

THE BAY AREA'S *Best* ART & WINE FESTIVAL



SEPTEMBER
12TH & 13TH

10AM - 6PM

CASTRO STREET
DOWNTOWN MOUNTAIN VIEW



SUNDAY
1:30PM



PREMIUM WINE
TASTING TENT
12-5PM



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MOUNTAIN VIEW CELEBRATES 44TH ANNUAL ART & WINE FESTIVAL

SILICON VALLEY'S WORLD-CLASS ART & MUSIC FESTIVAL
IS "A FESTIVAL LIKE NO OTHER"



It's Mountain View's time to get festive ... this year we celebrate #44! Voted "Best Festival in the South Bay" multiple times by readers of Metro and still hitting on all cylinders better than ever, this year's 44th annual festival, September 12-13 promises to be a "festival like no other".

An authentic and moveable feast for the senses. The cool, vibrant, multicultural Castro Street vibe. An expanded "Wine Haven, Taste of the Mountains Passport Days" premium wine tasting tent. Exceptional handcrafted work by 600 of America's top artists and craftmakers. Stellar live music on stage and street throughout downtown plus the return of mega-hit "Salsa Sunday". Fabulous food and drink. The Comcast Pigskin Party Lounge with giant screen TV. Artisan specialty food purveyors. Home and garden exhibits. Health and wellness displays. An organic and green products showcase. Tons of fun and games for kids with ultra thrilling bungee jumping and super fun, roll-on-water "waterballerz" among the amazing attractions.

Throngs of art lovers are expected to pour onto Castro Street in Silicon Valley's epicenter for this "Cultural Community Celebration" presented by the Chamber of

Commerce Mountain View. Hours are 10 a.m. to 6 p.m. both days. Admission is free.

EXTRAORDINARY ART

California Artists brings its world-class stable of professional artists and fine craftmakers to showcase their extraordinary work. Shoppers will find thousands of handcrafted items by America's best artists and craftmakers while browsing among 600 well-stocked booths featuring original work in glass, ceramics, metals, fiber, leather, wood, jewelry, and fine art. Beautiful vases, clocks, dishes, wall and table decorations, paperweights, stained and beveled glass, etchings, sculptures, photography, oil and watercolor paintings, beadwork, gold and silver jewelry, vests, handbags, hats, wallets, footwear, and waterfalls will be among the thousands of one-of-a-kind items available.

WINE HAVEN

Returning for a second year is an expanded "Wine Haven, Taste of the Mountains Passport Days" presented by the Santa Cruz Mountains Winegrowers Association. Wine lovers will bask in the glow of a large, glistening tent tasting wine from premier Santa Cruz Mountain Vintners including Russian Ridge, Windy Oaks Estate, The Mountain Winery, Roudon Smith, Cinnabar, and Domenico. "We are thrilled to bring these celebrated wineries together to give festivalgoers a truly exceptional winetasting flight that reflects the distinctive terroirs of our region," says Megan Metz, executive director of the Santa Cruz Mountains Winegrowers Association. Taste of the Mountains attendees will experience some of their premium Cabernets, Pinot Noirs, Chardonnays and rare Pinotage—the signature varietals of the region. The Wine Haven tent will be open 12:00–5:00 pm both days, and all of the



sampled wines will be available for sale (to take home) as well.

"SALSA SUNDAY"

Two full days of dynamite music for fans of all musical styles transform downtown Mountain View into the Bay Area's entertainment mecca for the weekend! Thirteen sensational bands will play a wide-ranging musical mix on the Civic Center Plaza Music Stage and multiple street locations throughout downtown. See page 6 and 7 for more on music.

FESTIVE FOOD

Festival eateries will be serving up a world of flavorful fare — cilantro garlic fries, fresh corn-on-the-cob, tri-tip, beef brisket and pulled pork sandwiches, Teriyaki chicken and vegetables, barbecue chicken and pork skewers, chicken wraps, gourmet sausages, chicken wings, garlic chicken sandwiches, Parmesan-sprinkled garlic fries, smoked turkey legs, zesty fried calamari, baked potatoes, fried artichokes and zucchini, bacon-wrapped hot dogs, made-to-order crepes, gyros, cheesesteaks, tamales, tacos, quesadillas, burritos, taco salad, sausage wraps, crispy Roti, barbecue chicken over rice, chocolate-dipped fruit kabobs, ice cream, fresh fruit smoothies, Hawaiian shaved ice, fresh-squeezed lemonade, kettle corn, roasted peanuts and more.

