GERARD BERTRAND ‘ORANGE GOLD’ Languedoc, France	14	20	54
RUFFINO PROSECCO Italy	9		
TOLOSA ‘LURE’ BRUT Edna Valley	15		60
VEUVE DU VERNAY “ICE ROSE” France	13		

RED WINE

	6OZ	9OZ	BTL
ELOUAN PINOT NOIR Oregon	13	19	51
MEIOMI PINOT NOIR Sonoma Coast	15	22	59
FLOWERS PINOT NOIR Sonoma Coast			92
VALDERBA TEMPRANILLO Spain	14	20	54
DAOU “PESSIMIST” RED BLEND Paso Robles	14	20	54
IMAGERY CABERNET SAUVIGNON Sonoma County	15	22	59
JUSTIN CABERNET SAUVIGNON Paso Robles	16	23	62
BODEGA SEPTIMA MALBEC Argentina	13	19	51
THE PRISONER WINE CO. RED BLEND Napa Valley			69

(additional selections available in full Beverage Book)