

TOURISM

SANTA FE

The Launch of the Santa Fe Margarita Trail
November 2015 - May 2016

Total Audience Reach: 215,793,861



December 18, 2015

5 things you need to know today, and see you on the new Margarita Trail

I'm feeling thirsty already, aren't you?



AND: See you on the new Margarita Trail

Joyous news from the Santa Fe New Mexican: The City Different will

debut the Margarita Trail

next summer. It's a tourism push that will include stops at local hotels and restaurants featuring margaritas with a uniquely New Mexican twist. It was inspired by the Bourbon Trail in Kentucky. New Mexico already has the

award-winning Green Chile Cheeseburger Trail

; this could be quite a chaser.

February 17, 2016

Santa Fe announces new Margarita Trail just in time for Cinco de Mayo

The new [Santa Fe Margarita](#) Trail will launch May 5, 2016 as an ongoing culinary cocktail experience for visitors and Santa Fe locals alike. The Trail highlights restaurants and bars that offer a special, uniquely designed and named margarita using the finest tequilas and ingredients.

A Santa Fe Margarita Trail Passport will describe participating establishments and include the recipe for each margarita. Passports will be available for three dollars to those 21 and older at the establishments and at TOURISM Santa Fe Visitor Centers—and will be used to collect stamps for each margarita sampled. Passport holders can turn them in at any of the three TOURISM Santa Fe visitor centers for a special Santa Fe Margarita Trail t-shirt or other tiered gifts based on number of stamps received.

Margaritas will cost between \$7 and \$12. Passports can only receive two stamps per day to help ensure people drink responsibly and keep the trail fun.

“Santa Fe is world renowned for rich, traditional and original culinary fare and cocktails as well as masterful mixologists,” said Randy Randall, Executive Director for TOURISM Santa Fe. “The new Santa Fe Margarita Trail celebrates people’s love for the margarita in Santa Fe whether enjoying elegant fine dining or more casual, laid-back atmospheres. ‘The City Different’ has been a memorable destination for centuries. The Margarita Trail will complement our storied history and guide visitors to creative and fun restaurants, bars, live music, and award winning regional cuisine they’ll never forget.”

For more information on Santa Fe visit the [Visitors Bureau Website](#).

The New York Times

February 19, 2016

Resort and Tour News: Ski Deals; Margaritas in Santa Fe

BAR TREKKING IN SANTA FE

Louisville has a bourbon trail, Scotland has a malt whiskey trail and now [Santa Fe](#) aims to add its own boozy route with the Margarita Trail. Beginning May 5, the project will identify restaurants and bars with margaritas distinguished by their design and ingredients that will be compiled into a printed passport, sold for \$3. Following the trail, passport holders collect a stamp for each establishment they try, with a maximum of two stamps per day to ensure responsible quaffing. Once completed, they can turn it in at a Santa Fe Visitors Center for a free T-shirt and bragging rights.

santa fe gay

February 19, 2016

Santa Fe unveils its own boozy journey – the Margarita Trail



Santa Fe to implement a Margarita Trail. Image by [Lee Coursey](#) / CC BY 2.0

Hoping to tap into the popularity of boozy journeys like Kentucky's Bourbon Trail and Napa and Sonoma's Wine Region, **Santa Fe** has unveiled its own trail of tipples: the Margarita Trail.

Beginning next summer, visitors can experience Santa Fe's hundreds of restaurants and bars and sample the city's unique culture and flavour. Thirty or forty restaurants and bars will participate in the trail, and each venue will craft a special margarita.

Read more: <http://www.lonelyplanet.com/news/2015/12/17/santa-fe-unveils-its-own-boozy-journey-the-margarita-trail/#ixzz40dPGNgBP>

February 19, 2016

Santa Fe to Debut New Margarita Trail



City Different to celebrate unique history, culture, and flavors along the trail

On February 22, National Margarita Day, a press reception and official announcement of the new Santa Fe Margarita Trail will be held at Maria's New Mexican Kitchen, which has been called "The Motherlode of American Margaritas," from 4:00 p.m. to 6:00 p.m. sponsored by Sauza Tequila.

The new Santa Fe Margarita Trail will publically launch May 5, 2016 as an ongoing culinary cocktail experience for visitors and Santa Fe locals alike. The Trail highlights restaurants and bars that offer a special, uniquely designed and named margarita using the finest tequilas and ingredients.

"Celebrating the best food with your best friends is at the heart of living in or visiting Santa Fe," said Mayor Javier Gonzales. "The Santa Fe Margarita Trail will help our visitors discover exceptional mixology talent and hidden cocktail gems in our city while they create very special memories."

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"Santa Fe is world renowned for rich, traditional and original culinary fare and cocktails as well as masterful mixologists," said Randy Randall, Executive Director for TOURISM Santa Fe. "The new Santa Fe Margarita Trail celebrates people's love for the margarita in Santa Fe whether enjoying elegant fine dining or more casual, laid-back atmospheres. The City Different' has been a memorable destination for centuries. The Margarita Trail will complement our storied history and guide visitors to creative and fun restaurants, bars, live music, and award winning regional cuisine they'll never forget."

For more information on Santa Fe visit www.santafe.org.

Los Angeles Times

February 22, 2016

It's National Margarita Day! Soon you'll be able to hit Santa Fe's new Margarita Trail



You can hoist an Ancho Blueberry Margarita at the Living Room at Inn and Spa at Loretto in Santa Fe, N.M. (Inn & Spa at Loretto)

National Margarita Day on Monday celebrates the famed tequila-based cocktail. And [Santa Fe, N.M.](#), a city known for its spicy 'ritas, is poised to launch a new Margarita Trail featuring 30 or 40 bars and restaurants along which visitors can sample and sip.



A margarita called Nason's Fancy is served at La Posada de Santa Fe Resort & Spa. (La Posada de Santa Fe Resort & Spa)

The "trail" promises a "culinary cocktail experience" that shows off the best the city has to offer, with drinks priced at \$7 to \$12.

Among the featured stops:

- [Maria's New Mexican Kitchen](#), a Santa Fe fixture that mixes up more than 100 different margaritas
- [Del Charro Saloon](#) at Inn of the Governors, which features an Electric Blue Margarita (Patron Silver, Citronage and Blue Curacao) for \$9
- [La Fonda on the Plaza](#), the historic hotel whose bar serves up a Bell Ringer made with Tanteo Jalapeño Tequila, jalapeño juice and Triple Sec for \$12
- [Staab House Bar](#) at the 19th century La Posada de Santa Fe Resosrt & Spa.



Visitors will be able to grab a Santa Fe Margarita Trail Passport that lists participating bars and eateries and shares recipes.

You can sample and collect enough stamps in your passport to score a Margarita Trail T-shirt too.

Though plans will be unveiled Monday, the trail won't officially open until May 5, also known as Cinco de Mayo.

February 22, 2016

It's National Margarita Day — see you at Maria's



A Shed Gold straight-up margarita at The Shed

Today [is National Margarita Day](#). Ugh. Yet another manufactured corporate holiday. We already have Valentine's Day (the work of the Big Candy Heart lobby), Flag Day (Big Betsy Ross), Take Your Kid to Work Day (Big Co-dependency) and Christmas (Big Sleigh Bell). You can bet Big Triple Sec is behind National Margarita Day. They've got their hands in everything. (On second thought, it could be Bud Light's doing. Even worse.)

But we can put aside our cynicism for local pride's sake. It's National Margarita Day! Salt, no ice, please. Santa Fe [has received some national love](#) on this highest of high holy days, and that's a direct result of the city tourism department's efforts to [make Santa Fe a margarita destination](#), replete with an official "Margarita Trail" in the vein of [Kentucky's Bourbon Trail](#) and the appointment of a new mayor (Jimmy Buffett, obviously; sorry Javier, he's the only man for the job).

The official announcement [is scheduled to take place](#) at Maria's at 4 p.m. But assuming you're a true American and more importantly Santa Fean you've probably already been posted up at the bar there since 10 a.m. God bless you. And long live Mayor Buffett. I heard they're substituting a Bible with the Maria's marg menu for his swearing-in.

February 23, 2016

Santa Fe Blazes a Margarita Trail

More than 30 restaurants will participate in Santa Fe's new culinary cocktail experience



Kentucky has its famed Bourbon Trail and Scotland its Malt Whiskey Trail. Vermont recently launched a Cocktail Walk, and now, with the unveiling of the brand new Santa Fe Margarita Trail, the City Different is poised to join the ranks of places lauded for libations. And the margarita—a perfect combo of salty, sour, bitter and sweet—is emblematic of our fair city, served in restaurants and bars galore.

The official launch date is May 5, and organizers from TOURISM Santa Fe are betting that the Margarita Trail will be as popular as New Mexico's Green Chile Cheeseburger Trail, Chocolate Trail, Breakfast Burrito Byway and Ale Trail. Based on early interest, including articles in *The New York Times*, the *Los Angeles Times* and *Luxury Travel Magazine*, the Margarita Trail may just beat all other trails in New Mexico.

