

Hello & Welcome Back

On behalf of the retailers and staff here at The Crossroads Carmel, we're so glad to see you back! Shopping local has never been more important so we thank you for supporting us now and always. Our community of residents, customers and retailers is what makes this place so special and we truly can't do any of it without you.



YOUR SAFETY & WELL BEING, and the safety and health our retailers have been our number one priority over the last several weeks. All the necessary practices are now in place so you can shop knowing that The Crossroads Carmel is the same safe, clean and beautiful place it's always been, only better! Here's what we've done;

- We've implemented a rigorous cleaning and sanitizing schedule of our common areas, including benches, handrails, shared doors and public restrooms,
- Signage has been placed at all public restrooms reminding folks to keep proper distance while
 waiting, wear face coverings and wash hands,
- We placed signage throughout our walkways reminding customers to shop with face coverings and respect each other's distance,

Our retailers have also done their part inside their stores. They've trained their employees on the new protocols, they've re-arranged their stores to reflect proper distancing, they're cleaning all the time and they're wearing their face coverings, all for you!

Our gardens are looking nice and "Springlike", we've got some gorgeous new planter pots complete with fresh new flowers and plants for you to enjoy while you dine, shop or stroll around. We've got plenty of outdoor space for folks to spread out and shop safely. After all, shopping is supposed to be fun, and even though we all have to be very safe, we still want you to enjoy yourself while you're here.

Another thing to mention...Some of the articles that are included in this Spring/Summer Guide were developed and written way before the virus hit. So, points of view from our retailers and their operations were based on pre-Covid 19 times. So please know, they're following all the new rules just like they're supposed to!

Thank you again for your continued support of The Crossroads Carmel, all it's local shops, restaurants and services and for supporting our wonderful community where absolutely everyone is essential.

Stay safe, stay well and happy shopping!

Cynthia Buhl, General Manager

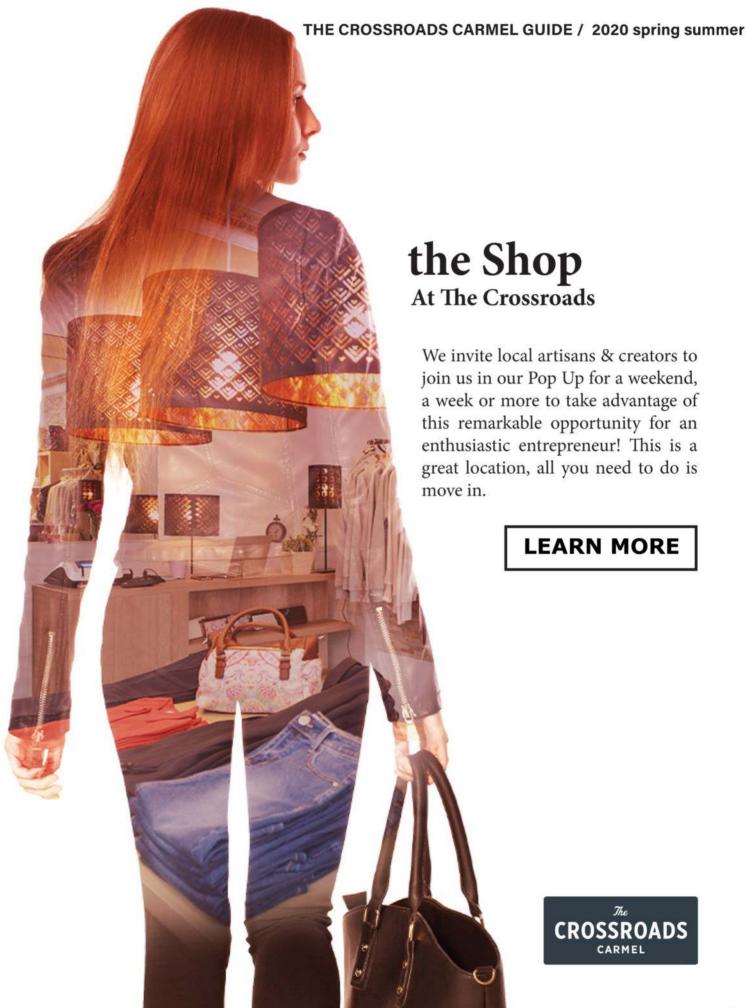
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facebook.com/ CrossroadsCarmel