SPECIALTY FOOD

For foodies, it doesn't get any better than the artisan-produced specialty food avail-

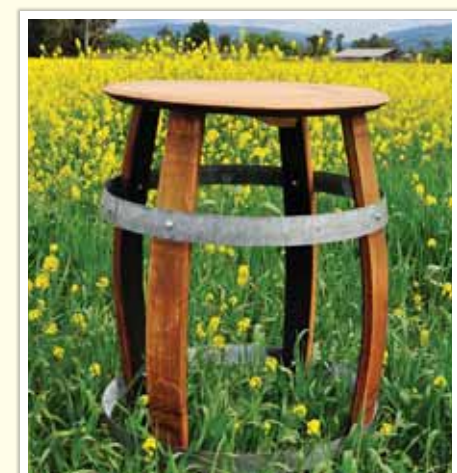


able at the festival. It's a great opportunity to sample and purchase these incredible edibles as well as chat with the actual producers.

DELICIOUS DRINK

Complementing the fabulous food will be premium wines, seasonal microbrews, refreshing margaritas and sangria. The brewmasters at Tied House will be offering their flagship Cascade Amber plus a

(continued on page 10)



CHAMBER OF COMMERCE MOUNTAIN VIEW

44TH ANNUAL ART & WINE FESTIVAL CONTINUES THE TRADITION

The Mountain View Art & Wine Festival is the Chamber's largest fundraiser, enabling the organization to provide a variety of important services, programs, and scholarships to the community.

Chamber CEO Oscar Garcia says "the Mountain View Art & Wine Festival con-

tinues to grow and expand its selection of authentic arts and crafts and highlight the region's best wine and food. We are excited to continue our tradition of Salsa music on Sunday and expand our Wine Haven, Taste of the Mountains Passport Days. We will also have a number of children's activities. We look forward to

providing festival attendees an outdoor experience second to none."

The Chamber of Commerce Mountain View has been connecting the business community since 1922. By creating a strong local economy, the Mountain View Chamber and its 550 business members support a vibrant and diverse community.

As the Visitor Center for the city of Mountain View, the Chamber offers a variety of information on hotels, restaurants, events, schools, and other visitor-serving interests.

For information, call the Chamber of Commerce Mountain View at 650-968-8378 or visit our website at www.chambermv.org/

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The Chamber of Commerce Mountain View would like to extend its sincere thanks to the volunteers who have given so generously of their time and service, and to the following sponsors whose participation has made the Art & Wine Festival possible.

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MOUNTAIN VIEW ART & WINE FESTIVAL



Lyn I's



Old School Rock-n-Roll

SMASHING ENTERTAINMENT LINEUP

At this year's Mountain View Art & Wine Festival on September 12-13, cool, walkable Castro Street takes it to a whole new level with a fantastic lineup of thirteen stellar Bay Area's bands ... topped off by the return of the sizzling, can't miss "Salsa Sunday" on the Linked-In Concert Stage in Civic Center Plaza.

Enjoy classic rock, mash-up mastery, funk, soul and, of course, salsa on the stages, and consult the map for wildly talented artists playing music from around the world at various places around the festival. "Salsa Sunday" starts off on high heat with the **Pacific Soul Band**, followed by two Bay Area Latin music favorites, **Orquesta Borinquen** and **Rucatan Latin Tribe**.

The **Lyn I's**, an Eagles tribute band, will start your Saturday off with a peaceful, easy

"SALSA SUNDAY"

feeling. Their beautiful melodies and honey-dripping harmonies set the perfect tone for two days of music, art, and wine tasting in downtown Mountain View.

Still like that old time rock and roll? Get



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The Peelers



Pacific Soul Band

ON THE LINKED-IN CONCERT STAGE "MASHUP" RETURNS!

to the stage at 1:30 for the **Old School Rock-N-Roll band**. Decked out in '60s retro chic, they unlock the vault with the best of the '60s from Mama Cass to the Yardbirds. Come and immerse yourself in the feel-good

melodies of that peace-loving era.

The Peelers mix, mash and merge fun, danceable hits, creating their own unique extended jams. They are possibly the first cover band to keep audiences guessing with their DJ-style genre-bending surprises. Think a mash-up of Michael J. to Gaga to Eurythmics to Usher... or country crooner Tim McGraw segueing into T.I.'s bouncy hip-hop beat. Their refreshing twists on your favorites will keep you burning up the dance floor.

