

FALL *into* WINTER

THE CROSSROADS CARMEL 2020 FALL/WINTER GUIDE

CARMEL POKE CO.

taste of Hawaii p. 6

CONSIGNMENT BY THE SEA

beautiful, eclectic treasures p. 32

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Hello & Welcome Back!

Happy Fall to You!

Leaves are changing, the air is fresh and crisp and the sense of Fall is all around. This is the start of the most festive time of year. This year especially is the time to give thanks and celebrate all that we have and all those we love and cherish.

Here at The Crossroads Carmel, we're getting ready for a fun and festive time. Our retailers have everything you'll need to celebrate the season, whether you need a new fall outfit, creative table décor, yummy baked goods or track shoes to work off those extra helpings of Turkey. And our restaurants can help you with any of your special dinners too. We are proud to say that whatever your needs may be, the retailers, restaurants and services here at The Crossroads Carmel have all the best to offer, all in one amazing place! Our goal has always been to make your shopping experience nothing less than wonderful, but also easy and convenient so you have more time to enjoy with your family and loved ones.

We continue to comply with current regulations regarding safe practices as your safety & well-being as well as those of our retailers continues to be our number one priority. So please be assured you can do all of your holiday shopping knowing that The Crossroads Carmel is the same safe, clean and beautiful place it's always been but even better!

We hope that these last few months of this year brings you much peace, joy and celebration. We are thankful for all of you who have supported The Crossroads Carmel through these unique and sometimes challenging times. We look forward to seeing you at the center and we hope you enjoy all that Fall has to offer.

Be safe and be well,

CYNTHIA BUHL
General Manager



Join the
**CROSSROADS
CARMEL
COMMUNITY**



@thecrossroadscarmel
ON INSTAGRAM



facebook.com/
CrossroadsCarmel
ON FACEBOOK

GIFT IT BACK

**SHOP LOCAL,
AND
gift back
TO OUR
COMMUNITY!**




**When You Shop Locally,
Our Community Will Prosper:**

- Keeps our neighbors employed
- Keeps our local businesses open
 - Helps our environment
 - And even gets *you* out of the house!



The
CROSSROADS
CARMEL

GIFTS · APPAREL · FOOD · SERVICES · WINE

HWY 1 @ RIO RD, CARMEL, CA 93923 831.625.4106   [THECROSSROADSCARMEL.COM](https://www.thecrossroadscarmel.com)

FALL / WINTER

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We bring you the sights and sounds of the season with our curated Spotify playlist featuring artists Lawrence, Allen Stone, Eric Hutchinson, Cory Wong and more.

SWEET REBA'S CINNAMON DONUT MUFFINS ▼



▼ ISLAND TACO SALSA



Carmel Poke Co.

BRINGING HAWAII TO CARMEL

Carmel Poke Co. is truly great poke – fresh, local and healthy. Carmel Poke Co. is a special place where you can have a quick healthy meal, or sit with friends and family and enjoy the music and surf movies. Guests can choose from specialty bowls, build your own bowls and a great selection of Kombucha and beer on tap, wine, sake or non-alcoholic beverages. Whether you just finished working out, on your lunch break, or need to take something home for dinner, Carmel Poke Co. has the meal for you!

WHEN DID YOU DISCOVER POKE?

We first discovered poke, while living in Hawaii. We used to serve it at our restaurant Banzai Sushi Bar. It's a common food there, and is served in many restaurants and markets.

DOES BEING COASTAL EXPAND AND IMPROVE YOUR SELECTION OF LOCAL SMALL VENDORS?

Yes, being coastal and located near some of the worlds best organic farms, has definitely improved our selection of all organic produce, as well as local beer, wine and kombucha.

WHAT'S A SECRET MENU POKE DISH THAT YOUR FANS MUST TRY?

Our house Hawaiian poke is definitely a MUST try, or if you like to turn the heat up, try our spicy Hawaiian poke!

DO YOU HAVE PLANS FOR THE HOLIDAYS?

We'll be staying open and spending time with family. Eat healthy. Support local organic farmers, sustainable fishing, and local businesses. We love you, come visit us soon!

DO YOU HAVE ANY FINAL THOUGHTS YOU'D LIKE TO SHARE WITH THE CARMEL COMMUNITY?

Thank you! To all of our customers, new and old, who have supported us, and help spread word of our little hide away in the Crossroads.

Also a HUGE Thank you to our community and first responders, for sticking together, supporting each other, and supporting local businesses throughout these wild times. It's an exciting time to be alive!



BRIAN GORRELL

Owner of Carmel Poke Co.