It works like this: participants (aged 21 and older) purchase a passport for \$3 at participating businesses or TOURISM Santa Fe Visitor Centers. They then visit participating restaurants and bars, sampling margaritas (sold for \$7-\$12), and collecting stamps for every one they buy. Once they've accumulated five stamps, they can turn the passport in at the Santa Fe Community Convention Center for a Santa Fe Margarita Trail t-shirt. They can use the same passport to keep collecting stamps, which are cumulative, so once you reach 20 stamps, you'll earn a signed copy of *The Great Margarita Book*, written by Maria's former owner Al Lucero with a foreword by actor Robert Redford. Other prizes are in the works, including a grand prize for 30 stamps. The passport also includes descriptions of each participating business as well as recipes for each margarita on the trail.

The Margarita Trail was unveiled at a press reception at [Maria's New Mexican Kitchen](#) on Monday, which fittingly marked National Margarita Day and included an enthusiastic group of food writers, chefs, restaurant and hotel reps and tourism officials. Even the mayor expressed his support, via a press release announcing the trail's debut: "Celebrating the best food with your best friends is at the heart of living in or visiting Santa Fe. The Santa Fe Margarita Trail will help our visitors discover exceptional mixology talent and hidden cocktail gems in our city while they create very special memories."

Because organizers want trail-goers to be able to remember their special memories, passport stamps will be limited to two per day.

The idea for the Margarita Trail was the brainchild of Randy Randall, executive director for TOURISM Santa Fe, who said the margarita is the official drink in Santa Fe. It's the most requested drink in the city, prompting mixologists to come up with innovative and exciting versions. In fact, Santa Fe was the first place in the country where tequila was imported from Mexico, making it the ideal spot for a trail devoted to the drink. "The Margarita Trail will complement our storied history and guide visitors to creative and fun restaurants, bars, live music and award-winning regional cuisine they'll never forget," he said.

Currently, 30 restaurants and bars have signed up to be a stop on the trail, including [Maria's](#), dubbed by *The Seattle Times* as the Motherlode of American margaritas, with more than 200 varieties on the menu, which is incredible when you consider that the cocktail basically consists of tequila, triple sec and lime or lemon juice, often served with a salt-rimmed glass and/or frozen.

Other trail stops include the [Coyote Cantina](#), which offers a signature Señorita margarita. Order that with BBQ Duck Quesadilla and you'll have what *Travel + Leisure* has described as a "classic pairing not to miss." Or try [The Agave Lounge at Eldorado Hotel](#) and pair your margarita with Sriracha Honey Wings and the People's Choice Smackdown Winning Green Chile Cheeseburger.

[La Fonda on the Plaza](#) has signed up for the trail, too, and will offer a special margarita to trail-goers who visit La Plazuela restaurant, the Bell Tower (open only during the summer) and La Fiesta lounge, which is currently undergoing a face lift and will re-open this March, offering a new menu of salsa flights, deconstructed nachos, braised short rib tacos and more.

At [Amaya at Hotel Santa Fe](#), sip a signature margarita between bites of Achiote-Seasoned Mahi Mahi Tacos, West Coast Black Mussels with Spanish Chorizo and other delicious dishes, or savor calamari, spring rolls and dumplings with a [Santacafé](#) margarita.

A stop at [Derailed at the Sage](#) offers a margarita that can be paired with a variety of dishes, from nachos and wings to the gourmet Railrunner Dog hot dog and Shrimp Haystack, served tempura fried with wasabi cream on a pile o'fries.

A margarita at the [Blue Corn Cafe](#) goes well with so many items on the menu, from queso and chips to a trio of sliders that includes chipotle shredded pork or blackened salmon, both served with jicama slaw and chipotle mayo, and Black Angus beef with green chile and asadero cheese.

One of my favorite margaritas is the classic version served in an ice-cold silver shaker at [**Del Charro Saloon at the Inn of the Governors**](#). The affordable menu offers a choice of classics that include quesadillas, nachos, chipotle wings and the Del Charro Burger.

[**Tomasita's**](#) is part of the trail, too, offering a margarita that can be paired with authentic northern New Mexico food, from guac and chips and deep-fried jalapeno poppers to green chile cheese fries and more.

At [**Cowbird BBQ**](#) you can pair your margarita with dishes like Seared Chile-Dusted Pork Belly Taco, Five Pepper Nachos with Salsa Diablo and Yak Meatloaf will be fun to pair with a margarita...or two.

Don't miss the chance to savor this unique culinary cocktail experience. Happy Trails!

Santa Fe Travelers

February 23, 2016

Tidbits: when March comes marching in

It feels like spring in Santa Fe. While some of the country has experienced record low temperatures, it's been spring-like here. We've had days in the mid to high 60s. Sandals are out, people are wearing shorts and I even saw a bee. While meteorologists are predicting a couple of days in the 40s this week and it snowed a bit today, most days will be warmer. We're enjoying it while it's here. Don't have spring break plans? Think Santa Fe.

To help with that decision, March is "Kids Free" month in Santa Fe. And there's a lot to do. **Read our post on Santa Fe family-friendly activities.** For information on specials offered during "Kids Free" month **click here.**

Santa Fe food, drink and dining news

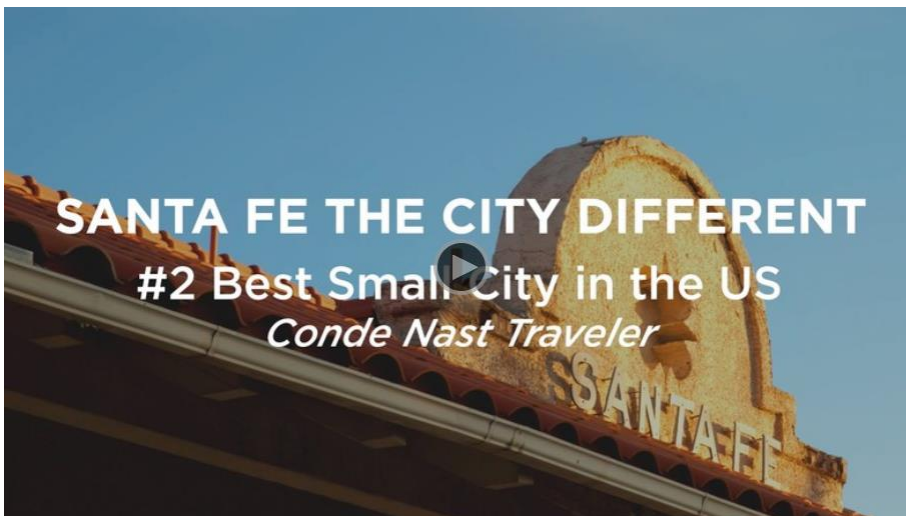


Some of the staff of Tourism Santa Fe around the sign introducing the Santa Fe Margarita Trail photo: Steve Collins

What's more fitting for Santa Fe than a margarita trail? On May 5th Santa Fe will launch its official Santa Fe Margarita Trail. Here's the deal: buy a Margarita Passport at either the TOURISM Santa Fe Visitors Centers or participating restaurants for \$3, head to the restaurant(s) of your choice, order their Margarita Trail signature margarita (priced from \$7 to \$12), and get your passport stamped. To encourage responsible drinking, you can only get two stamps per day. Five stamps will get you a free tee-shirt; claim it at the Visitors Center at the Santa Fe Community Convention Center. Twenty stamps will get you an autographed copy of Al Lucero's *The Great Margarita Book: A Handbook with Recipes* with a forward by Robert Redford. Lucero was the long-time owner of Maria's New Mexican Kitchen now under the umbrella of Santa Fe Dining. Fill the entire card and claim a yet to be determined prize. The passport is good for the entire length of the promotion so visitors can save it and bring it on subsequent visits to *The City Different*. The passport will also get you a dollar discount on your drink. The promotion is open to people 21 and over. We'll post a link to the participating restaurants in next month's *Tidbits*.

February 23, 2016

Santa Fe unveils plans for an official Margarita Trail



Yesterday, February 22, was officially National Margarita Day. Piggybacking on this annual celebration of the popular tequila-based cocktail, representatives from [New Mexico's](#) capital city of [Santa Fe](#) **announced plans** for the creation of the Santa Fe Margarita Trail.

"The Santa Fe Margarita Trail will help our visitors discover exceptional mixology talent and hidden cocktail gems in our city while they create very special memories," Javier Gonzales, Mayor of Santa Fe, said in a press release.

Inspired by the Kentucky Bourbon Trail, the new Santa Fe Margarita Trail is being spearhead by Santa Fe's tourism office. As part of the promotion of the trail, visitors and residents can pick up a Santa Fe Margarita Trail Passport that describes the participating establishments and includes the recipe for each margarita found along the trail.



Santa Fe Margarita Trail

The passports will be available for \$3 to those 21 and older at each of the participating establishments and at any of Santa Fe's three official visitor centers, and it will be used to collect stamps for each margarita sampled. Based on the number of stamps gathered, the passport holders can turn them in at any of the visitor centers for a special Santa Fe Margarita Trail t-shirt or gifts.

Approximately 30 to 40 restaurants and bars will make up the trail once it officially opens on May 5, 2016. Along the trail the margaritas will cost between \$7 and \$12. Participants can only receive two passport stamps per day to help ensure people drink responsibly and keep the trail fun.

“Santa Fe is world renowned for rich, traditional and original culinary fare and cocktails as well as masterful mixologists,” Randy Randall, Executive Director for TOURISM Santa Fe, said in a press release. “The new Santa Fe Margarita Trail celebrates people’s love for the margarita in Santa Fe whether enjoying elegant fine dining or more casual, laid-back atmospheres. ‘The City Different’ has been a memorable destination for centuries. The Margarita Trail will complement our storied history and guide visitors to creative and fun restaurants, bars, live music, and award winning regional cuisine they’ll never forget.”