The CROSSROADS CARMEL

spring/summer Contents

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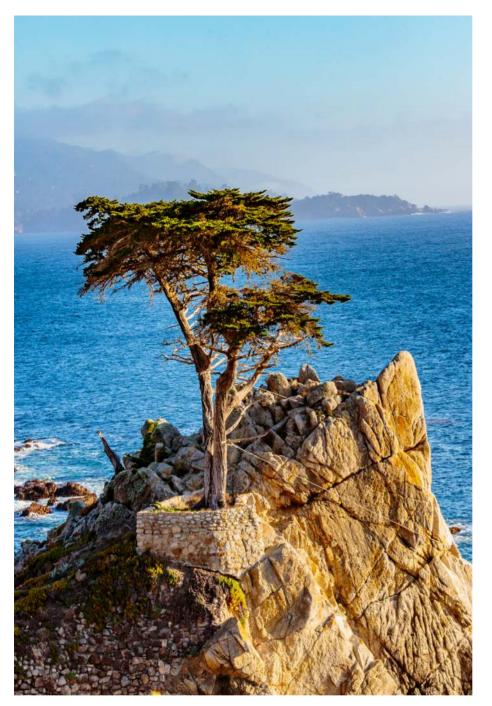


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Set the mood

We bring you the sights and sounds of the season with our curated Spotify playlist featuring artists George Erza, The Postal Service, Ed Sheeran, Lilly Wood and more.



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36 TALK STORY a taste with The Annex by Industry Outlaw

(left) The Lone Cypress, Pebble Beach. (above) Ashleigh Hutchison, owner of The Annex.





Stop and sip the Rosés.

At McIntyre Vineyards, Rosé sangria is a fast, easy way to bring color and life to a party. This short recipe is perfect for the casual DIY-er on a summer day.

You will need:

- 2 (750ml) bottles of Rosé
- 2 cups strawberry vodka
- 5 cups lemon-lime soda
- 1/2 cup stevia or sugar
- 20 strawberries (hulfed and sliced)

Fresh, seasonal fruit infuses the wine with fresh flavor and sweetness, and gives the sangria a fun confetti vibe. I always squeeze half of an orange into the sangria, then thinly slice the other half. I use lemon instead of lime based on my own taste preferences. Brandy turns wine into a true cocktail and adds some kick.

In the mood for a more mellow, lower-alcohol content sangria? You can skip the brandy, use less of it, or dilute the sangria with some club soda. Then add your favorite sweetener to taste (try maple or agave syrup) and refrigerate for 6 hours.

-Cheers, Kristen, owner



HOW OUR COMMUNITY FEELS

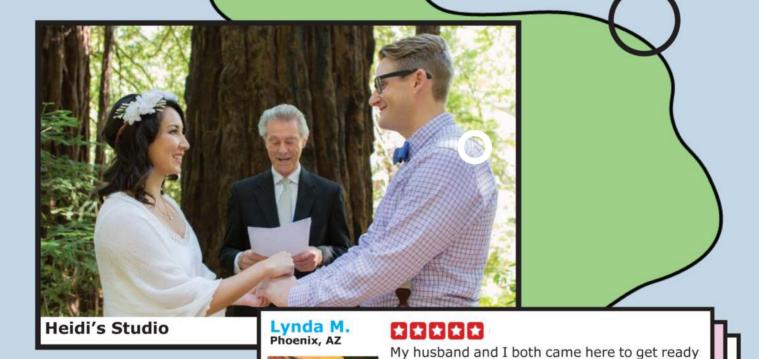
YOU DIDN'T HEAR IT FROM US



People have given a lot of thought to their favorite dishes and services at The Crossroads Carmel, which have been featured in **Yelp, Twitter, Google,** and **Instagram**. Here is an honest scoop of what's worth it and what's worth tweeting about from the mouths of locals and well-traveled tourists.

for our wedding. **Lilyana** did my hair and makeup (like a total pro!) and **Kayhan** cut and styled my husband's hair. Great results, my husband was really happy with his hair!











My girlfriend and I ordered a Cafe au lait (she's french), which is a latte but instead of espresso they use drip coffee. It was cool because they hand you a cup to self-serve yourself the right amount of coffee for preference. Then we handed our half coffee filled cup to the Barista for our foamed soy milk:)

Soy Cafe Au Lait



Saralee S. San Luis Obispo, CA



The **tri-tip** delivered. We did take-out with pulled pork, tri-tip, a fruit salad, potato salad, beans, and cole slaw. The tri-tip was the star, cooked to perfection and succulent. I also enjoyed the pulled pork, which had caramelized a bit to that sweet tastiness.