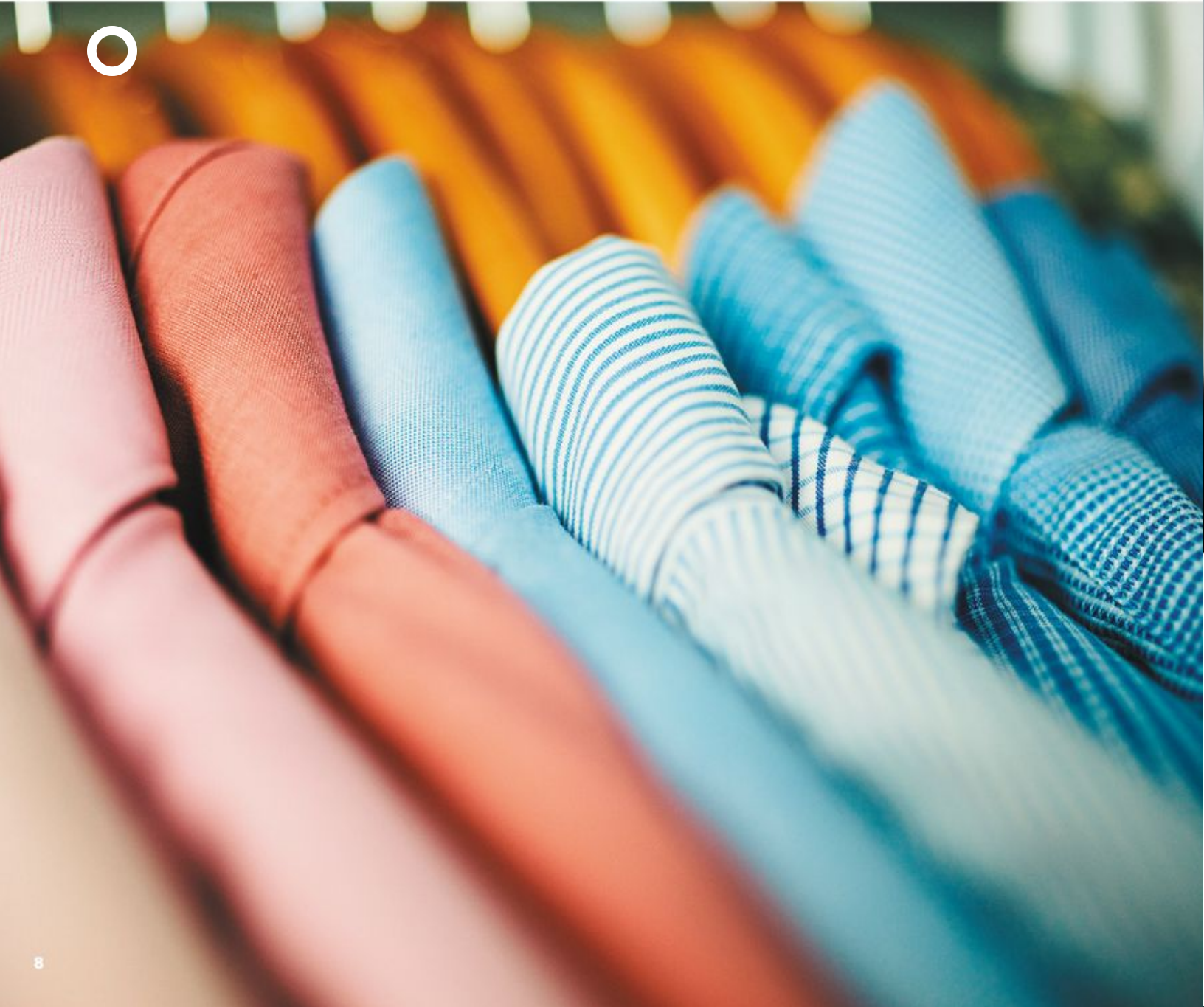


ENVIRONMENTALLY-FRIENDLY CLEANING

Crossroads Cleaners

Taking care of your clothing while protecting the environment is important. Crossroads Cleaners now features the Union Drycleaning system, which uses hydrocarbon technology to delicately and effectively clean your garments and fine apparel. Precision alterations and traditional laundry service are also available to all clients.

(831) 624-5121 | MON-FRI 8AM TO 6PM, SAT 10AM TO 2PM





GET FIT

Thost Tree Training

Established personal trainer, Don Curry, offers one on one strength training, pilates and more.

(831) 521-8784 | BY APPOINTMENT ONLY

COMMUNITY FEEDBACK

How Our Community Feels

STRAIGHT FROM THE CUSTOMERS' MOUTHS!

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.

CATHY B.



Beautiful and unique pieces. Always a pleasure to visit. Adriana and her staff are knowledgeable, friendly, and treat you like family. Don't miss this special store in Crossroads.

**EUROPEAN JEWELER
& GOLDSMITH**





AMBIANCE INTERIORS

CHARLIE & VIVIEN Z.



Sheila is a most creative artist and designer who combines practical can-do-it-ness, with intuitive vision. We would entrust her with any aspect of a project, from beginning to end. She is a warm and dear person, and altogether a friend and a Treasure.

TOPS N TRAVEL

TAMMY V.



This is definitely the store to hit for travel accessories! They have a large variety of hats, luggage, travel gear, adapters, chargers, wallets! Pretty much anything you can think of! Everyone was super friendly & attentive! Will definitely be back (: Thank you Ariana for helping me find everything I needed for my vacation!!





JAN LANNING



This shop was a real find! I found playing cards beyond the ordinary, refills for my pen, unusual and beautiful file folders and a huge array of beautiful storage boxes. There is a large office supply in the back with unique writing journals. I left with a huge smile on my face.

SPENCER'S STATIONERY

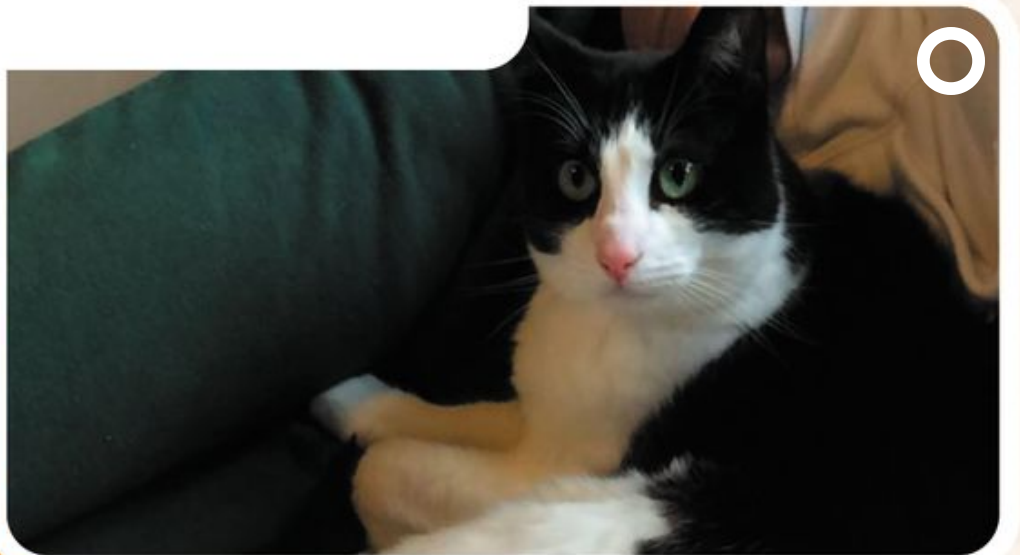


CYNTHIA D.



We've taken our cats there for years. We love Dr. Bishop and his staff. They are all so kind. They really care about you and your pets. Thank you! 5 stars.

ANIMAL HOSPITAL





CARMEL MEDICAL SUPPLIES

CHRISTINE L.