In recent years, Santa Fe booked approximately one million room nights annually. The most popular months for visitors are April through October peaking in July, August and October. For the [Condé Nast Traveler Readers' Choice Awards 2015](#), Santa Fe ranked #2 for Best Small City In The United State and #6 Best City Overall Among Worlds' Cities.

MUCK RACK

February 24, 2016

It's National Margarita Day! Soon you'll be able to hit Santa Fe's new Margarita Trail



By [Mary Forgione](#)

[latimes.com](#) — National Margarita Day on Monday celebrates the famed tequila-based cocktail. And Santa Fe, N.M., a city known for its spicy 'ritas, is poised to launch a new Margarita Trail featuring 30 or 40 bars and restaurants along which visitors can sample and sip.

2 DAYS AGO [f](#) 752 | [in](#)

[Wrong byline?](#)

February 26, 2016

Santa Fe, New Mexico Debuts New Margarita Trail

The City Different celebrates its unique history, culture, and flavors through a new margarita trail



You can celebrate #MargaritaMonday in 30 great restaurants in Santa Fe.

As of May 5, 2016, Santa Fe visitors and locals alike will have the opportunity to explore the unique flavors of New Mexico's City Different with a brand new Santa Fe Margarita Trail. The Trail highlights restaurants and bars that offer a special, uniquely designed and named margarita using the finest tequilas and ingredients.

A Santa Fe Margarita Trail Passport will describe participating establishments and include the recipe for each margarita. Passports will be available for \$3 to those 21 and older at the establishments and at TOURISM Santa Fe Visitor Centers, and can be used to collect stamps for each margarita sampled. Passport holders can turn them in at any of the three TOURISM Santa Fe visitor centers for a special Santa Fe Margarita Trail t-shirt or other tiered gifts based on the number of stamps collected.

Margaritas will cost between \$7 and \$12. Passports can only receive two stamps per day to help ensure people drink responsibly and keep the trail fun. Below you can see all the participating establishments — happy trails!

1. [**AGAVE Lounge at Eldorado Hotel**](#)
2. [**Agoyo Lounge at Inn on the Alameda**](#)
3. [**Amaya at Hotel Santa Fe**](#)
4. [**Anasazi Restaurant**](#)
5. [**Bar Alto at Eloisa Santa Fe**](#)
6. [**Blue Corn Café**](#)
7. [**Cowgirl BBQ**](#)
8. [**Coyote Cafe and Rooftop Cantina**](#)
9. [**Del Charro & Inn of the Governors**](#)
10. [**Derailed at the Sage**](#)
11. [**Georgia**](#)

12. **Iguana Café, Buffalo Thunder**
13. **La Choza**
14. **La Fonda on the Plaza**
15. **Low 'n Slow Lowrider Bar**
16. **Luminaria Restaurant & Patio**
17. **Maria's New Mexican Kitchen**
18. **Mine Shaft Tavern**
19. **Ortiz at The Hilton Santa Fe Historic Plaza**
20. **Osteria d'Assisi**
21. **Pranzo Italian Grill**
22. **Rancho de Chimayó**
23. **Santa Fe Bar and Grill**
24. **Santacafé**
25. **Sazon**
26. **Secreto Lounge**
27. **Terra Restaurant, Four Seasons Resort Rancho Encantado Santa Fe**
28. **The Shed**
29. **The Staab House Bar at La Posada de Santa Fe**
30. **Tomasita's**

March 9, 2016

Day Trips & Beyond: Texas Travel

A trip planner for the month of March

Santa Fe's (New Mexico) new **Margarita Trail** highlights restaurants and bars that offer a special, uniquely designed and named margarita. A Santa Fe Margarita Trail Passport describes participating establishments and includes the recipe for each margarita. Passports will be available for \$3 to those 21 and older at the establishments and at TOURISM Santa Fe Visitor Centers, and will be used to collect stamps for each margarita sampled. Passports can only receive two stamps per day. Passport holders can turn them in at any of the three TOURISM Santa Fe visitor centers for a special Santa Fe Margarita Trail T-shirt or other tiered gifts based on number of stamps received. For more information on Santa Fe visit www.santafe.org.

March 16, 2016



Margarita Mania!

Looking for your lost shaker of salt

Any local bartender knows that the margarita is the most popular drink throughout Santa Fe. Every tourist wants one, and all the locals have their own variation. Tequila was popularized in the United States during Prohibition. While rum-runners and moonshine producers went underground, spirits like tequila, which is made from the agave plant, were smuggled across the Mexican border and soaked their way into the fabric of our drinking habits. Here in New Mexico, where Prohibition was largely ignored, one could say that tequila runs through our blood as much as it flows through our bars.

As with many classic cocktails, some mystery surrounds exactly who invented the margarita. Some believe that it was created in Tijuana in 1938. Others say it first graced a glass in Los Angeles, and some insist a Dallas socialite whipped it up at her Acapulco mansion around that same period. Regardless of its origins, we can't get enough.

The word *margarita* means “daisy” in Spanish, and a daisy is one classification of mixed drink, very close to a sour (spirit, sweet, citrus). With regard to the classic margarita, that would entail tequila, fresh lime juice, orange liqueur and maybe a kiss of agave nectar. As with all classic cocktail variations, swapping out the spirit or modifier creates a new drink. For example, when substituting cognac for tequila, lemon juice for lime juice, and a salt rim for a sugar rim, the daisy variation is called a sidecar. But that is a topic for another article.

The margarita is so popular in our area that city tourism officials even recently launched our very own Santa Fe Margarita Trail, set to kick off on Cinco de Mayo. Booklets with a map to some of the most celebrated drinks in town will be available for \$2 from the Tourism Santa Fe office on Marcy Street. In the meantime, I’ve selected some of my favorite versions of tequila drinks, featuring unique twists on the margarita. *Salud!*

Smoked Sage, Secreto (210 Don Gaspar Ave., 983-5700): This signature margarita has received lots of attention, both in and out of town, for good reason. Fresh lime juice, agave nectar, Azunia tequila and Cointreau are infused with the smoke of sage leaves, made to order. Once guests see the inverted mixing cup capturing the wafting aroma of burning sage leaves, everyone in the place wants one. (\$11)

Strawberry Jalapeño Margarita, Inn and Spa at Loretto (211 Old Santa Fe Trail, 988-5531): Herradura silver tequila is infused with strawberries and jalapeños, then shaken with fresh lime juice, Cointreau, pomegranate juice and a little agave nectar. A fruity, spicy way to gear up for warm-weather cocktailing. (\$12)

Norteño, Geronimo (724 Canyon Road, 982-1500): Green chile is a way of life in Santa Fe, so infusing it into agave spirit makes for a true New Mexican sipping experience. This drink has a hint of savory spice and a whole lotta locally grown love. (\$12)

Señorita, Coyote Café (132 W Water St., 983-1615): Bringing a little molecular excitement to the local scene, the salted lime foam atop this margarita is both sophisticated and sassy, which is what we love about dining and drinking at Coyote. (\$12)

House Margarita, Radish & Rye (548 Agua Fria St., 930-5325): This fancy house margarita rivals specialty drinks on other lists. Made with muddled orange, housemade blood orange sour, lime juice and Herradura silver tequila, the inverted half-lime garnish filled with a little flavor booster is especially fun. Mine held a sip of late harvest wine—a creative and interactive twist. (\$13)

Tequila Mockingbird, Sage Inn (725 Cerrillos Road, 982-5952): A refreshing blend of pineapple and lime juices, St. Germain elderflower liqueur, Espolon blanco and muddled jalapeño makes for an ideal sipper on one of Santa Fe’s newest, and coziest, patios as spring settles in. \$8.50

Spiced Manzana, Rosewood Inn of the Anasazi (113 Washington Ave., 988-3030):

This yummy drink lies somewhere between a margarita and a sidecar. It includes Patron barrel select reposado tequila mixed with lime juice, apple cider and spiced syrup. The cinnamon and sugar rim makes it a tasty after-dinner treat, too. (\$16)

Jalapeño Margarita, El Farol (808 Canyon Road, 983-9912): If you think spice is nice, this

is the drink for you! Muddled jalapeño is shaken with Tanteo jalapeño tequila, lime and orange liqueur. It's even garnished with a jalapeño slice to wake up the weariest of taste buds. (\$12)