STREET PERFORMERS

Throughout the weekend, Bay Area favorites will entertain and inspire in various hot spots as festivalgoers stroll down the 8-block stretch of Castro Street. Find them on the map and enjoy their worldly music.



Ruckatan

MUSIC SCHEDULE

LINKED-IN CONCERT STAGE (IN CIVIC CENTER PLAZA)

SATURDAY, SEPTEMBER 12

11:00am-1:00pm – Lyin I's (Eagles Tribute)
www.lyinis.com

1:30-3:15pm – Old School Rock-n-Roll (Classic Rock)
www.facebook.com/oldschoolnrband

3:45pm -5:45pm – The Peelers (Mashup Band)
www.thepeelersband.com

SUNDAY, SEPTEMBER 13

11:00am-1:00pm – Pacific Soul Band (Soul/R&B)
www.pacificsoulband.com

1:30pm-3:15pm – Orquestra Borinquen
www.orquestraborinquen.com

3:45pm-5:45pm – Ruckatan
www.ruckatantribe.com

STREET PERFORMER LOCATIONS

Ancient Winds (Evelyn Ave.) ancientwinds.net

John Clarke (Villa St.) www.johnclarkemusic.com

Bob Culbertson (Dana St.) stickmusic.com

The GroWiser Band (California St.)
www.growiser.com/hubert_emerson

Oscar Reynolds (Mercy St.) www.karumanta.com

Aryeh Frankfurter (Church St.) www.lionharp.com

HeartStrings Music (High School Way) www.heartstringsmusic.com

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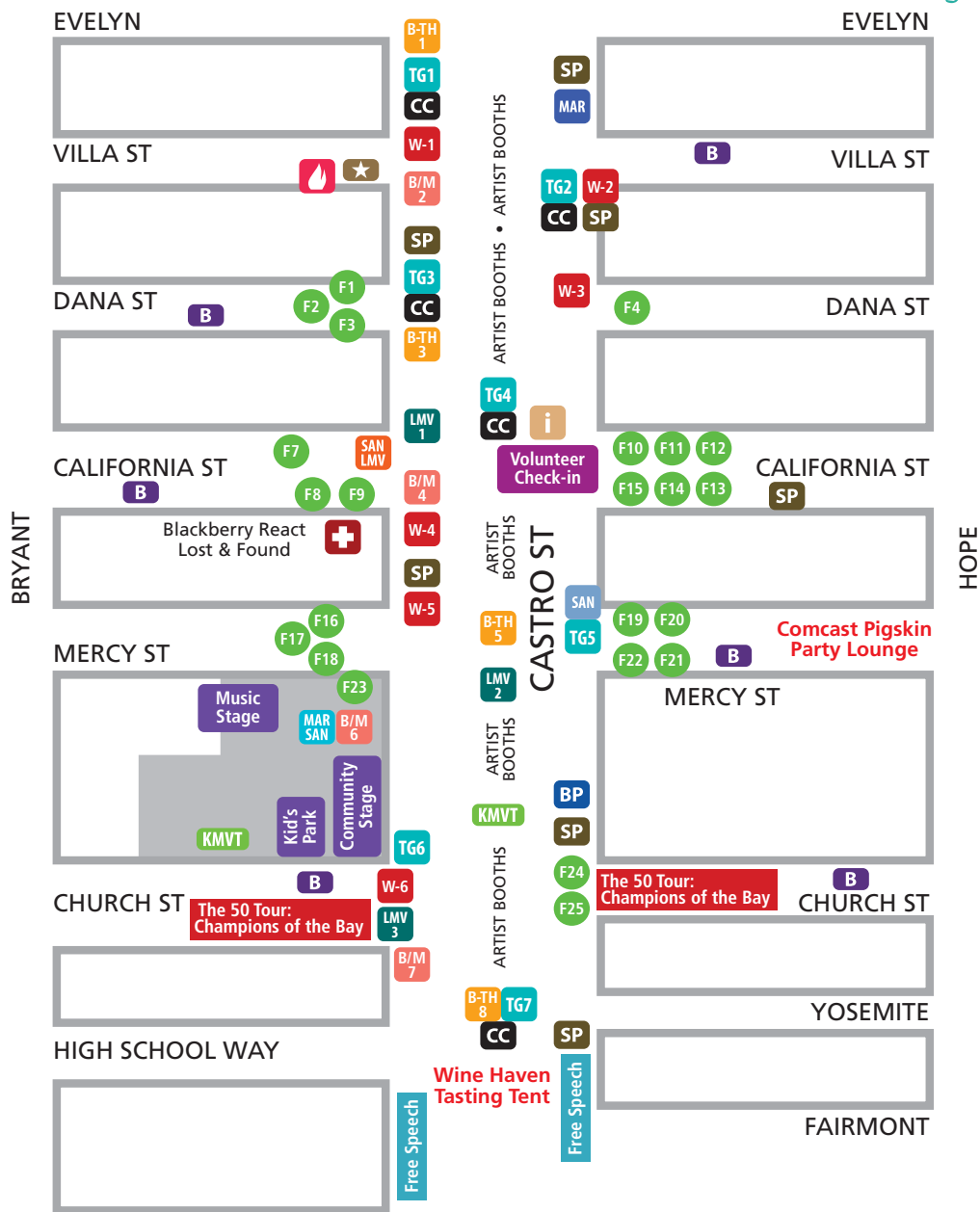
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Chamber of Commerce Mountain View 44th Annual Art & Wine Festival