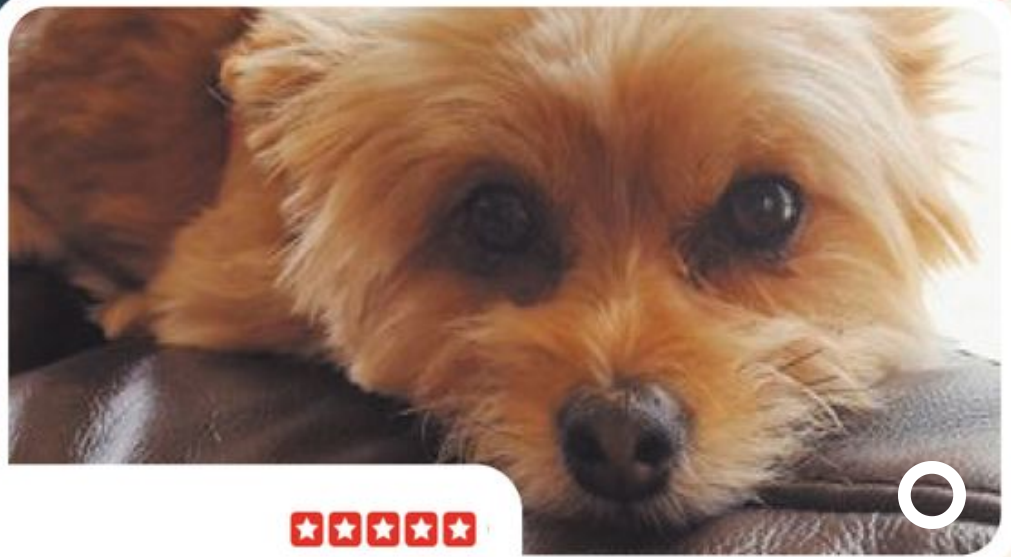
The owner spent as much time as we needed for my special needs daughter to pick out great quality products to enhance her walker and make it special for her. She loves the way it looks now as that it has a colorful seat cover, front carryall bag (used now instead of her backpack) and cushion for the back when she uses it for a seat. All of that for a surprisingly affordable cost. Also, she helped her adjust the wires of her walker at no cost. It was a pleasure to meet and work with her.

TODD W.



Ordered ahead for a bouquet as a birthday gift. I could only give a vague description of a color palette and "southwestern-y" as a theme. The bouquet was delivered to our hotel the evening before a Sunday check in. It was absolutely perfect. The size and height was great for transporting home, where they continued to stay bright and healthy. It was a pleasure speaking with Burst + Bloom on the phone and I'm so happy they were available!





MATT C.



This place is amazing. I just went in for a nose wax and now I plan on going back for so much more (the skin treatments seem great). I called the morning of to make a last minute appointment and I was in not even an hour later. I don't know if getting an appointment on such short notice is the norm but even if it is not, Kim is worth the wait. Also, look at her little baby. The pup alone is enough for me to go back there on a regular basis.

**MONTEREY BAY
BODYWORKS**

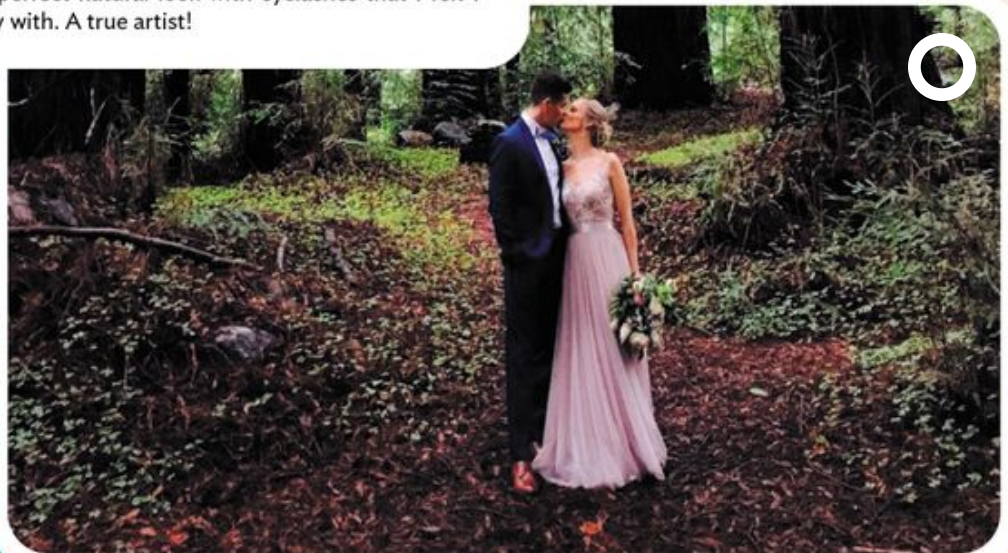


JENNI M.



A beautiful inviting space with matching warm smiles from all staff. The manager greeted us right away and was so sweet! Natalie was my hair stylist and she was an angel. So easy going and a joy to talk to. She made the experience enjoyable and stress free. And not to mention, she made my hair look amazing with a loose boho updo. Lulu did my makeup and gave me the perfect natural look with eyelashes that I felt I could fly away with. A true artist!