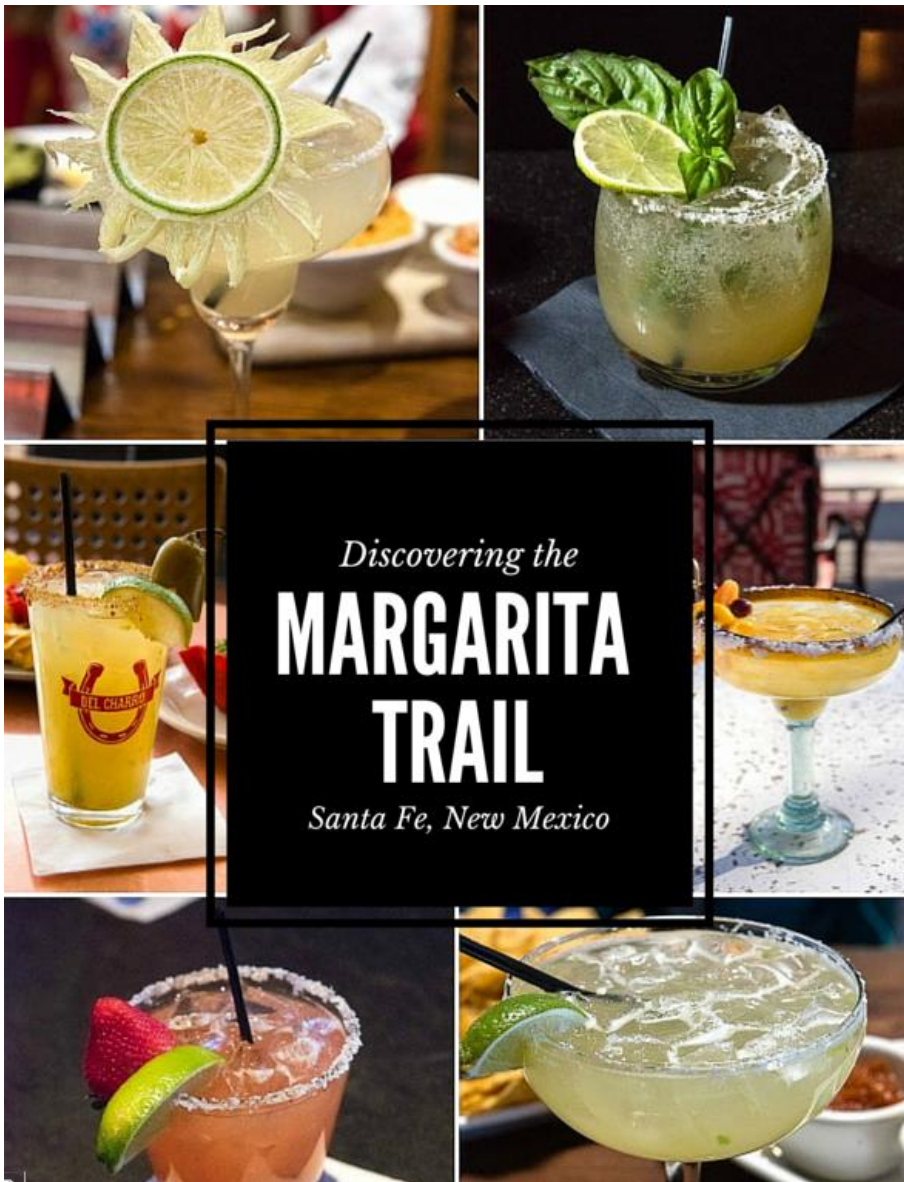
House Margarita, Matador (116 W San Francisco St., 984-5050): If you believe this cozy

bar is just a late-night beer-and-shot joint, you are missing out on their early evening cocktail scene. Their bartenders love to surprise guests with classic and creative drinks, and it's a great deal for a pint-sized margarita made with fresh orange and lime juices to keep your party going at any hour. (\$12)

Boulder Locavore

April 10, 2016

Discovering Santa Fe's 'Margarita Trail' (with recipes)



For any who have sought the enchanting experience that is Santa Fe, New Mexico, the food landscape has surely drawn your attention. Santa Fe is absolutely one of my personal favorite food towns, and one where I'd gladly make the six-hour drive for a good northern New Mexican meal. The sultry, spicy, soul-warming cuisine has an obvious cocktail partner: the Margarita. They are almost inseparable, the food and the cocktail, especially while lazing on outdoor Santa Fe dining patios in the summer months, filled with desert serenity and the sense no schedule could be more important than the current delicious moment.

Recently I dodged some large snow storms to make my way to Santa Fe to preview what I personally feel is no less than a stroke of pure genius: **The Margarita Trail**. Kicking off on Cinco de Mayo (May 5th) this year, a number of Santa Fe restaurants and bars (thirty-one to be precise) will be offering up a signature margarita representing their establishment for patrons of the Margarita Trail to enjoy.



The official logo of Santa Fe's Margarita Trail

Passports will be available for purchase for \$3 at the **three Tourism Centers**, as well as the participating margarita venues, and will entitle the passport holder to purchase a margarita at any of the participating locations at a discounted rate. A stamp will be given in the passport for record keeping as patrons make their way selecting from venues of choice. Every type of establishment may be found on 'the Trail', from posh hotels to laid back bars locals love. There are prizes for accumulating stamps as well; five stamps gain a Margarita Trail commemorative t-shirt, twenty stamps a signed 'The Great Margarita Book', and completing all stops will reward with a home Margarita Bartender Kit. To keep the program enjoyable and safe, only two passport stamps will be issued in a given day.

For those wondering '*how different can one margarita be from another?*' I'm here to tell you, quite different. To date, without any overt planning, no two venues are serving the same margarita which speaks to the individual mixology voice of each participating location. I spent a few days hopping between a handful of the locations to sample and snap some photos to give you a taste! Some recipes have been included here and the recipes for all the Margarita Trail margaritas will be included in the program passports.



The Juliarita Margarita (The Staub House Bar at La Posada de Santa Fe)

Built in the 1800's, the original Staub mansion was constructed by wealthy merchant Abraham Staub for his bride, Julia. It was a center for society entertaining hosted by the elegant Julia. Included on the lovely grounds were apricot trees planted by Julia and her friend, Archbishop Lamy, who founded the nearby Santa Fe cathedral. An original apricot tree still stands today and produces fruit which is the inspiration for the Juliarita margarita. Homemade apricot-infused tequila (infused with the apricots from Julia's tree), Cointreau, lime and a slice of apricot make up this sophisticated sipper which can be enjoyed outdoors on the patio or in the art-filled Staub House Bar. Incidentally it's said that Julia has never left her beloved property. Evidence of her ghost have been observed over the years. I wonder what she'll think of her namesake cocktail? I think she'll be very, very pleased. I was smitten with the charming thought behind this margarita as well as the luscious flavor and rich spirit of the cocktail (no pun intended).

Strawberry-Jalapeno Margarita (Inn at Loretto)

The highly photographed Inn at Loretto features a fresh Strawberry-Jalapeno Margarita. The fresh flavored spicy-sweet cocktail is a refreshing addition to the Margarita Trail. A walk around the property conjures the spirit of Santa Fe in the architecture and furnishings of The Living Room, their ample cozy lounge with a crackling fire, and comfortable leather furnishing. [*Click here to view/print the Strawberry-Jalapeno Margarita recipe.*](#)



Tequila Mockingbird Margarita ([Derailed](#) at the Sage Inn)

Recently opened [Derailed](#), is an independently owned restaurant at the Sage Inn on bustling Cerrillos Road. They are serving a unique jalapeno-infused tequila margarita that includes St. Germaine liqueur. Perfectly spicy with a well-balanced flavor, the Tequila Mockingbird Margarita would be comfortably sipped in their bright comfortable lounge indoors or on the outdoor patio by the fire pits (they offer blankets too!). A signature of the restaurant is their use of essential oils in cooking rather than traditional herbs and spices. Definitely a cool venue to visit. [Click here to view/print the Tequila Mockingbird Margarita recipe.](#)

The Buffalo Thunder Signature Margarita (Buffalo Thunder Hilton)

It was no surprise the Iguana Café and Cantina at the Buffalo Thunder Hilton 15 minutes north of Santa Fe would be a stop on the Margarita Trail. I visited them last year when they had just reopened the Iguana Café to feature a walk up Guacamole Bar where a sous chef will customize the guac to your preferences. Additionally, they feature over 30 uniquely developed margaritas including the signature Buffalo Thunder Margarita which will be featured as part of the Margarita Trail. It is a great classic margarita served in an ample glass with my new favorite garnish (that gained rapt attention on [Instagram](#) too). It's a very unique property featuring a warm welcome and elements from all the local pueblos. [Click here to view/print Buffalo Thunder Margarita recipe](#) or for [details on the Buffalo Thunder Resort and their guacamole recipe.](#)



Basil White Peppercorn Margarita or Pista Basilica Margarita (Pranzo Italian Grill)

I'll throw myself on the sword on this one. When this tasting was arranged I found myself figuratively scratching my head trying to put together the idea of a margarita and an Italian restaurant. What a fantastic surprise this was! Pranzo's Basil White Peppercorn Margarita got my 'most inspired' vote for combining the Italian flavors we know so well with a margarita. It has a wonderful blend of heady flavors I loved. And as though receiving divine concurrence, when I started to take some photos the light outside went black with only one shining ray falling on the cocktail. Anejo tequila finished in bourbon kegs, basil, grapefruit and more make this marg one you won't want to miss.

Santa Fe Trail Margarita (Del Charro Saloon at the Inn of the Governors)

Uber popular award-winning Del Charro Saloon hit it out of the park with their green chile infused tequila Santa Fe Trail margarita. The thoughtfully developed cocktail is perfectly balanced between spicy and lightly sweet, with an attention-grabbing green chile powder, red chile flake and salt rimmed pint glass. A signature tequila-pickled jalapeno garnishes the margarita. Del Charro Saloon is a few blocks from the Plaza with roaring fireplaces, a pop-up roof for their light, airy dining area as well as street side windows that fully open to enjoy summer breezes. Their burgers rock too. Just sayin'. [Click here to view/print the Santa Fe Trail Margarita recipe.](#)



Click for full list of all participating Margarita Trail venues with a map and their signature margarita.