PRAIR

Crossroads BBQ

Yongsun's Beauty Hair Salon





Lisa. L Marina, CA

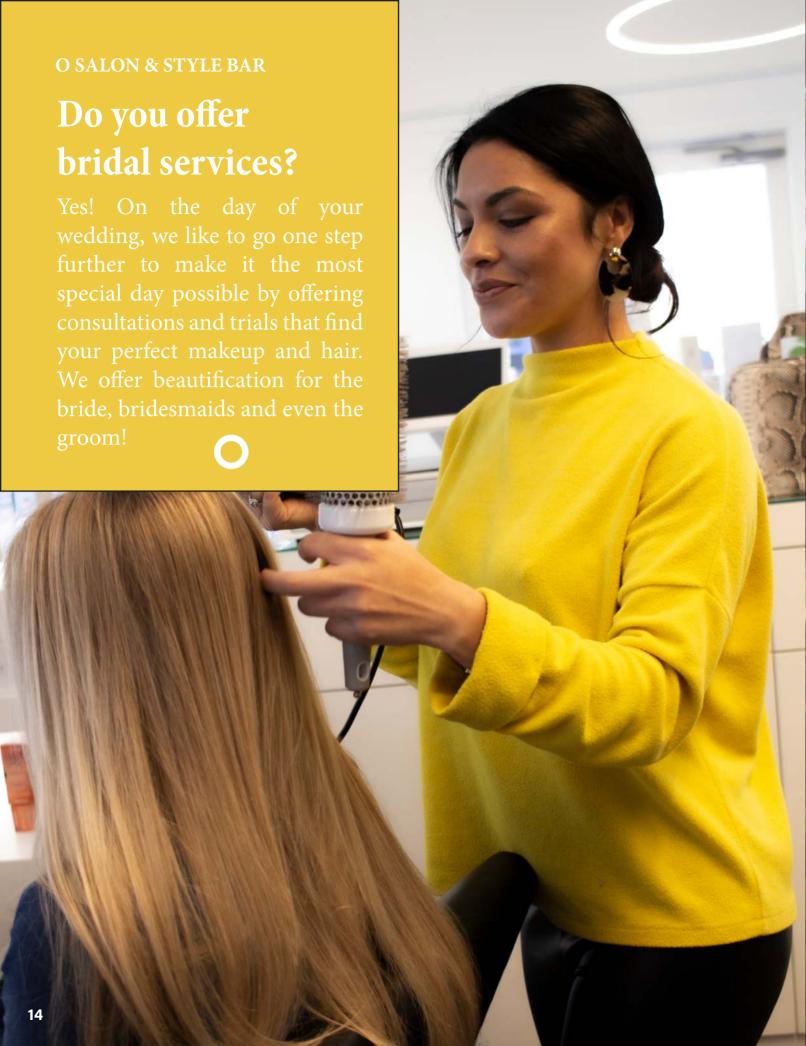


The salon is cozy and beautifully decorated. I felt comfortable right away. **Yongsun** was so nice and welcoming. I didn't know exactly what style I wanted. I just knew I wanted something different. Yongsun cleaned up my layers, but kept the length. She gave me beachy waves which I love. What I like about my new cut is that I can also wear my hair straight for work. It has been about 2 weeks and I'm still happy with my cut.



SHOP TALK

You can never be too sure what you're buying or what you're even looking at these days but it never hurts to ask what's what. So we decided to take that on and ask some fun questions...