O SALON

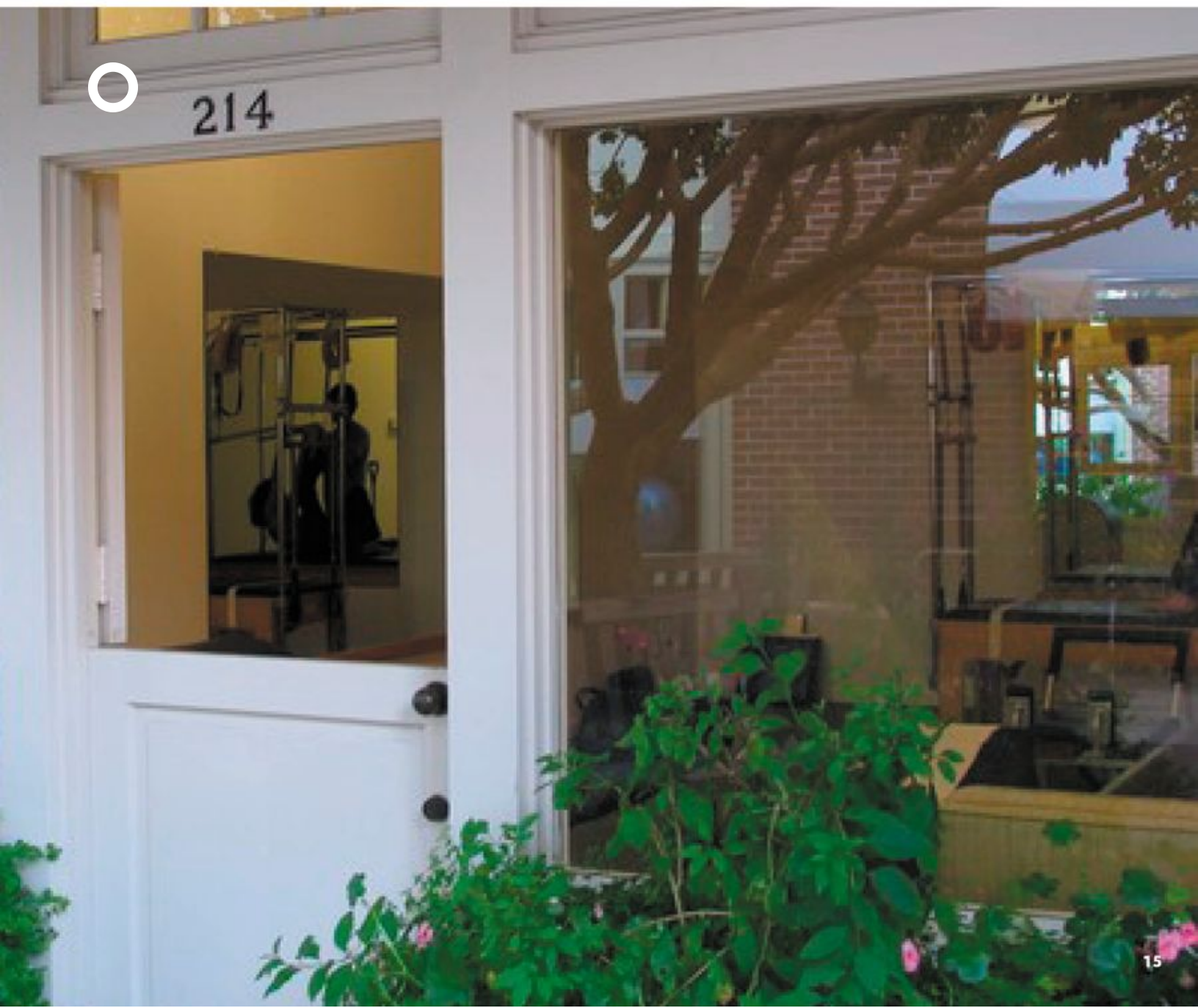


HEALTHY BODY

Studio J Pilates

Experience for yourself the Pilates method of conditioning that combines mind and body in a complete workout, bringing awareness and vitality to your body. Instructor Jay Davis has studied under the direction of world-renowned Pilates teacher Romana Kryzanowska, requiring a minimum of 600 hours apprenticeship training as well as written and practical examinations. Private, semi-private and small group classes available by appointment.

(831) 236-3905 | MON-SAT BY APPOINTMENT





○

RECOVER YOUR MOBILITY

RPM Rehab

Serving the Carmel area for over 34 years and providing the best in complete orthopedic rehabilitation, spinal rehabilitation and specialized programs for chronic pain. RPM Rehab specialists are recognized in the medical community as one of the most effective and advanced specialists on the Monterey Peninsula.

(831) 574-8386 | MON-FRI 8AM TO 6PM

Shop Talk

It never hurts to ask the experts.
So we did!



The UPS Store™



THE UPS STORE

HOW CAN INDIVIDUALLY OWNED AND OPERATED UPS STORES HELP SMALL BUSINESSES SUCCEED?

The UPS Store in Carmel is your one-stop-shop, working diligently 7 days a week to support our local businesses. Our goal is to make your life easier - for you to be able to focus on your business's growth and success and for you to consider us to be your team. We consider our store to be your mobile office.

Whatever your needs: business cards, marketing fliers, advertising postcards, a mailbox in which to serve as your business address and receive your mail and packages, notaries, digital fingerprinting for background checks, shredding services, office supplies, packaging experts to care for your special products and business resources, a wide variety of shipping options - USPS, DHL, UPS and freight options, etc.

The list goes on and on and on.

Over our 15 years of business, we have worked with many small businesses. We see them as our partners. We know that we each have our expertise and most business owners need to focus on the core of their business products and/or services. By leaving much of the administrative work to us, the greater chance of your success!





THE TREADMILL

WHAT ARE SOME FALL/WINTER ATHLETIC TRENDS YOU SEE, AND WHAT FOOTWEAR DO YOU RECOMMEND?

Many people are turning to hiking as a means to get outside and exercise. Even avid runners have changed their miles on the road to miles on the trail. Running shoes are generally ok for some hiking but trail shoes can become a necessity when getting into more serious terrain. The Hoka Speedgoat 4's are the most popular at \$145 with another great option being the Brooks Adrenaline 20's, which are currently 30% off, starting at \$130.





THE ANNEX

WHAT ARE ONE OR TWO WINES THAT ARE GETAWAYS IN A GLASS?

Bubbles from France are usually a great go-to. For those looking to slip away and embrace their inner Parisian, the Brut Rose by Je T'aime is fantastic.



**YONGSUN'S
BEAUTY SALON**

WHAT ARE ONE OR TWO OF YOUR FAVORITE HAIR STYLES OF THE SEASON?

As to seasonal hair styles, Fall/Winters colors are darker than summer colors, and vary by season. This year we'd expect to see more caramel colors, as the return-to-natural trend is continuing.

For this look, I recommend

- a) Partial Highlight with Toner - \$195 plus
- b) Partial Bayalage - \$225



DEBRA C CARMEL

WHAT'S A GREAT WINTER PARTY HOST LOOK?

The perfect Holiday Hostess Look that we just love is our Maskit Coat paired with a cardigan by Maison Common and blouse by Kiton.



STEPHAN CORI

WHAT CAN YOU WEAR FOR A BEACHSIDE STAYCATION?

We recommend a Charlie B. Denim Jacket silk floral lining with a detachable fur collar (\$187.00) paired with a warm soft long sleeve mock neck sweater by Charlie B. (\$119.00) And our fabulous Insight of New York pull on super fit stretch print pants available in many prints and solids and guaranteed to fit every body shape perfectly(\$139.00) and don't forget a one of a kind semi precious necklace by Arlene Palmer Avg Price (\$350.00) You are set and ready for a wonderful night dining outside in beautiful Carmel.

EXPAND YOUR MIND

River House Books

A family-owned independent bookseller where every book is hand picked by the proprietor. Be surprised by the selection of new works in the humanities and sciences, select bestselling fiction and non-fiction, travel guides, children's classics, reference materials, foreign and domestic magazines plus collection-worthy architecture, art, cooking, equestrian, fashion, gardening, interior design, photography and wine books.