The passport 2 stamp per day limit leaves plenty of time for exploring. A few stops we made and loved were:

Meow Wolf

Newly opened Meow Wolf is a totally inspired and unique stop in Santa Fe's well established art scene. Trying to describe Meow Wolf is like trying to describe a color. Unlike any other art experience I've encountered, Meow Wolf has layers of experience. One enters after watching a sci fi briefing video to find a full size two-story house in the dark. Walking into the house begins the adventure with the instant feeling of intruding and then realizing the more interaction, the more surprises there are. The biggest faux pas in visiting someone else's kitchen, looking in the fridge, reveals a passage to a completely different space area.

Layered on the myriad areas to explore is the story of a family and a mystery that befell them. Video snippets punctuate the extensive space tying together their story. Secret doors, spiral staircases, musical encounters (a harp shooting lines of light into the air that can be plucked by running one's hands through the air across the light strings), whimsical landscapes, define this unusual space. Meow Wolf has sought to fill an open spot in Santa Fe's art experience and with the help of George R. Martin (Game of Thrones writer and Santa Fe resident) purchased an abandon bowling alley for this massive art experience.

I found myself wanting to know more about the conceivers of this concept; was it a brilliant mind, an insane mind, replication of a dream state or prompting more curious behaviors. It seems the experience captures all of these things while broadening one's mind, and prompting curious behaviors to trump social protocols. I don't want to give away too many specifics because personal discovery is the magic of Meow Wolf. Wristbands purchased for admission are good all day so visitors can leave and come back the same day if desired. Wearing good walking shoes, comfy clothing to crawl through fireplace openings and other obscure places is a good plan. Great for all ages.



El Santuario de Chimayo

Thirty minutes north of downtown Santa Fe, seemingly out in the middle of nowhere sits El Santuario de Chimayo. Perhaps one of the most important Roman Catholic churches in the U.S. for those seeking healing and a divine connection, the sanctuary attracts over 300,000 visitors a year, many of whom make pilgrimages on foot during the holy week. The dirt of the area is believed to having healing powers. A small room with an earthen floor off to the side of 1800's church altar offers visitors a chance to take a small amount of the dirt or rub it on themselves. An adjoining space houses an abundance of crutches as a testament to those healed.



What started as a small chapel has grown into a compound with multiple themed chapels, a restaurant and small mercantile shops selling religious items, crafts and locally grown chilies and other seasonings (I stocked up). It is a picturesque, peaceful area boasting classic regional architecture that is interesting to explore regardless of one's religious persuasion. Nearby Rancho de Chimayo Restaurante (recently honored with a James Beard award) serves fantastic Northern New Mexican food and will be a participant on the Margarita Trail as well.





Revolution Bakery

For those gluten-free, Revolution Bakery is a must stop. A local gluten-free blogger friend tipped me off to this bakery on social media and I was so thankful she did. It's 100% gluten-free and serves up breakfast, and lunch as well as has baked goods to go. We grabbed lunch to go one day with classic BLT Sandwiches and some brownies which were out of this world. It's a fanatic find.



April 11, 2016

The Margarita Trail map is real, and it is spectacular

Ever since Santa Fe Tourism [announced The Margarita Trail](#), there's been just one question, best asked in Kylo Ren's helmet voice, on everyone's mind:



The map. Where is it?

Now it has arrived, in all its citrusy salty boozy glory: [The Santa Fe Margarita Trail](#) [cue choir of angels].

Only possible improvement would be if BB-8 had delivered the file but hey let's not quibble.

The Cinco de Mayo start date fast approaches. From then on, you'll be able to purchase a trail passport (like a real tourist!) for \$3 and begin your hunt for stamps and discounted drinks and prizes (like the best tourist!). You can read through the logistics [here](#).

But you didn't come here for logistics. This is the internet, and in the spirit of the almighty substance-free listicle, we in the Mitote Dept. are proud to hereby present our ranking of the 31 specialty margaritas on offer. The criterion goes no farther than a gut-feel first impression of these signature drinks' names. As is custom, this list is both aggressively uninformed and unimpeachable.

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GOTTA TRY IT:

1. Eldorado Oro Margarita, The Agave Lounge. Comes with a snowball and a Coke!
2. Los Lucero's Margarita, Maria's. It's Maria's!
3. Prickly Pear Margarita, Rancho de Chimayo Restaurante. It's hot pink!
4. Sandia & Pepino Margarita, Anasazi. Watermelon is good!
5. Peso de Plata Margarita, Blue Corn. Something tells me this will leave you plastered!
6. Norteño Margarita, Coyote Rooftop Cantina. Points for local pandering!
7. Chimayóso Margarita, Low N' Slow. It's near *The New Mexican*!
8. Desert Bloom Margarita, Georgia. Atmospheric!
9. Bell Ringer Margarita, The Bell Tower at La Fonda. Points for explicit reference to potency!
10. Smoked Sage Margarita, Secreto. Points for originality!

PROMISING:

11. Don Rael Margarita, La Fiesta Lounge at La Fonda. Good for Don!
12. Tequila Mockingbird Margarita, Derailed. Puns!
13. Strawberry-Jalapeno Margarita, Luminaria. You [had my curiosity now you have my attention!](#)
14. Roca Coin Margarita, The Shed. Good luck getting a reservation in the summer!
15. Roca Bonita Margarita, La Choza. I can dig it!
16. Margarita L'Amanta, Osteria D'Assisi. It's for lovers!
17. Sangre de Cristo Sunset Margarita, Alto Bar. Scenery you can drink!
18. Centennial Margarita, La Plazuela at La Fonda. Time flies!
19. Amaya Jalapeno Margarita, Amaya at Hotel Santa Fe. If spicy beverages are your thing!
20. Betty's Smoking Jalapeno Margarita, Terra Barr at the Four Seasons. Who is this wild Betty and why is she smoking jalapenos!
21. Cowgirl Cadillac Margarita, Cowgirl BBQ. The Escalade of cocktails!

I'LL GET AROUND TO IT:

22. MadChile Margarita, Mine Shaft Tavern. It's in Madrid!
23. Juliarita Margarita, The Staab House Bar at La Posada. It's named after a ghost!
24. 1694 Margarita, Ortiz at the Hilton. Easily a top 10 year of the 1690s!
25. Buffalo Thunder Margarita, Iguana Cafe and Cantina. It's blue!
26. Il Pista Basilica Margarita, Pranzo Italian Grill. I'm running out of comments!
27. High Mesa Blood Orange Margarita, Santa Fe Bar & Grill. It's at DeVargas!
28. Santacafé Chipotle Margarita, Santacafé. It's eponymous!
29. Tomasita's Gold Coin Margarita, Tomasita's. So is this!
30. Sunset Trail Margarita, Agoyo Lounge. Sounds a little generic but what do I know!
31. Santa Fe Trail Margarita, Del Charro Saloon. This will be ~60% of tourists' first taste!

And now to, you know, try them all.

April 14, 2016

#DigDeeper: An Insider's Take on Santa Fe with Randy Randall, Executive Director of TOURISM Santa Fe



Editor's Note: Our #DigDeeper interview series invites some of today's most exciting and innovative voices in food, travel, business and more to share their local tips and travel to-do list with the Gogobot community. Now the next time you go to Santa Fe, you can #DigDeeper than world famous Canyon Road.

Randy Randall has over 38 years in active hotel management, with 22 years in Santa Fe. He brings a strong mix of hospitality industry expertise, committed civic leadership, and results-oriented direction to the City Of Santa Fe and the operations at the Convention & Visitors Bureau.

Current Home Base: [Santa Fe](#)

Tribes: [Business Travelers](#), [Family Travelers](#), [Art & Design Lovers](#), [Local Culture](#), [Luxury Travelers](#)

Your Favorite Beloved Tourist Trap in Santa Fe: The Downtown Plaza, especially [The Palace Of The Governors](#) Portal Program with the authentic Native American artists.

In Santa Fe, these are my favorite local treasures:

Eat

[Maria's](#) for Northern New Mexican cuisine, [The Bull Ring](#) for steak, [Bouche](#) for international, and for unique you have to get the Georgia O'Keeffe special at Chef John Sedlar's [ELOISA](#).



Play

The [Dale Ball Trails](#) for hiking, a meal at The Bull Ring during the legislative session, and art collective Meow Wolf's incredible new "House Of Eternal Return" for the kid in everyone.



Stay

At the Tourism Department we support all accommodations. Our hotels, from the historic to the brand new, offer great value amenities to all types of travelers.

Best Local Experience in Santa Fe: The Santa Fe Opera in July and August is world class and the Crosby Theatre is as good as any outdoor concert venue in the country. For a secret event, make sure to see The Burning Of Zozobra at least once in your life.

Best Spot to Snap a Postcard in Santa Fe: The [New Mexico Museum Of Art](#) downtown on the Plaza.

Postcard I Yearn to Snap: [The Taj Mahal](#)

Top Travel Tip: Pack 75 percent of the clothes you think you need.

Facebook: [Visit Santa Fe, New Mexico](#), [Gogobot](#)

Twitter: [CityofSantaFe](#), [Gogobot](#)

Pinterest: [Visit Santa Fe](#), [Gogobot](#)

Instagram: [CityofSantaFe](#), [Gogobot](#)

April 20, 2016

Celebrating tequila, sunshine on margarita trail



COURTESY of DERAILED AT THE SAGE
A Tequila Mockingbird, a jalapeño-infused margarita, stands shoulder to shoulder with El Diablo, another Derailed margarita.