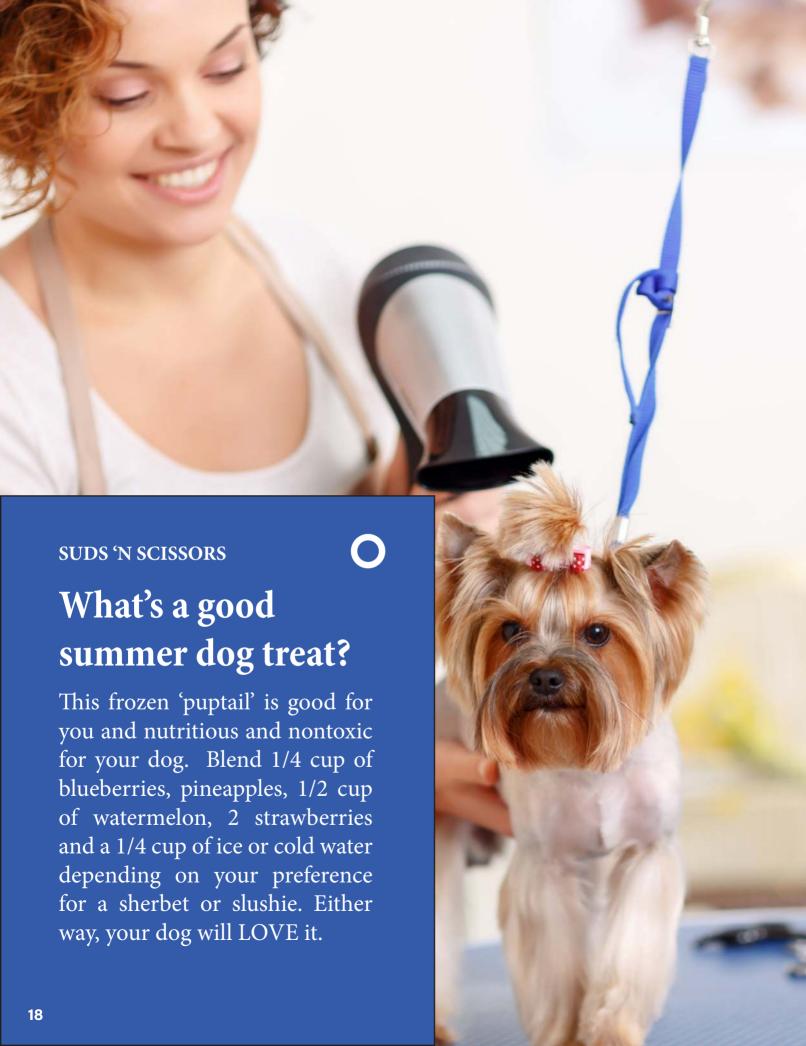
Always use fresh ingredients, **buy local** when possible, substitute tequila for the traditional white wine, top with champagne for carbonation, let all the fruits marinate with the other ingredients for the fruits to really help shape the flavor of the sangria, and a splash of Grand Marnier never hurt anybody!





of juice cleansing?

Juice cleanses flood your body with essential nutrients and living enzymes. At first you might wonder what you got yourself into, but in a day or two your body will be thanking you and you'll start seeing and feeling all the cleanse's benefits such as radiant skin, a stronger immune system, more energy, and clearer mind.



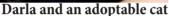
ISLAND TACO

Are you vegan friendly?

We are very vegan friendly. You can order fajita burritos and substitute the meat, cheese, and cream for marinated tofu in a vegan tortilla. We also make sure that our rice and beans is not cooked in animal broth for your needs. For all meatlovers, we offer chicken, beef, pork, shrimp and mahi-mahi options. We cook, you eat... that's it!









Kristen and her rescue

PET FOOD EXPRESS

Darla Jo VanSchuyver, Manager, with Kirsten and Ciara, her Associate Managers talk shop:

More than a California chain, Pet Food Express offers washing, training, product, suggestions and adoptions for all animal lovers, even the exotic animal lover.

We've heard the Crossroads Carmel is very dog friendly, can you affirm that claim?

It's so dog friendly. On weekends there is a line out the door just to use our pet wash because we have the beautiful beach right over the hill. It's doggie heaven down there! And they come out here and get treats and food and whatever they need.

What a life!

And it is a great life for us because we get to help them pick out toys, treats, play with their dogs, spoil their dogs. Make sure they're healthy and give them suggestions. It's fun.

Can my cat be vegan? If not what food brands would you recommend?

They need meat, no vegan options. Cats are domesticated somewhat, but really they are still on the wild side and their bodies need meat.

For brands, I recommend anything raw. It's literally the opposite of a vegan diet, but it's the most healthy, most biologically appropriate for a cat. There's no carbs, no extra fillers or anything like that.

What's the best way to buy a toy for my dog and can I bring them to the store?

You can definitely bring them in! We have so many different toys. We'll take them off the shelf to show dogs, some dogs pick out their own toys.

We have dog wands -- that's a favorite, especially with little puppies. It's like a big giant cat wand, we have had people buy it for their large cats. The whole trick is that once they grab it you want to train them to release it.

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Kongs are always great toys for dogs that love to chew, especially puppies. You can stuff them with treats, peanut butter, canned food, freeze it so it takes longer to get stuff out.

What are the most unusual pets you've seen owners come into your store with?

We've had a pig, chicken, and a lamb. We actually had the lamb in our pet wash!

The little pot-bellied pig was just like a puppy. He gave me a kiss and took a treat. His name is Iax and he's close to 60 pounds now. The chicken was just walking around, checking things out on a leash. I even got to hold the chicken.