(831) 626-2665 | MON-SAT 10AM TO 6PM, SUN 10AM TO 5PM





LOW 'N SLOW

The Crossroads BBQ

The Crossroads BBQ, established in December 2018 by the Ingram Family, is an authentic local barbeque and blues experience in a casual setting. A selection of smoked meats, fresh produce, and thoughtfully sourced ingredients create the most amazing food and barbeque. Weekly live blues acts, an extensive craft beer list and American wines served by a welcoming faces completes the experience. You will find yourself planning your next visit before you even leave.

(831) 250-7616 | SUN-THURS 11:00AM TO 8:30PM, FRI-SAT 11AM TO 9PM

Carmel Valley Coffee Roasting Company

Delicious and perfectly roasted coffee, tasty teas and sumptuous bites are always abundant at Carmel Valley Coffee Roasting Company. Whether you're just getting started or winding down the day, there's no better place to be. Enjoy your treats in the comfortable indoor coffee lounge or take in some sun on the garden patio. The Carmel Valley Coffee Roasting Company has something to offer every discerning palate.

(831) 626-8784 | MON-FRI 6:30AM TO 6PM, SAT-SUN 7AM TO 6PM

FALL MENU NOW AVAILABLE

We make our cold brew in-house and serve it over ice. It's a smooth and elegant organic coffee, low in acid, and perfect for our sunny Carmel days. Our baristas elevate the flavor by topping it with pumpkin pie cold foam made with heavy cream, pumpkin pie sauce, and a dash of pumpkin pie spice. It will satisfy your pumpkin craving and it's a drink that can be enjoyed at all times of the day.

FALL DRINKS

Pumpkin Pie Latte

Pumpkin Sauce, Whip Cream, Dash PP Spice
Starting at \$4.75

Salted Caramel Mocha

Salted Caramel Syrup, Ghirardelli Chocolate, Whip Cream, Caramel Drizzle
Starting at \$5.25

Bowl of Soul

Organic Coconut Oolong Tea, Steamed Milk, Honey, Vanilla Syrup, Dash Cinnamon
Starting at \$4.75

Seasonal Cold Brew

House-made Organic Cold Brew Over Ice, Topped with Pumpkin Pie Cold Foam, Dash Pumpkin Spice
16 oz. \$5.25 | 20 oz. \$6

SEASONAL PASTRIES

Pumpkin Loaf
Pumpkin Pie Muffin
Apple Strudel
Pecan Bars
Pumpkin Scone

The Winter Menu starts on Black Friday. Each drink is festive and designed to bring the flavors of the season in each cup.

Fireside White Mocha
Eggnog Latte
Peppermint White Mocha
Masala Chai Tea au Lait
Chicory Sweet Cream Cold Brew

GIFT CARDS

20% Discount on Carmel Valley Coffee Roasting Co. Gift Cards
November 27 - December 24
In-store use at our three coffeehouse locations in Carmel
\$25 gift cards for \$20



Five Favorites

We asked some of our shops their five favorite products or tips in their field. Here are their picks that they'll think that you'll love, too!



RIO GRILL

WHICH FIVE MENU ITEMS FROM THE FALL/WINTER 2020 MENU DO YOU RECOMMEND TO THE CARMEL COMMUNITY?

- 1 CORN TRUFFLE & WILD MUSHROOM TAMALE**
- 2 BETTER BUTTER LETTUCE SALAD**
- 3 CHICKEN FRIED AHI**
- 4 SEASONAL MARGARITAS**
- 5 PUMPKIN CHEESECAKE**



ZEARLY

WHICH FIVE PRODUCTS WOULD YOU RECOMMEND AS GREAT GIFT IDEAS FOR CHILDREN?

1 MAILEG MICE FROM DENMARK

These carefully crafted critters make the perfect gift because you can keep adding to the collection later in the year for birthdays and other special occasions. Start with a favorite mouse friend and add a wardrobe, camping set, gingerbread house, kitchen set, and other friends! This collection makes future gift giving a no brainer.

2 PUZZLES

Puzzles make for fun for the whole family, always a good reason to gather, talk and laugh, while spending time exercising your brain. We have puzzles for all levels, from 4 piece to 1000 piece sets.

3 HUGE BEARS FOR HUGE BEAR HUGS!

Who doesn't love to snuggle in with a classic?

4 LAWN GAMES

Giant Connect 4, Giant Jenga, Giant Wooden Dice for fun in the backyard or on the beach. We love helping to create together moments!

5 NAME TRAIN SETS

Kids love these classic trains and love seeing their names spelled out in fun colors. We love that they are all handcrafted in Vermont with sustainably sourced wood and all natural vegetable dyes.

BLINK OPTOMETRY CARMEL

WHICH FIVE PRODUCTS OR TIPS DO YOU RECOMMEND TO PRACTICE GOOD EYE HEALTH?

1 100% UV PROTECTIVE SUNGLASSES OUTDOORS ALL THE TIME

UV damage is a leading risk factor in developing macular degeneration, a sight threatening disease, earlier cataract formation and skin cancer. The eyelids are one of the most common locations for skin cancer on the face. Kids have larger pupils to allow light to enter the eye and filter less of the harmful UV rays so their eyes are even more susceptible to long term eye damage without protective sunwear.

2 AVOID SMOKING AND SECOND HAND SMOKE

In addition to the cardiovascular complications, smokers are at an increased risk of macular degeneration, dry eye disease and premature cataract formation.

3 EAT FOODS RICH IN CAROTENOID PIGMENTS

These are the pigments that make vegetables vibrant and colorful. Spinach, kale, broccoli, carrots and eggs provide lots of this nutrient which is critical for long term retinal health and maintenance of crisp vision.

4 INDIVIDUALIZED COMPUTER GLASSES

Looking at computer screens or other digital device requires precise eye muscle coordination and can lead to eye strain, headaches, digital eye fatigue and dry eye from blinking one third less as often as we do normally. Take breaks from the screen to reduce dryness and allow for muscle relaxation (20/20/20 rule: every 20 minutes take a 20 second break and look at something at least 20 feet away to rest your eyes).

We now can also provide very individualized computer glasses that relieve eye muscle strain while also filtering the specific portion of the blue light spectrum, which is responsible for increased eye strain and disruption of our sleep cycles. Many trendy blue light lenses block the entire blue light spectrum, causing mood disruption, loss of energy and alertness, and a change in our perception of colors.