What celebrates the return of warm weather better than a margarita on a secluded Santa Fe patio with just the right blend of tequila and lime, sunshine and shade?

Maybe a ticket to ensure these small pleasures last all summer long.

That's what organizers of the Santa Fe Margarita Trail Passport thought when they chose Cinco de Mayo as its launch date.

Cinco de Mayo is the time of year when the New Mexico sun climbs high enough in the sky to allow people to enjoy outdoor dining.

Of course, May 5 celebrates the 1862 triumph of Mexican soldiers in the battle of Puebla against the French army. That army wanted a foothold in Mexico after the Mexican-American War of 1846-48.

“Celebrating the best food with your best friends is at the heart of living in or visiting Santa Fe,” says Mayor Javier Gonzales in a news release. “The Santa Fe Margarita Trail will help our visitors discover exceptional mixology talent and hidden cocktail gems in our city while they create very special memories.”

The passport, available for \$3 for those 21 years and older at TOURISM Santa Fe



Santa Fe Margarita Trail Passport is available at Tourism Santa Fe Visitor Centers, visit santafe.org for locations.

Visitor Centers, describes all 30 participating establishments and shares a margarita recipe from each one.

The passport offers visitors a dollar discount on special margaritas. Most range between \$7 and \$12.

Participants can collect two stamps a day to encourage responsible drinking.

Many recipes have two or more ounces of alcohol which affects some people more strongly at Santa Fe's 7,200-foot altitude than at sea level.

“Go nice and slow,” the passport cautions. People who don't drink alcohol can also collect stamps when they savor margaritas without alcohol.

Five passport stamps can be traded for a T-shirt. A signed “The Great Margarita Book” by Al Lucero equals 20 stamps or a filled book earns a margarita bartending kit.

Lucero writes that Santa Fe can take credit for introducing Mexican tequila more broadly outside of Mexico. “Santa Fe can boast that it was the first city in the New World to import tequila from Mexico. Margaritas are made from tequila.”

He suggests that Spaniards traveling north may have brought the agave pulque, the fermented root that after double distillation becomes tequila. This “Mexican brandy” would have held the colonists until their grape cuttings could produce enough fruit for wine and more potent brandy.

In his book, Lucero writes that using a quality 100 percent blue agave silver or blanco tequila in a margarita likely makes as much flavor sense as mixing the drink with a reposado or añejo, tequilas aged longer. Tequila is produced in certain regions in Mexico and its production is monitored by the Mexican government.

Mixologist Jessica Butler, bar manager at Derailed at Sage Inn on Cerrillos Road, says the Margarita Trail Passport is an opportunity to taste the best margaritas Santa Fe has to offer.

“Santa Fe is a foodie town, so the trail is an awesome way for tourists and residents to get a taste of local flavor,” she says.

Butler says Derailed’s Tequila Mockingbird with fresh jalapeño is a palate pleaser for many guests. Another unique take on the classic margarita is one with sage-infused simple syrup. Butler says crafting a delicious margarita means starting with the best tequila and liqueur, using fresh lime and other juices and homemade fresh mixers.

Not only do fresh ingredients improve flavor, but they boost the aroma: “You taste with your nose before your mouth,” she says.

Chris Milligan, manager of Secreto Bar and Lounge in the Hotel St. Francis on Don Gaspar, took his time formulating Secreto’s unique smoked sage margarita.

He’s heard some margarita origin stories – attributing the drink to Hemingway,

Bogart or other celebrities – but dismisses them, saying they sound like they may have been fueled by a night of tequila drinking.

“In reality, I believe the margarita comes from the daisy family of drinks popular in the 1800s,” he says. The basis of those daisy drinks were alcohol, often brandy, citrus and sweetener.

And, as he points out, margarita means daisy in Spanish.

Like his other carefully crafted cocktails, he wanted his margarita to have an unmistakable Secreto identity.

He became attracted to smoked sage because of its use in spiritual ceremonies and the local availability of the culinary herb.

So he decided to shake it all together.

First in a cocktail mixing glass, he creates a classic margarita with 1½ ounces of reposada or añejo tequila and 1 ounce orange liqueur, adding the freshly squeezed juice of a large lime, about half an ounce, and then fills that glass with ice.

To trap the sage smoke he stacks three metal cocktail shakers in a pyramid shape. He says bar mixing glasses would work as well.



COURTESY of SECRETO BAR AND LOUNGE AT HOTEL ST. FRANCIS
A smoked sage margarita from Secreto Bar and Lounge promises a new taste twist on the classic cocktail.

He lights the dried sage with a cigarette lighter and allows the smoke to fill the top shaker until it begins to curl out beneath it. He then pours the margarita and ice into the shaker, covering it with the glass. He shakes the cocktail vigorously for about 10 seconds.

He pours the margarita into a cocktail glass, rimmed with hickory smoked salt and garnishes it with a lime wheel and a sage leaf.

He says he smokes the salt in his grill at home. He runs the rim of the glass, rubbed with a fresh lime, around a saucer of the smoked salt. Watch him in action on vimeo.com/33236671.

“We wanted smoke, fire and spice in our margarita,” he says. “I’ve always believed that a cocktail is the first course of the evening and sets the stage for everything to follow.”

SECRETO BAR AND LOUNGE SMOKED SAGE MARGARITA

1½ ounces Azuñia reposada tequila

1 ounce O3 Brazilian orange liqueur

½ ounce freshly squeezed lime juice

Ice for shaking

Mix the cocktail. Smoke dried sage in the glass and shake the cocktail as described, serving in a hickory-salt rimmed cocktail glass. Garnish with a lime wheel and a sage leaf.

DERAILED AT THE SAGE TEQUILA MOCKINGBIRD

1½ ounces Espolón blanco tequila

1 bar spoon of diced jalapeños

¾ ounce freshly squeezed lime juice

½ ounce St. Germain orange liqueur

½ ounce pineapple juice

Muddle jalapeño with lime juice. Add other ingredients, shake with ice. Pour into a salted rim glass. Garnish with a lime wedge.

NONALCOHOLIC MOCKINGBIRD

Bar manager Jessica Butler suggests adding a little agave syrup, bumping up the lime juice to an ounce, the pineapple juice to an ounce and adding an ounce of fresh orange juice to replace the orange liqueur. Combine the ingredients as described above.

MARIA'S NEW MEXICAN KITCHEN LOS LUCEROS MARGARITA

2 ounces Sauza Cien Años Añejo Tequila

1 ounce Cointreau

6 ounces fresh lemon juice

Shake with ice and serve in a salted rim margarita glass.

April 30, 2016

7 hot tips for exploring Santa Fe in style

Some things really do get better with age: wine, jeans, cast iron pans, and Santa Fe, the nation's oldest capital city. At 400 years old, this adobe-filled, Native American grande dame oozes old world charm mixed with contemporary chic.

Luxe Sleeps

A heady blend of Southwest and exotic Far East decor, [The Inn of the Five Graces](#) is made up of 24 art and antique filled adobe rooms, surrounding a gorgeous courtyard.

Inside Tip:

For a truly decadent experience, reserve the opulent, 2,000 square foot Luminaria House, complete with five fireplaces, two private decks, and colorful mosaic tiled bathrooms featuring pure lapis sinks.



Inn of Five Graces

Delish Eats

Santa Fe is renown for its distinctive New Mexican cuisine. From haute cuisine to taco trucks, the burning question on your server lips will be "red or green?" referring to which chile sauce you prefer. Opt for "Christmas" and you'll get both!

Inside Tip: If you'd like to pick up some slick Santa Fean cooking skills, sign up for the fun-filled, interactive Southwest Culinary Bootcamp at [Santa Fe School of Cooking](#).

Breakfast:

For thirty-seven years [Cafe Pasqual's](#) has been dishing up contemporary organic New Mexican cuisine. It's amazing that this tiny, 50-seat eatery still makes their bread, ice-cream, blue-corn tortillas, salsas and sauces from scratch. Their smoked trout hash (perhaps with a side chorizo burrito) is the perfect eye-opener.

Lunch:

[The Shed](#), a dining fave since 1953, has received copious awards for their red chile, which they grind daily. Set in a comfy, rambling 9-room home off the main square, try and nab a seat on the sunny, brick patio, to best enjoy their signature dish: red chile cheese and onion blue corn enchiladas washed down with a freshly squeezed margarita.

Dinner:

For a romantic, upscale dinner head to the [Compound restaurant](#), where chef/owner Mark Kiffin received the James Beard Foundation's nod for "Best Chef in the Southwest". Kiffin's sophisticated, seasonal food, an excellent wine list and a well-trained staff service ensure a memorable meal, particularly if you finish with their Warm Bittersweet Liquid Chocolate Cake and Pinot Noir Amarena Cherries.

Cocktails anyone?

It's hard to pick a place for the best Margarita, since there are endless variables such as fruit-flavored, plain, frozen, on the rocks, a skinny version, etc. However, for sheer quantity the winner is [Maria's New Mexican Kitchen](#), a funky fun spot that has over 100 Margaritas on their menu, all made to order using "REAL" tequila, explained as "a liquor made ONLY in Mexico, which has been distilled from the Weber blue agave plant. To be considered true tequila, it must contain at least 51% of this agave juice."