Can you tell us more about upcoming in-store adoption events for summer? We USUALLY have adoption events every month, all month long. We have Animal Friends Rescue Project, they are located in Pacific Grove



The family at Pet Food Express

and they come to the store twice a month. Peace Of Mind Dog Rescue is here once a month, NorCal Boxer Rescue, and The Pug Rescue. We'll work with as many rescue groups as we can. That's what we're all about, finding homes for these animals, offering training from the SPCA in our events room every Saturday. And we provide the room to the SPCA. (The SPCA is

independent -- they decide what they're going to charge for events.) Pet Food Express does a really large adoption event each year -- probably the biggest in the country. Over 2,000 animals get adopted every year. We just want to make sure these animals are trained so they're not back in the shelter. So that's what we're all about.



Darla Jo VanSchuyver, Manager



Siberian Husky getting a wash











Carmel Valley Coffee Roasting Company

WHY LOCAL IS BETTER,
AND HOW THE CUSTOMER ALWAYS COMES FIRST

On a sunny weekday morning, we sat with owner, Janet McAthie, and asked her some questions about her cafe.

Where do you source your beans from?

We use two distributors, of course they source them for us, and they come from all over the world around the equator, some of the more popular places that we source from are Brazil, Peru, Sumatra, of course we have Ethiopian coffee, Costa Rican coffee, Honduran, Nicaraguan. We buy wherever we can get good, organic coffee.

Do you have a favorite?

I do! I love the Ethiopian Yirgacheffe, it's my favorite coffee.

It sounds like you are very knowledgeable about the taste profiles of coffee, what should new drinkers look for in a high-quality coffee?

If you are going to a coffee shop like ours, you need to try the house blend. We have put love and care into our house blend, ours is called Carmel Fog Lifter and it is tweaked along the way because we always get the same exact coffee all the time since we buy organic. We

tweak it but we keep the same profile, so it will have the same caffeine content that people are looking for in the morning and it's a very palatable coffee. It is beloved.

With COVID19 going on are you guys doing anything to minimize contact?

So everyone in our company knows that if you feel sick, stay home. We've started a new way of cleaning door knobs and surfaces. The health department regulates what we do, but cleanliness has always been a staple. One of our core principles is a clean store.

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We're aware and we've seen a decrease in business, but not much. One of the things about the coronavirus, our coffee house environment doesn't have customers on top of each other. You can sit far away and get that social distancing you want. Half of our store here at Carmel is outside



Are there any new 2020 menu items?

We have a deli department which delivers to all my stores, so we make our tuna, egg and chicken salad sandwiches plus our morning breakfast sandwiches -- English muffin egg, ham or bacon cheese sandwich. We make our own burritos, breakfast and the Carne Asada, fresh everyday. We also get local pastries delivered seven days a week at five in the morning. Look for the Fog Break Latte, it's our signature drink. It's a latte made with honey, vanilla syrup and cinnamon, it's really delicious. We also have a Lavender Honey Latte right



now that's really, really popular. We also have a Coconut Oolong Tea that has coconut milk.

Is the shop dog friendly?

We are pet friendly. Of course all service dogs and hand-held dogs are welcome. We adore pets because The Crossroads Carmel is very pet friendly.

Do you have a favorite pet customer at the cafe?

[Janet turns to her baristas] Jaime, do we have a favorite pet that comes in?

Jaime: I really like Sam, the Bernese mountain dog, he's humongous and sweet.

Janet: That's right! There's this little mini Aussie that's always around here. So cute.

Jaime: Buster is really cute, he's a shih tzu rescue and he comes in frequently.

Janet: We get a lot here. We give them puppacinos, it's just whipped cream in a cup, and they're happy dogs.

Janet, you have a good life. Pretty good, yeah.





















MONTEREY BAY BODYWORKS

Effective, personal and affordable body work in a peaceful massage studio will calm your senses and renew your mind. Kimberly Ann, has over 20 years of experience in the finest professional treatments, offering a customizable mix of hands-on full body therapeutic massages, ranging from Deep tissue, Swedish, Pressure point, Lomi Lomi, Sport, Relaxation, La Stone, and Hot Stone.

Learn more about what makes Monterey Bay Bodyworks the best find on the Peninsula.



THE UPS STORE

This is not your traditional UPS Store. Whether you need to package a painting, ship wine, print your boarding pass, ship your luggage, use an internet rental station, open a mailbox, move your home or office, print banners, or create wall art with your favorite photographs, this is the place to get it done. And with nine digital copiers you can expect quick turn around for on-demand print services.