5 GLASSES WITH ANTI-GLARE TREATMENT

We have used this technology for years to improve night vision and reduce eye strain from screens and overhead lighting. When you wear glasses without this technology, the reflected glare on the lenses makes them appear opaque white on screen so the people you are talking with will see two white circles where your glasses are instead of seeing through them to your eyes. On your next pair of glasses make sure to invest in anti-glare lenses so your friends, family and colleagues can see those expressive eyes of yours when you're on camera.

THE BIG SQUEEZY

WHICH FIVE FALL 2020 MENU ITEMS DO YOU RECOMMEND TO THE CARMEL COMMUNITY?

1 CHOCOLATE ALMOND MYLK

2 CRAZY EIGHT

3 SKINNY GREENS

4 SWEET TART

5 CLASSIC ACAI BOWL



1



2



3



4



5



TASTE MORGAN

WHICH FIVE PRODUCTS DO YOU RECOMMEND TO THE CARMEL COMMUNITY THIS SEASON?

Morgan Winery has curated an array of holiday wine bundles, elegantly wrapped to make gift giving easy. Each holiday bundle comes with a complimentary kraft gift box, Morgan corkscrew, and a handwritten greeting card. Each bundle offers attention to detail and fantastic taste, creating a memorable experience for your recipient.

1 ESTATE DUO
Double L Vineyard Chardonnay
Double L Vineyard Pinot Noir

2 ESTATE TRIO
Double L Vineyard Chardonnay
Double L Vineyard Pinot Noir
Double L Vineyard Syrah

3 SLH DUO
Highland Chardonnay
Twelve Clones Pinot Noir

4 SLH TRIO
Highland Chardonnay
Twelve Clones Pinot Noir
G17 Syrah

5 CORPORATE GIFTS & WINE MEMBERSHIP



F.I.T.

WHICH FIVE PRODUCTS DO YOU RECOMMEND FOR WORKING OUT AT HOME?

1 STABILITY BALL

With more and more people working from their homes, using a stability ball instead of a chair will promote better posture and better spinal alignment.

2 FOAM ROLLER

Foam rollers are great as a self massaging tool to increase blood flow and improve mobility.

3 RESISTANCE BANDS

Bands come in a variety of resistance levels. They can be attached around an object or anchored in a door. These bands can be used for resistance and mobility training.

4 PROPER FOOTWEAR

Having the proper footwear specifically designed for your activity (like walking or running) is essential for decreasing risk of injury and maximizing efficiency.

5 REUSABLE WATER BOTTLE

Stay hydrated while also being environmentally conscious.



STYLE BY JOANIE

WHICH FIVE PRODUCTS DO YOU RECOMMEND FOR HAIR-CARE AT HOME?

- 1 REDKIN COLOR CARE
- 2 OLAPLEX RECONSTRUCTING SHAMPOO
- 3 IT'S A 10 LEAVE IN TREATMENT
- 4 PUREOLOGY FOR HYDRATION
- 5 CREW FOR MEN'S STYLING



Consignment by The Sea

BEAUTIFUL, ECLECTIC TREASURES

Consignment by the Sea specializes in fine furnishings, antiques, one of a kind pieces, accessories, lighting, art work & area rugs for the distinguished & savvy buyer. From classic to contemporary, we select and consign treasures for your home or office. We only carry quality items that we know our distinguished buyers will appreciate, from authentic Frank Lloyd Wright pieces to one-of-a-kind paintings, flawless statues, and more. We ensure that our evolving availability is continually exciting, fresh, and new for all our shoppers.

WHAT HAS BEEN THE MOST DISTINGUISHED, RARE, ONE-OF-A-KIND ITEM THAT'S BEEN IN THE STORE?

The first year we opened, we had a set of six chairs designed by Frank Lloyd Wright for the Henredon collection back in 1952. They were actually chairs that were in the scenic house, the Frank Lloyd Wright house, valued at \$20,000. And we ended up selling them at \$7,300 for the set of six.

We had Tiger Woods' four pennants that he won. They were the real pennants from his 18th hole of his grand slam, modern grand slam, so consecutive. That was the second most unique thing we've had in here.

INTERIOR DESIGN TRIES TO STAY AWAY FROM THEMES; INSTEAD EMBRACING CONCEPTS. WHAT ARE POPULAR CONCEPTS CUSTOMERS CAN REALIZE IN THEIR HOMES WITH YOUR COLLECTION?

We try and make it so it's pretty eclectic. We don't focus on any one modern, traditional, transitional. We stay away from antiques. That's not very popular at the moment. But overall, we sell a lot of dining, a lot of bedroom rugs, pretty much everything you see in here, we turn over all the time.



PAM MEYER

Owner of Consignment by The Sea

HOW DOES THIS STORE SUPPORT LOCAL BUSINESSES?

We do have some charitable things that we donate to and participate in. All three of us are part of the chamber, so through those functions as well.



DO YOU HAVE PLANS FOR THE HOLIDAYS?

Personally, for us, we're going to try to meet two of our daughters up in Pleasanton with their families. So that'll be our Thanksgiving. We have three daughters. One of them has already got one whole side of her family's showing up at their house.

DO YOU HAVE ANY FINAL THOUGHTS YOU'D LIKE TO SHARE WITH THE CARMEL COMMUNITY?

We're really blessed for the community we live in because so many people want to consign their things, and they have really beautiful pieces, with us. It's been a fantastic partnership.



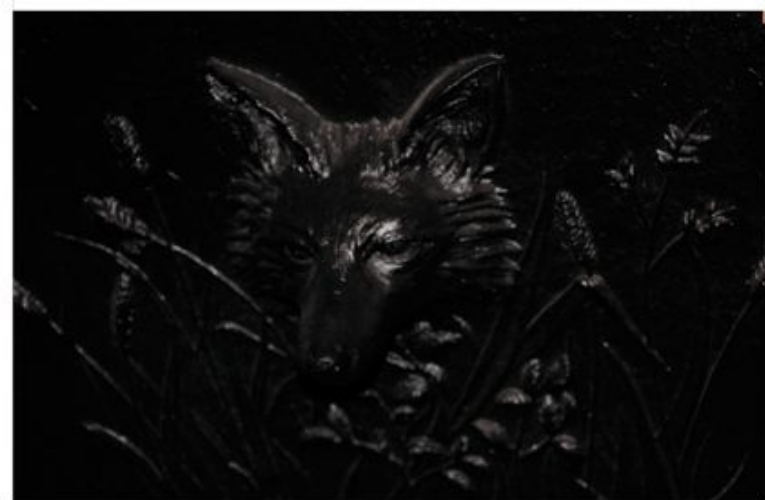
ELITE FULL SERVICE HAIR GALLERY

Heidi's Studio

An elite, full service hair salon offering precision cuts, color and a full range of quality hair care products. Whether in need of a quick touch up or a complete make over, Heidi's Studio takes care of every client's need in an atmosphere that is fun, hip and friendly. Let Heidi and her staff transform you and treat yourself to quality hair products such as Bumble & Bumble, Moroccan Oil and Pureology.