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| F Food | SAN YIPEE Sangria | TG Tickets/Glasses | Police Department | B Restrooms |
| MAR Margaritas | MAR SAN Margaritas Sangria | SAN LMV Sangria LMV | First Aid | BP Bicycle Parking |
| LMV LMV Water Juice & Soda | CC Credit Card Accepted Here For Tickets, Glasses and Wine Haven Passports | KMOV MV Community Access TV | SP Street Performer | |

WINE:

- W-1** Chateau St. Michelle Riesling
Columbia Crest Amitage
 - W-2** Chateau St. Michelle Chardonnay
Columbia Crest Grand Estates Cabernet Sauvignon
 - W-3** San Elias Sauvignon Blanc
Chateau Ste. Jean Pinot Noir
 - W-4** Chateau St. Michelle Riesling
Columbia Crest Amitage
 - W-5** Chateau St. Michelle Chardonnay
Columbia Crest Grand Estates Cabernet Sauvignon
 - W-6** San Elias Sauvignon Blanc
Chateau Ste. Jean Pinot Noir
- Wine Haven, Taste of the Mountains**
Cinnabar Winery, The Mountain Winery, Domenico, Roudon Smith Winery, Russian Ridge, Windy Oaks

BEER & MARGARITAS

- B-1** Tied House Cascade Amber and Some Kind of Lager
- B-2** Shock Top Belgian White, Modelo Especial, Goose Island IPA, Negra Modelo, Bud Light Margaritas
- B-3** Tied House Cascade Amber and Some Kind of Lager
- B-4** Shock Top Belgian White, Modelo Especial, Goose Island IPA, Negra Modelo, Bud Light Margaritas
- B-5** Tied House Cascade Amber and Some Kind of Lager
- B-6** Shock Top Belgian White, Modelo Especial, Goose Island IPA, Negra Modelo, Bud Light Margaritas
- B-7** Shock Top Belgian White, Modelo Especial, Goose Island IPA, Negra Modelo, Bud Light Margaritas
- B-8** Tied House Cascade Amber and Some Kind of Lager

Food Vendors:

- F1 Frozen Fantasies**
Chocolate Dipped Frozen Fruit Kabobs & Ice Cream bars, Whole Fruit Smoothies, Lemonade/Herbal Iced Tea
- F2 B. Food International**
Greek Gyros, 1/2 lb. Sausages, Philly Cheese Steak
- F3 Yummy Thai**
Sausage Wrap, Crispy Roti, BBQ Chicken Over Rice
- F4 Sandy's Pop Shop**
Sweet & Salty Kettle Corn
- F7 Kiwanis Club of Mountain View**
Dittmer's Sausage, Corn-on-the-Cob, Tea
- F8 Barrett's Lemonade**
Fresh Squeezed Lemonade
- F9 The Tamale Factory**
Tamales, Tacos, Soft Tacos & Quesadillas, Burritos & Taco Salad
- F10 Hot & Sizzling Grill**
Greek Sandwiches, Chicken Tender Plate w/ Mozzarella Sticks, Jalapeño Pepper
- F11 Original Grill**
Teriyaki Chicken Kabob, Gyros, Teriyaki Chicken over Stir Fry Noodles
- F12 Frutopia**
Chocolate Covered Fruit, Crepes, Nutella Smoothie
- F13 Coal's Restaurant**
Duck Salad, Pork Belly Po' Boy, Smothered Fries
- F14 Big Ed's Buzzard BBQ**
Tri-tip Sandwich, Pulled Pork Sandwich, Beef Brisket
- F15 Silicon Valley Lions Club**
Bacon Wrapped Hot Dogs, Arnold Palmers, Shaved Ice
- F16 Lemoine Creperie**
Made-To-Order Crepes, Lemonade, Ice Tea
- F17 Earthly Delights**
Chicken Sandwich, Chicken Strips, Parmesan Garlic Fries
- F18 Olde Tyme Kettle Korn**
Kettle Korn, Roasted Peanuts "in the shell"
- F19 Willow Street Wood Fired Pizza**
Fried Calamari, Smoked Turkey Legs, Fried Artichokes & Zucchini
- F20 Ear-Good Corn Roaster**
Fresh Roasted Corn-on-the-Cob, Baked Potato, Corn-In-A-Cup
- F21 Blue Mango**
BBQ Chicken & Pork Stick, Teriyaki Chicken Rice Bowl, Chicken Noodles
- F22 Pedemonte & Company**
Gourmet Sausages/Hot Dogs, Garlic Cilantro Fries, Lemon-Limade
- F23 Baskin Robbins**
Ice Cream
- F24 Mountain View High School Choir**
Hawaiian Shaved Ice, Dole Whip Frozen Drink
- F25 Blue Mango**
BBQ Chicken & Pork Stick, Teriyaki Chicken Rice Bowl, Chicken Wrap

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Margarita — MAR Puerta Vallarta Tequila Margarita – Villa & Castro
Puerta Vallarta Tequila Margarita/Morada Sangria – Music Main Stage at Mercy & Castro

Sangria SAN YIPEE Sangria (Morada Sangria) – Mercy & Castro
LMV (Morada Sangria) – California & Castro

Ticket & Glass Booths - TG 1-7
1 Ticket: \$6 value
Beer, Wine, Sangria, Margarita:
1 Glass (\$6)

Wine Haven, Taste of the Mountains \$45 for a commemorative festival wine glass, a tasting of all the wines from all six wineries, and a Passport booklet (a \$55 value itself) valid for two years of Passport Days to the Santa Cruz Mountains

NO SEGWAYS PLEASE!
NO PETS PLEASE!

Viva Plastic: We Take Credit Cards Too!

For your convenience, pay for drink tickets, glasses and Wine Haven Passports with any major credit cards at the Ticket/Glass booths at Evelyn Ave., Villa St., Dana St., California St., and High School Way. Major credit cards will also be accepted at the Wine Haven tent.



MISC. LOCATIONS

- Information Booth**
California & Castro
- First Aid**
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- Lost & Found**
California & Castro
- Kid's Park**
Church & Castro
- Bicycle Parking**
Church & Castro
- Volunteer Check-in**
California & Castro

Credit Cards Accepted For Drink Tickets & Glasses — CC
Major Credit Cards accepted at **TG 1** (Evelyn Ave.), **TG 2** (Villa St.), **TG 3** (Dana St.), **TG 4** (California St.) and **TG 7** (High School Way) plus the Wine Haven Tent (High School Way).



MOUNTAIN VIEW ART & WINE FESTIVAL



(continued from page 3)

batch of Some Kind of Lager as this year's special festival brew. Shock Top Belgian White, Modelo Especial, Goose Island IPA and Negra Modelo will also be served. Wine lovers will be tempted by luscious vintages from from several outstanding winemakers. Cool off with Lemonade or Pomegranate Blueberry Juice from Purity Organic or Crystal Geyser Alpine Spring Water. Plus, bottled water and soft drinks will be available – all to raise funds for Leadership Mountain View (LMV), one of the Chamber of Commerce Mountain View's many outstanding programs.

KIDS' PARK

Action-packed Kids' Park will keep youngsters plenty enthralled with ultra thrilling bungee jumping, wild and wacky waterballerz, Mobile Rock's gripping 24-foot climbing wall and more. The Kids' Park Community Stage returns with a dazzling array of young performers will strut their showstopping stuff in front of a live audience in this "Mountain View's Got Talent" style showcase.