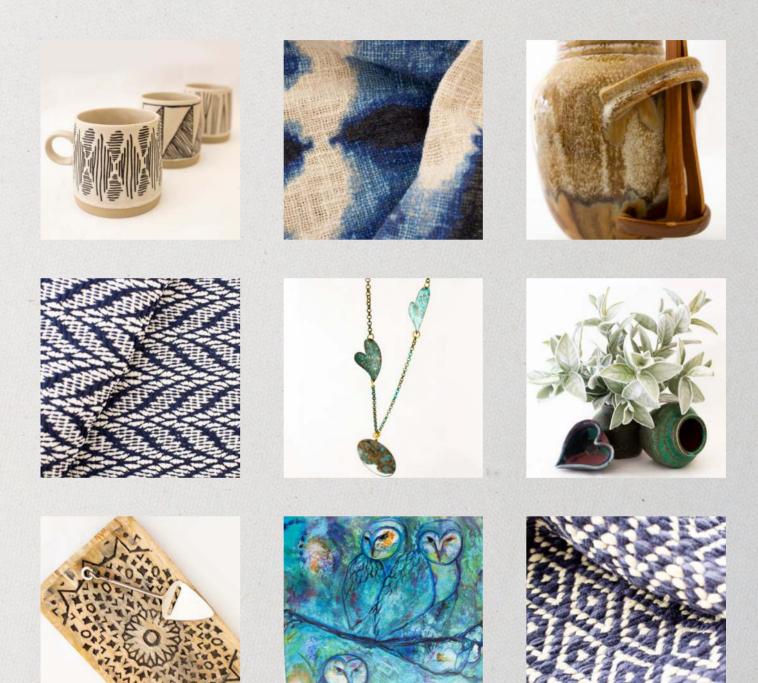












THE HEARTH SHOP

Family-owned and operated since 1967, The Hearth Shop is the Monterey Peninsula's premiere fireplace accessory and design studio and also features a beautiful collection of decorative seasonal accessories and gifts.

Owner/Designer Vicki Warner offers innovative custom fireplace enhancements, screens and accessory designs, as well as professional fireplace design, installation, service and safety consultation services throughout the Peninsula, California and beyond. By blending the industry's newest technology with classic design elements and materials, The Hearth Shop is recognized throughout the local region for their expertise, originality and vision.





SPENCER'S STATIONERY

Are you looking to wrap delightful gifts with any shade of ribbon or tissue, enclose an intricately detailed or beautifully decorated card, send out a strikingly sophisticated invitation or record your thoughts with the perfect pen on custom engraved notepaper? Spencer's Stationery has been offering you all this and more in Carmel since 1936. This Carmel-local favorite features engraved wedding invitations and stationery by Crane and William Arthur, customized leather photo albums, journals, desk accessories, office & art supplies, and Caspari cards, notes and napkins.