Trendy nabe

Santa Fe is the quintessential art mecca, featuring over 200 world-class art galleries. Almost half of them are housed in historic adobe homes lining Canyon Road.

However, if you're looking for more up and coming artists, veer seven blocks off the beaten path to the burgeoning Railyard Arts District (RAD) where about a dozen warehouses turned galleries offer edgier works by new contemporary artists.

The area is anchored by [SITE Santa Fe](#), a non-profit art museum whose mission is to nurture innovation, discovery, and inspiration through the art of today. SITE's new biennale exhibition series, [SITElines: New Perspectives on Art of the Americas](#) consists of a six-year program of linked exhibitions focusing on contemporary art and cultural production in the Americas.

Inside Tip: Don't miss RAD's Last Friday Art Walk when this exciting world-class contemporary art experience opens up the hip Railyard Arts District at night.

Unforgettable Experience

The new Meow Wolf interactive show must be experienced to be understood since it's virtually impossible to describe. After spending a mind-blowing few hours at this immersive sci-fi/video game happening, you'll understand how Alice must have felt when she fell down the rabbit hole. It all makes sense once you find out that in 2015, George RR Martin (author of Game of Thrones) joined forces with the Meow Wolf group and 100+ artists to create Meow Wolf's House of Eternal Return.





The best things in life are
FREE

19 - 26 May 2016
Vol 22 Issue 20

Montecito JOURNAL

The Voice of the Village SINCE 1995

**MONTECITO
MISCELLANY**



Head of the class: Janet Adderley's mom Velma, 88, secures Ph.D. from Rice University, p. 6

THIS WEEK IN MONTECITO, **May 2016** 5 • IMPACT INVESTING, P.49

GETTING STRONGER

OsteoStrong is a year-old operation launched by former Curves franchisee Yvonne Parsons that seeks to strengthen brittle bones and actually shows promise (without drugs) in reaching that goal (story on page 21)



The Honor Market

Coast Village's newest one-stop shop for coffee, pizza, gifts, and more opens its doors, **p. 12**

Men on a Mission

All-male touring choir Chanticleer performs with William Fred Scott on Saturday at Mission SB, **p. 22**

Magical Margarita Trail

There's plenty to do in Santa Fe, says Jerry Dunn, just don't do it all in the same day, **p. 34**

THE CURIOUS TRAVELER

by Jerry Camarillo Dunn, Jr.



"The Curious Traveler" received the 2011 gold medal for Best Travel Column from the Society of American Travel Writers, in a competition organized by the group's western chapter. For Jerry's latest book, see www.myfavoriteplaceatgeo.com.

Magical Art & Mobile Margaritas in New Mexico

Every spring I drift to New Mexico like a tumbleweed in the wind, spend a few weeks, and report back. This year, I made two new discoveries: an astonishing art installation in Santa Fe underwritten by *Game of Thrones* author and local resident George R.R. Martin; and the "Margarita Trail," a tequila-fueled pub crawl where you can sample dozens of variations on the classic southwestern cocktail, presumably not on the same night.

The House of Eternal Return

Standing in line for the grand opening of the House of Eternal Return, a vast art and entertainment space in Santa Fe, I suddenly realized that the gently rounded and white-bearded man in front of me was George R.R. Martin. To transform an old bowling alley into an arts venue, the fantasy writer had ponied up \$3.5 million – and yet he stood waiting in line just like everybody else, with a lack of self-importance that made me like him immediately. (Even though Martin earns \$15 million a year from *Game of Thrones* and the novels they're based on, he drives an old Mazda, lives in a modest house, and prefers simple Mexican food to fancy cuisine.)

Inside the venue stood a full-size Victorian house, the kind you'd see at Disneyland. It had carved griffins and shingles shaped like dragon scales (perhaps a nod to Martin's fantasy fiction). A full moon cast soft light, windows glowed. I went in.

The resident family appeared to have departed hastily, leaving a TV show playing in the living room and food in the kitchen. I began to sense something not quite... right. Something skewed, something off. That's when I happened to open the refrigerator door. (Visitors are encouraged to explore.) Before me stretched a passageway radiant with pure white light; imagine a scene in a Spielberg movie. I stepped in and entered a parallel dimension, another world.

Or, more properly, many worlds. More than a hundred local artists, builders, and computer whizzes had created a phantasmagoria, a whirl of set pieces where I could wander around as if in a wacky, but delightful, dream.



Scary rabbit with author's wife, Merry

I climbed into a tree house in a forest festooned with glowing vines. My eyes popped in a room done up like a Cubist painting with crazy colors and angles. I sidled up to a luminous green mastodon with Day-Glo pink teeth and played his ribs like a xylophone. I peered into a *Star Wars*-style space pod. I cowered at a huge spooky rabbit, with smoldering eyes and a white robe, guarding a cave of purple light. I took secret passageways. And in one room, I threaded a matrix of laser beams surrounding a glowing pyramid that I sat down to contemplate. (Hm, perhaps I'm not the only child of the Sixties.)

Wandering from one strange, magical space to the next, I grew pleasantly lost. Time melted, and I figured I might as well just surrender and enjoy whatever came next. There was no docent to guide my visit, no "right" way to explore. Was the House of Eternal Return a play-land for children, an art installation for sophisticated adults? The creators designed it to be whatever you want it to be.

Around every corner, you find an artistic surprise or transcendent wonder. And when you leave and return to everyday reality, you're reminded that you could just keep looking at the world this way.

Margarita Trail

I had a good idea what to expect from a margarita infused with jala-



peño juice, so when mixologist Lawrence Archuleta slid mine across the bar at Amaya, I looked around for a fire extinguisher. But the cocktail didn't make smoke blast out of my ears. It was spicy but not fiery, a tasty variation on the standard margarita. "I use a local blend of natural lemon and lime juice, a little cane sugar, Grand Marnier, and a special Tanteo Blanco tequila infused with jalapeño," Lawrence explained. "It has a southwestern taste that adds a lot to a margarita."

Sometimes, he told me, a bartender has to give his customers a little schooling about what a margarita is made of, and how it's supposed to taste and look. "People are used to that bright-green neon margarita mix they get in the supermarket or at bars in other cities besides this one." (Lawrence is the proud 10th generation of his family in Santa Fe.) "You want to get people out of their comfort zone, have their taste buds go wild with something new! And they always like that something."

Lawrence Archuleta's post at the Amaya is one stop on the new "Santa Fe Margarita Trail." Sure, this idea was a creation of the local tourism folks, but it has genuine claims to authenticity. Here's a history lesson so short you could write it on a cocktail napkin: In early Mexico, locals offered the Spanish conquistadors fermented agave juice. It tasted awful – but the invaders discovered that distilling the juice twice yielded the palatable liquor we know as tequila. They shipped it up El Camino Real, the main route from Mexico City to Santa Fe, which gives the city bragging rights as the first tequila importer in the New World. Every margarita on the trail is made with 100-percent agave tequila.

The recent margarita boom in Santa Fe started at Maria's New Mexican Kitchen, whose bar serves two hundred (200!) kinds of margaritas. And it's only one of 30 bars and restaurants along the trail.



As a serious working journalist, I had a job to do... gathering more liquid intel.

I stopped by the newly restored La Fiesta Lounge at La Fonda, a classic hotel on the Plaza, to sample its margarita, a traditional style varied with two kinds of tequila. Other lounges in the hotel offer their own takes on the cocktail, including the rooftop Bell Tower bar and its aptly named Bell Ringer margarita, garnished with a wheel of jalapeño.

My next stop: Santacafé, a restaurant where Santa Fe's movers and shakers move and shake. It occupies the 1862 Padre Gallegos House. I sat at the bar during lunch hour and sipped their trailside offering, the Chipotle Margarita (Silver tequila, Triple Sec, fresh lemon-lime mix, pineapple juice, chipotle puree, garnish of chile flakes). My lunch of light, crispy calamari

with a four-chile lime dipping sauce was a perfect match for the complex margarita.

But what I enjoyed just as much was the ambience of the historic adobe house. Set in the floor behind my bar stool was a transparent panel through which I could see an old, deep well lined with stones. When I asked bartender **Stephanie Galassini** about this, she told a colorful, and maybe even true, story.

Back in the 1800s, Padre Gallegos had church services in the front part of his house, she said, and a brothel in the back. Not surprisingly, he had been defrocked by Santa Fe's archbishop. "So he became a politician," said Stephanie. (Perfect!) "The padre had enemies and wanted to make sure nobody poisoned his water. So," she said, pointing to the panel in the floor, "he had his well dug

inside the house."

I sipped my margarita and smiled. What goes better with a spicy cocktail than an even spicier story?

Quick Guide

House of Eternal Return: Admission details: <https://meowwolf.com>

Margarita Trail: Go to the Santa Fe tourism bureau's excellent website at www.santafe.org and click on Things to Do. You can buy a \$3 "Margarita Trail" Passport at any tourism office or participating bar. It includes all recipes, entitles you to a \$1 discount on margaritas, and can be stamped at the participating establishments (maximum two per day) to earn trail-themed gifts. *—MJ*



SELLING THE SOUTHERN CALIFORNIA LIFESTYLE

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May 3, 2016

Santa Fe's Margarita Trail opens Cinco de Mayo

The new [Santa Fe](#) Margarita Trail opens Thursday May 5, 2016 as an ongoing cocktail and culinary experience for visitors and Santa Fe locals alike at 31 top area establishments. The Trail features highly creative restaurants, bars and mixologists who offer a special, uniquely designed and named margarita using the finest tequilas and ingredients. Many trail stops plan exciting events on opening day May 5 including:

Amaya at Hotel Santa Fe The Hacienda & Spa will feature classical guitarist Antonio Mendoza from 6:00 to 8:00 p.m.