PIGSKIN PARTY LOUNGE

Sports fans will have a place to relax and watch NFL and NCAA football and MLB pennant races on a giant LED screen in the Comcast Pigskin Party Lounge. Centrally



located at Mercy and Castro, there will be plenty of seating, festive food and drink.

ZERO WASTE

The Chamber of Commerce Mountain View is partnering once again with Recology Mountain View, the City of Mountain View and Nothing Wasted Consulting to promote and encourage Zero Waste.

KMVT LIVE!

KMVT 15 "Mountain View Community Television" invites YOU to "SPEAK OUT" on TELEVISION at their booth during the festival! Drop by any time on Saturday or Sunday between 10am and 5pm to speak out, ON CAMERA, on ANY topic of your choice for 1-2 minutes. You will also receive a FREE DVD of your recorded commentary! The broadcast booth will be located at Church and Castro Streets.

BICYCLE PARKING

Avoid the traffic congestion and ride your bike. Free valet bicycle parking will be offered near the corner of Castro and Church Streets by Friends of Stevens Creek Trail.

VEHICLE PARKING

Free parking is available on streets and parking plazas surrounding the downtown area. Paid parking (\$5) will be available both days from 9:30 a.m. to 6:30 p.m. including: 400 Castro Street (parking lot entrance on Bryant Street), 444 Castro Street (parking lot entrance on Bryant Street), Kaiser Permanente (555 Castro Street — parking lot entrance on Hope Street), Chase Bank (749 El Camino Real/ Castro Street), the City of Mountain View parking Lot #13 (on Bryant between California and Mercy Streets) and the Google parking lot (1200 Villa Street). Parking fees benefit the Community Health Awareness Council.

PUBLIC TRANSPORTATION

Ride VTA Bus Lines 22, 32, 35, and 522 to the Festival. Please note Bus Line 32 doesn't operate on Sundays.

For your free trip plan, call (408) 321-2300, or visit www.vta.org

For Caltrain information, call 800-660-4287 or visit www.caltrain.com.

STREET CLOSURES

Castro Street will be closed to traffic from El Camino Real to Evelyn Avenue for the two-day festival.

NO PETS, PLEASE

Pets are not allowed at the festival. For the safety, comfort, and courtesy of your pets and festivalgoers, please leave your pets at home.

FESTIVAL DATES/HOURS/ LOCATION

The festival will be held on September 12-13 from 10 a.m. to 6 p.m. on Castro Street from El Camino Real to Evelyn Avenue. Admission is free.

INFO-LINE

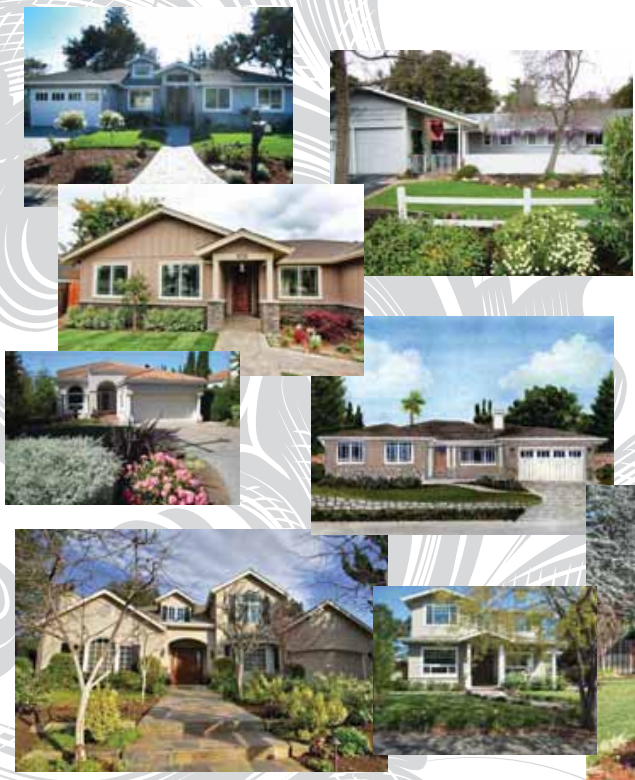
For festival information visit www.miramarevents.com/ or "like" our Facebook page www.facebook.com/MountainViewArtWineFestival



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