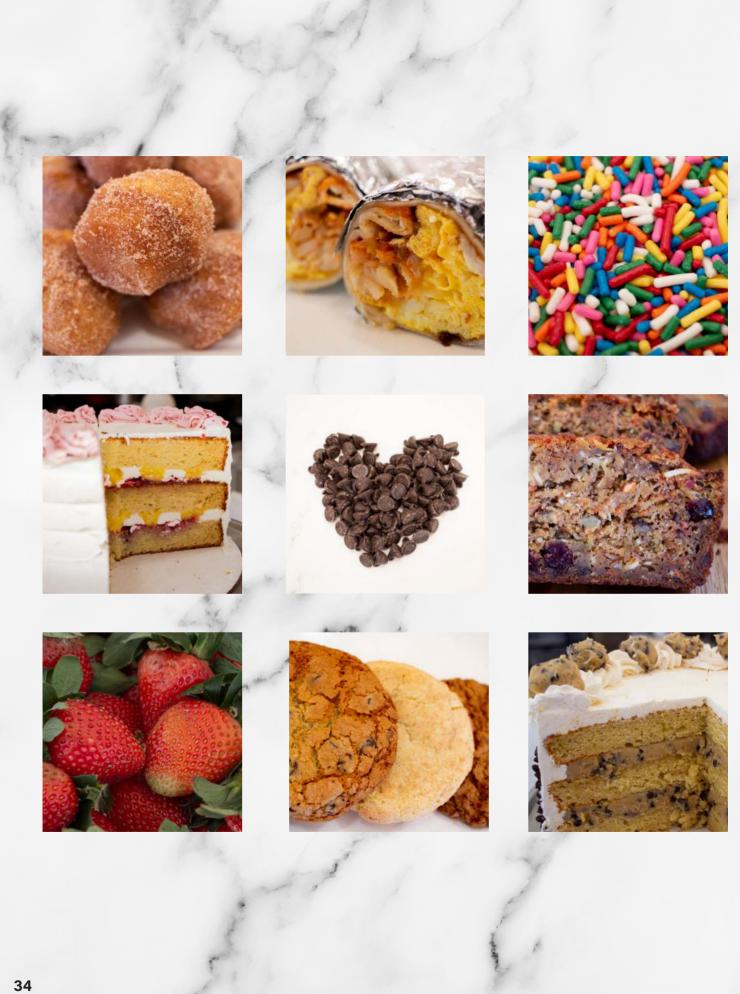












SWEET REBA'S

Sweet Reba's began in childhood with a grandmother who was happy to share the joy of cooking and baking. Through the years, Reba had the good fortune to be able to learn from local legends, baking for the Nepenthe Sign Parties. Reba went on to earn high praise from judge Ron Ben Israel on Food Network's Cake Wars, and continues her pursuit of baking excellence.

In 2004, Reba Wilson created her first "custom cake" for her son's 7th birthday. Since then, she has been building the business from her Carmel home where she lives with her three sons and fiancé, Mike Abbruzzese, who has become her partner in baking. Mike has a background in the kitchen arts, in addition to leveraging his Italian heritage as a way to bring treasured family recipes to the shop.

Sweet Reba's strives to offer customers the highest quality baked goods with the freshest ingredients. They can fill any of your baking and custom cake needs, from birth announcements to weddings, birthdays, and any other celebrations and life events.

Come on in and taste something sweet!

SEE MENU

THE ANNEX by Industry Outlaw

BRINGING THE BEST QUALITY WINE AND STORY TO A LUSH CORNER OF THE CROSSROADS CARMEL

We sat down with Ashleigh Hutchison, owner of a bright, chic wine bar and looked down at a familiar paper bag:

Tell us how the Whole Foods paper bag menus started

I lived in Maui, I pretty much split my life between California and Hawaii. I'm 41 and I'd say 21 of them were spent over there. My first break in the wine industry was about 10 years ago. I lived all the way up North Shore way. We didn't have street lights, nobody locked their doors, you knew everybody. I'd run out of paper right before a big presentation, and just finding



Ashleigh Hutchison, owner

paper would have taken 45 minutes. So I cut up a paper bag and shoved it in the printer. I was like, 'Oh, my God, if I ever had my own place one day, this is going to be your menu.' People bring us their paper bags and it's cute. We will use them, too. We write everything on them like food menus.

What is the origin of The Annex by Industry Outlaw?

I've been in the industry for about twelve years. I was a regional sales manager for a big winery out of Napa and I was traveling three weeks out of the month -- it gets old. I wanted to be more creative so I started going back into writing. The next thing you know, I designed a wine label. And then reached out to somebody to see about procuring my own wine company. I just wanted to do it virtually, not romantic in any way, let's just see what happens! So my son and I designed this label, I got some money from my aunt, I bought thirteen hundred cases of wine, went back to Hawaii, sought out a distributor I took some meetings with some big retailers, and everybody thought it was genius.



A familiar menu style

What are your thoughts on the wine industry overall?

The industry is not broken, but I always found creative ways to sell wine and discover wines, I love all the data, research and nerdy spreadsheets. I love to read. Markets are changing constantly and we have a whole new evolution of wine drinkers coming on the scene. The winery I worked for in Napa Valley is very old school. He was almost refusing to recognize that you have to adapt. Like, yes, you're here and you're Napa Valley and Oakville. But you have to adapt to this next generation that's actually not drinking wine. And they're intimidated by your \$100 or \$200 Cabernet.

What is the story behind these Mana Wines?

The first Mana was kind of that trending capitalist approach to what is fun and exciting with curb appeal because it's got a beautiful wave on it. The juice is good and it's good enough, so let's just keep the process going. So that was the first Industry Outlaw model.

My son and I packed up everything and went back to Maui. And then we decided we weren't ready to be there. So we came back to Monterey and just kept growing Mana. Then I decided to launch this non-profit brand back in Hawaii, called Mana Na Wahine, and align it with the Mana brand.