(831) 624-2347 | MON-SAT 10AM TO 6PM





FIREPLACE ACCESSORY & DESIGN STUDIO

The Hearth Shop

Do you know how many words there are in the word Hearth? Heart, earth, art, and hear. These words are the essence of what The Hearth Shop and Home by The Hearth Shop stand for and were the inspiration behind our new heart bag available in both stores.

Home by The Hearth Shop is all about heart. It is where you can find thoughtful, heartfelt gifts for your close friends and family. It is where you can come and see elaborate, themed displays. Our design team's sole purpose is to bring magic to you and inspire ideas on how you can bring warmth and cheer to your homes. This year, we focus on tradition and family. Stop by and feel the love

As a second-generation business, The Hearth Shop is all about family. The fireplace is the center and the heart of the house. We gather there with close friends and family. This year, more than most, we are focusing on tradition. Our customers are looking for comfort and peace and joy. Whether that is with just a candle, which have been top sellers this year, or remodeling living space to accommodate more time at home, The Hearth Shop is the place to come. We have everything you need for the heart of the home.

(831) 375-1252 | MON-SAT 10AM TO 6PM, SUN NOON TO 5PM



RECIPES

Island Taco Salsa

BEST SALSA ON THE ISLAND

At **Island Taco**, our salsa is the perfect appetizer or snack when paired with your favorite tortilla chips and quacamole. Our salsa recipe is quick and easy to make at home.

Our spicy salsa can be mild or extra spicy, depending on how spicy the peppers are the day we make it. Sometimes the jalapeños will knock you back, other days they are super mild. This is still one of our most popular recipes!

YOU WILL NEED

10 **ROMA TOMATOES**, CHARRED ON A FIRE GRILL

5 **JALAPEÑOS**, CHARRED ON A FIRE GRILL

10 **TOMATILLOS**, PEELED & BOILED

1 15 OZ CAN **FIRE ROASTED TOMATOES**

1/2 **WHITE ONION**, DICED

3 **CLOVES GARLIC**, MINCED

1/2 CUP **DRY CHILIS DE ARBOL**, TOASTED

Pulse the above ingredients in small batches in a blender or food processor. Then stir in the following ingredients:

1 TBSP **SALT**

1 TSP **DRY GRANULATED GARLIC**

1/2 BUNCH **CILANTRO**, CHOPPED

1-2 **LIMES**, JUICED

You can adjust the heat by adding more or less jalapeños and chilis de arbol.





RECIPES

Cinnamon Donut Muffins

YOU CAN'T EAT JUST ONE

At **Sweet Reba's**, our popular Cinnamon Donut Muffins are a delightful breakfast pastry, snack or dessert. They are quick and easy to make and will be a hit with your friends and family.

YOU WILL NEED

DONUT

1 3/4 CUP ALL PURPOSE FLOUR
1 1/2 TSP BAKING POWDER
1/2 TSP SALT
1/2 TSP NUTMEG
1/2 TSP CINNAMON
1/2 CUP OIL
3/4 CUP WHITE SUGAR
1 EGG
3/4 CUP MILK

COATING

1/4 CUP BUTTER
1/3 CUP WHITE SUGAR
1 TBSP CINNAMON

Preheat oven to 350 degrees. Mix the dry ingredients (flour, baking soda, salt, nutmeg and cinnamon). Combine oil, sugar, egg and milk in a separate bowl. Add the wet ingredients to the dry and do not over mix. Stir until just incorporated.

Scoop into greased mini muffin tins or lined tins. Bake for 15-20 minutes.

While waiting, melt the butter in a bowl. In another bowl make your sugar cinnamon mixture. When muffins are done, let it cool slightly (warm to touch).

Dip the muffins in the melted butter, then dust with the sugar-cinnamon mixture. Cool completely.



SHE

AMERICAN AND EUROPEAN BOUTIQUE

A high fashion boutique with a unique mix of European and American designs, SHE reflects the latest trends in clothing, shoes, handbags, accessories and gifts.

TELL US A LITTLE BIT ABOUT WHAT LED YOU TO SHE?

We had a second home down here and as my kids were growing up, I always had this list of things I wanted to do when my kids got older. Also my dearest wish was to never have to leave here. So, when my youngest went to Cal Poly, we moved here permanently and I was so involved that I had to do something. So, I started looking for spaces and of course, I wanted a bakery and I wanted a shoe store, and I wanted a clothing store. I wanted all these things. Then I heard that restaurants

were number one for failure and women's clothing stores were number two. So, I figured I'd go for number two instead of number one.

I found this spot, which is small and snug, but when times are lean it serves me well. I did the interiors, which was more of my history. My husband is in real estate and so it worked well with what he was doing, but I was always interested in this part of the business. Of course I've always loved clothes and it's been 20 years this year. I still get excited going to market and seeing what's new and different out there.

Prior to the real estate, my husband was very involved in a company his father had started. We took people to Europe and you'd see all these gorgeous clothes and shoes that matched even in the same fabrics and I thought, "You never see any of that in the States." So that was a big goal of mine; to bring in things that you don't normally see. I love different and unusual. And, I love things that are well-made. You don't find a lot of quality today. A lot of things are cheaply made and they're not made to last.

One of my customer's mother said, "If you buy nice things, you'll always have something to wear."

We do a lot of special orders for people. If I can get it and if I can get it in the size they want, I'll even expand on my order just to get it for them.

We do an awful lot of that. It's pleasing the customer. It's working with so many fabulous people that are the customers that we have around here and helping them to find things. This is kind of a strange year because people aren't going places and traffic is different



PATTY WILSON
Owner of SHE

because we don't have the tourist events. But, I have some excellent customers that have helped me stay afloat during this pandemic.

