

BLEU

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in Mammoth. He fell in love with the area and moved here permanently the following year. He met his wife Theresa during the 2000-2001 season when both worked for Connie Black at the Double Eagle Resort. The couple has two children; Aidan, 5, and Sienna, 2.

"I've always wanted to work for myself," said Brandon. "Be an entrepreneur. Prove to myself that I can do it." And given his long experience in the area, Brocia feels like he knows what it will take to survive the dreaded shoulder seasons.

The cheeses and the cured meats hold well. "My inventory is almost non-perishable," he says. "And my overhead is low," he adds, noting that he is the show for now - there are no employees.

"I sold four bottles of Rosé yesterday. I wouldn't sell four bottles of Rosé in a summer at the Westin. It's because I had the time to talk about the wine, explain it ... Mammoth Lakes is a destination spot for people from all over the world. They want to experience what we have in California."

Sheet: Do people think you're crazy for opening up a new shop in this economy?

Brocia: I feel there's a niche that needs to be filled. People will buy luxury items that are accessible. A \$50,000 car may not be accessible but a nice glass of wine paired with the perfect cheese ... that's a luxury moment, and that is [accessible]."



MAMMOTH LAKES TRAIL SYSTEM
SUMMER OF STEWARDSHIP

Horseshoe Lake, McLeod Lake & Mammoth Pass

Help care for a favorite pet-play area and surrounding trails!

WHAT: Spend the morning on trail cleanup and treadwork, then join us for a free lunch and giveaways for volunteers!

SATURDAY, JULY 14
8:30 a.m. to 1:30 p.m.

WHERE: Meet at the Horseshoe Lake day-use area for a bagel breakfast, safety talk and work assignments.

WHO: Volunteers of all ages and abilities are welcome! Please dress for trail work: sturdy close-toed shoes, long pants and a long-sleeve shirt. Gloves and tools provided.

A Partnership in Action



Visit www.mltpa.org or call
(760) 873-6500 for the latest info.

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15 Different distilleries & 30 different vintages!*

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Mammoth • Jalapeno sting • We've got them all...

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Tasting glass for tequila • Raffle entry • Discount coupon

AUGUST 10&11
The Village Plaza

- Casa Noble
- Alma
- Milagro
- Corralejo
- 1800
- Corzo
- Maestro Dobel
- Azunia
- Arta
- Lunazul
- Scorpion (Mezcal)
- Revolucion
- Sin Rival
- Cocula
- Dos Lunas
- Peligroso

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calemusic.com

Vincent & Vedant
"Gypsy Guitar & Violin duo with a rich and edgy sound"
vincentandvedant.com

Ruckatan Latin Tribe
"Seven players from the Bay Area. A fusion of Latin and Reggae."
ruckatan.com

GREAT FOOD

Food available during the concert or while Tequila tasting "tapas style" with a Latin flare...
or enjoy one of our many fine restaurants.

SCHEDULE* *Subject to change

FRIDAY: Vincent&Vedant 6pm • Cale' 8pm
SATURDAY: Tasting 4-7pm
Vincent&Vedant 4pm • Ruckatan Latin Tribe 6pm
Caravanserai 8pm

(888) 288-1613 mammothmargaritafestival.com [facebook/mammothmargaritafestival](https://facebook.com/mammothmargaritafestival)

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A portion of proceeds committed to support children's health through AYSO. We'll also be supporting the Whitmore animal shelter.