Mana Na Wahine

At the time, I was like, 'Okay, this is it. I'm going back to Hawaii for real this time!' I packed up my house all over again and get a phone call from a large wine company saying the market is changing, we want you to represent our



The Annex logo

When I designed this, I wanted it to be Bohemian chic, not a wine bar but a serious, unpretentious, safe, fun place for any generation of wine drinker.

brands, we'll give you our book, and financially support you to launch some brokerage. I found myself as a supplier, a wholesaler and then I said let's become the retailer too. I had already looked at this space in Carmel and it was still available, so we drew a bunch of plans out, I figured we'd call it The Annex by Industry Outlaw so it would be a branch of the company and we incorporated this past year. When I designed this, I wanted it to be Bohemian chic, not a wine bar but a serious, unpretentious, safe, fun place for any generation of wine drinker.



Selfie Station with the Flamingo



We have twenty one year olds, twenty five year olds that drink beer, who don't know wine, aren't intimidated by our paper bag menus. We play vinyl, we're fun, interesting, and there's no ego. Wine can be very intimidating. So how do we not be serious, but how do we be serious? We pour white, burgundy and champagne. But we also have Mana and other really great, fun projects in here. So that's how the Annex was born.

Arrangements so beautiful you'll want to keep them forever

BURST + BLOOM





Carmel Pilates and Personal Training

124 Crossroads Blvd; 831-625-3341

Functional Integrated Training - FIT

226 Crossroads Blvd; 831- 915-2755

RPM Rehab

245 Crossroads Blvd; 831- 574-8386

Studio J Pilates

214 Crossroads Blvd; 831-233-8621

Ghost Tree Training

218 Crossroads Blvd; 831-521-8784



Favorite Gifts, Well Traveled Treasures

Weber Goldsmith Gallery 107 Crossroads Blvd; 831-626-7600 European Jewelers 205 Crossroads Blvd; 831-624-3555

Zearly and Metronome 161 Crossroads Blvd; 831-250-7933 Tops N Travel 219 Crossroads Blvd; 831-622-7500

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ESSENTIAL STOPS:



Animal Hospital at The Crossroads 3 Crossroads Blvd; 831-624-0131



Blink Optometry 217 Crossroads Blvd; 831-250-6999



Carmel Medical Supply 240 Crossroads Blvd; 831-574-3339



Crossroads Cleaners 123 Crossroads Blvd; 831-624-5121



Style by Joanie 229 Crossroads Blvd; 831-238-0686

For Home and Fashion

Styles

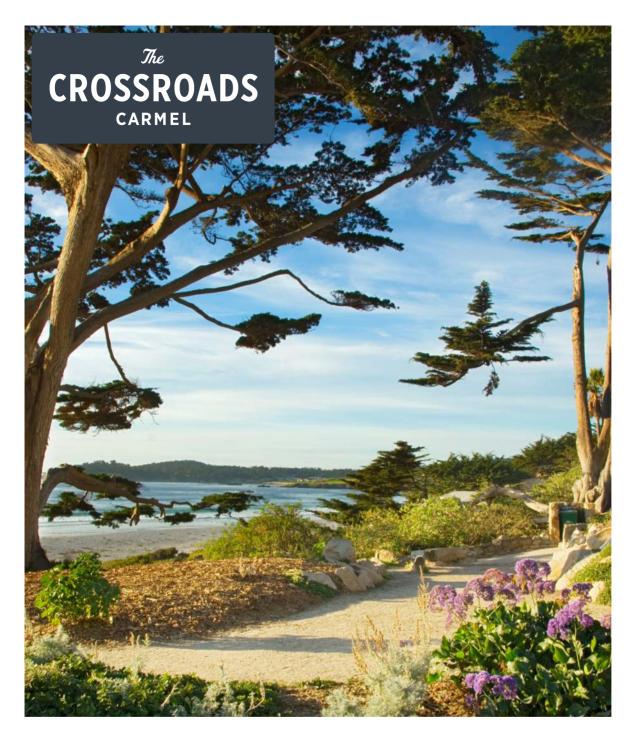
Ambiance Interiors 228 Crossroads Blvd; 831-626-7100

SHE 110 Crossroads Blvd; 831-626-4686

Stephan Cori 108 Crossroads Blvd; 831-624-8444

Debra C Carmel 129 Crossroads Blvd; 831-624-9400





Even the smallest trip is full of untapped potential at The Crossroads Carmel. Reach out to see events, phone numbers, hours, sign up for our newsletter, get directions and see leasing information.

CONTACT

EVENTS

We'd love to hear from you.