TAMAR H. OF SCOTTS VALLEY, CA CALLED YOUR COLLECTION 'SERIOUSLY CURATED.' WHAT IS THE SELECTION PROCESS WHEN ASSEMBLING YOUR BOUTIQUES LINES?

I tell people, I feel I'm almost a 50/50 mix of European and American designers.

I love my American designers because it's a little bit easier to do reorders, but I find with my European designers, I almost never have a problem with quality.

I almost never send something back because the fabric is not correct or the construction is not correct. It's just a pleasure to bring so many of them out from the standpoint of quality. I can't reorder so many of my European lines. If somebody wants a particular item or size, they won't ship, they can't afford to. So I try to keep a mix like that. I like romantic. I like feminine. I like things that aren't too crazy, because we're not real trendy. Most of your European lines aren't trendy. There's something that you can wear forever because they're not so trendy that they go out of style. They may have this little detail or something different and unusual about it, but it'll always serve you well.

HOW DOES THIS STORE SUPPORT LOCAL BUSINESSES?

I don't know about it supporting local businesses, but I support all the local events, Meals on Wheels, the cancer fashion shows, the schools, Santa Catalina.

Most of these I do on a regular basis every year. I'm happy to help in the community like that.

DO YOU HAVE PLANS FOR THE HOLIDAYS?

We usually go to my husband's cousin's place over in Santa Cruz for Thanksgiving. I think she will still have it, but there'll be a very small group outside on her deck.

For Christmas, we were going, the whole plan was to go with my daughter who's in St. Louis and she has three young children. We were going to Disneyland and kind of making that Christmas.

DO YOU HAVE ANY FINAL THOUGHTS YOU'D LIKE TO SHARE WITH THE CARMEL COMMUNITY?

I had a little note on my door because we were closed for 10 weeks during the lockdown, that I sent my love and blessings out to the community and that I hoped everyone would stay safe and healthy. We're doing our part as far as cleansing and sterilizing as much as possible. I just wish our whole community, the health and safety that we need. I think we're doing it. I think my customers are always very respectful. They wear a mask. They'll ask before they enter, if it's okay. I mean, we live in a very special place.

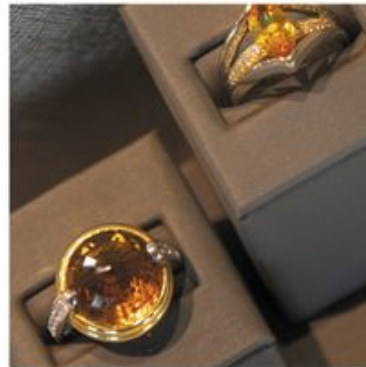
I'm very thankful that I'm here and I'm very thankful that I'm surrounded by the people I'm surrounded by.



Inside Our Shops

WEBER GOLDSMITH GALLERY

Brad Weber is a jeweler of distinction with a special flair for personal service. Whether he's designing custom pieces for heads of state or celebrity clients, Brad works with his clients and uses his artistic insights to create stunning, one-of-a-kind collectors pieces. Customers can also choose from a impressive selection of beautifully designed pieces from jewelers & artisans including Gordon Aatlo and Mouawad, William Levine, and Faberge to name a few. Sterling silver collections from Europe and Hawaii also await you.



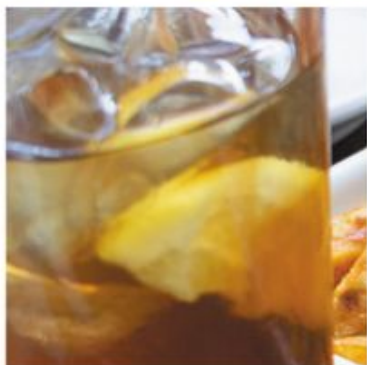
CHINA DELIGHT

Enjoy the true flavors of the Far East surrounded by elaborate Asian decor. Classic meat & seafood dishes, tasty soups and noodle combinations are popular take out choices, but guests can also try specialties of the house including seasonal fish and vegetable items. Vegetarian dishes are also available.



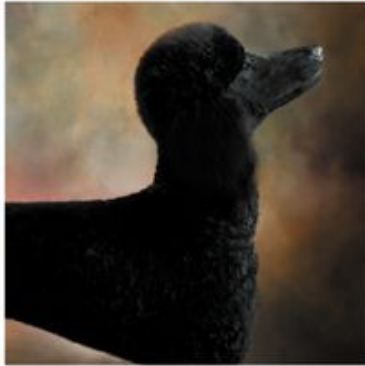
R. G. BURGERS

One bite and r.g. Burgers will instantly become your favorite burger spot. This local favorite restaurant will win you over with hand-formed, extra-lean char-grilled burgers made from your choice of ground beef, turkey, bison, chicken breast or falafel. Also try grilled hot dogs, sandwiches, fresh salads and soups and delectable shakes. For dine-in or take-out, r.g. Burgers is a “real good” place to eat.



SUDS 'N SCISSORS

Suds 'N Scissors is a full service dog and cat grooming facility and pet boutique offering professional clipping for any breed, bathing, nail filing and clipping, teeth brushing and scaling, puppy "grooming training" programs and a complete line of specialty spa products. Pick up, delivery, and personalized "family" boarding are also available.



PET FOOD EXPRESS

As one of the country's leading independent pet food and supply retailers, Pet Food Express strives to provide the highest quality at competitive prices combined with personable and knowledgeable service by people who love pets as much as you do. In addition to their commitment to customer service and pet care, the folks at Pet Food Express are on a mission to find a home for every homeless dog and cat in their community through generous donations and in-store adoption events.



SEA HARVEST FISH MARKET & RESTAURANT

Owner and fisherman David Deyerle promises the freshest available seafood for purchase at the market counter or served in the restaurant. Tartar and cocktail sauces made from scratch, delicious cioppino and fresh baked bread compliment fresh, locally caught seafood made to order or taken home to your own kitchen.



The
CROSSROADS
CARMEL

DISCOVER FOR YOURSELF WHY LOCAL
SHOPPERS AND SMART TRAVELERS HAVE
CHOSEN THE CROSSROADS CARMEL AS
**AN ESSENTIAL BOOKMARK IN THEIR
OCEAN-BOUND TRIP**

We have heart, taste, community and quality
which we cannot wait to share with you and yours.



CONTACT



LEASING

We can't wait to see you!