Anasazi Restaurant will feature a Mariachi band from 3:00 p.m. to 6:00 p.m.

Coyote Rooftop Cantina will offer giveaways and tequila tasting from 5:00 to 7:00 p.m.

The Staab House Bar at La Posada de Santa Fe features Conchita, the Tequila Donkey from 5:30 to 7:30 p.m. They will be offering full-size Juliaritas at the regular price—less \$1 for Margarita Trail participants—\$6 Juliarita tastings, gratuity included, shots of premium tequila from Conchita's special saddle, and food specials.

The margarita is a beloved beverage in Santa Fe by visitors and locals as it pairs ideally with Northern New Mexico cuisine and the social and celebratory nature of Santa Feans. The first question visitors often ask is "Where do I find the best margarita?" The Trail has a historical foundation in that the first place tequila was ever exported from Mexico was up the El Camino Real Trail to Santa Fe, the seat of Spanish Colonial power at the time.

The Santa Fe Margarita Trail Passport describes participating establishments and the recipe for each margarita. Passports are available for three dollars at the establishments and at TOURISM Santa Fe Visitor Centers on Santa Fe Plaza, at the Railyard Depot, and The Santa Fe Community Convention Center. Passport holders collect stamps for each margarita sampled and can turn them in at the Santa Fe Visitor on the Santa Fe Plaza for a special Santa Fe Margarita Trail t-shirt, signed copy of "The Great Margarita Book" by Al Lucero, and other tiered gifts based on number of stamps received.

[Margaritas](#) cost between \$7 and \$12. Passports can only receive two stamps per day to help ensure people drink responsibly and keep the trail fun. Feliz [Cinco de Mayo](#)!



May 3, 2016

Santa Fe's Margarita Path Opens Cinco De Mayo



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Santa Fe locals alike at 31 top area establishments. The Trail features highly creative restaurants, bars and mixologists who offer a special, uniquely designed and named margarita using the finest tequilas and ingredients. Many trail stops plan exciting events on opening day May 5 including:

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Margaritas cost between \$7 and \$12. Passports can only receive two stamps per day to help ensure people drink responsibly and keep the trail fun. Feliz Cinco de Mayo!

Santa Fe Travelers

May 4, 2016

Hit the Santa Fe Margarita Trail

Ask a Santa Fean what the city's signature cocktail is and hands-down you'll hear "Margarita." We love TOURISM Santa Fe's new Santa Fe Margarita Trail, launching on Cinco de Mayo. Participating restaurants, lounges and bars have designed signature margarita for the trail. Santa Fe Margarita Trail Passports, \$3 each, available at the any of the city's visitor centers, are \$3 each. The passport entitles bearers to \$1 off the price of the drink. Grab your passport and set out on the Santa Fe Margarita Trail.

We were invited to a pre-launch social media event a few days prior to the Santa Fe Margarita Trail launch. Attendees were broken down into four groups for a margarita crawl of some of the participants. Our group e drew a great quartet of watering holes.

Here's our tour of the Santa Fe Margarita Trail

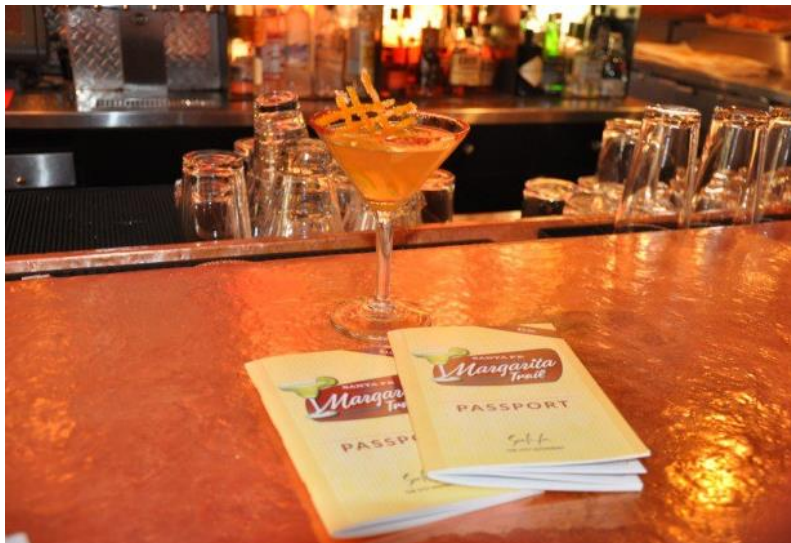
First stop: Santacafe



Santacafe has been wowing locals and visitors with their eclectic cuisine for over three-decades. The bar, in the historic Padre Gallegos House, is famous for its indoor glass-covered well. Gallegos, a colorful priest and local politician, had a lot of enemies. He feared that the outdoor well would be poisoned by one of his many foes so he had a well dug inside his home. Stand on the glass over the well and peer down.

In the spirit of full disclosure, we had car trouble on our way to Santacafe and didn't get to taste their Santacafé Chipotle Margarita. We hear that the smoky chipotle puree in the drink created by bartender Stephanie Galassini took it over the top. Besides the puree, the drink features 100% blue agave tequila, triple sec, fresh lemon and lime juice, a splash of pineapple juice. The glass is rimmed with salted lime zest. It's priced \$9.00, \$8.00 with the passport. Make them a stop on your own trail hop.

Stop two: Low 'n Slow



Espanola and Chimayó, north of Santa Fe, are known for their lowrider culture. The car-centric cultural phenomena can be found in Hispanic communities from Chicago to LA. Low riders take cars (mostly classic ones) and put them on tiny wheels so they ride low to the ground. Then they toots them up with chrome, other bling and even hydraulic systems which raise and lower the chassis. The Hotel Chimayó celebrates the art and culture of the small northern New Mexico village they are named for. The hotel's bar, **Low 'n Slow Lowrider Bar**, celebrates the low rider culture.

Their Chimayóso Margarita combines serrano-infused reposado tequila, Rothman & Winter Apricot liqueur and fresh-squeezed lime juice. The sweetness of the apricot, a fruit grown in the area, gives the drink a distinct, pleasingly sweet taste. The rim sports Chimayó chile salt for a spicy tang. The glass is garnished with woven citrus peels paying homage to Chimayó's famous weaving tradition.

Stop 3: Anasazi Restaurant



Our daughter-in-law thinks the chic bar at the **Anasazi Restaurant**, at the upscale Rosewood Inn of the Anasazi, makes the best margaritas in Santa Fe. Last year the restaurant stepped up their game. They added a tequila table to the lounge. The communal table is the perfect place to sip flights of the beloved mescal liquor. They've created the Sandia y Pepino Margarita (watermelon and cucumber) for the Santa Fe Margarita Trail. The fused flavors of these two fruits in the cooling cocktail, will be perfect on a hot summer day (or any other time). The drink, \$12 (\$11 with the passport), also has El Jimador tequila, and tajin (chile powder with lime and salt).

Last but not least: La Fiesta Lounge



La Fonda on the Plaza really got into the spirit of the Santa Fe Margarita Trail. The historic hotel came up with three signature margaritas for the passport. **La Fiesta Lounge**, their recently renovated bar, offers the Don Rael, named for bartender James Rael who come up with the cocktail. The drink combines Sauza Hornitos Reposado Tequila, Sauza Hornitos Añejo Tequila, Grande Marnier, Patrón Citrónge and house-made lime/lemon juice. The seasonal Bell Tower rooftop bar, one of the best places in the city to view the sunset, is offering their signature Bellringer Margarita, a tasty concoction of Tanteo Jalapeño tequila, Cointreau, a splash of jalapeño juice and house-made lime/lemon juice. La Plazuela, the hotel's dining room, has its own signature offering for the Santa Fe Margarita Trail, the Centennial Margarita. This orangey offering is a mix of Centenario Tequila, Grand Marnier, Patrón Citrónge, a splash of Presidente Brandy, completed with the house lime/lemon juice.

There are over 30 more signature margaritas to sample at partnering venues around town. With a limit of two stamps a day to promote responsible drinking, the trail will keep passport holders busy for a while.

Nuts and bolts of the Santa Fe Margarita Trail

- Passports can be purchased at any TOURISM Santa Fe Visitor Center or Santa Fe Margarita Trail participating restaurant, bar or lounge.
- Present your passport and get a \$ 1 discount on the featured Santa Fe Margarita Trail margarita. Be sure to ask the bartender or server to stamp and date the passport.
- Five stamps will get you a Santa Fe Margarita t-shirt; 20 stamps earns a signed copy of Al Lucero's *The Great Margarita Book* with a forward by Robert Redford; fill your passport and you can claim the Margarita Bartender Kit..
- All prizes may be redeemed only at the Downtown Santa Fe Visitor Center located in the Plaza Galleria at 66 E. San Francisco Street, Suite 3.
- Passports are valid for the life of the Santa Fe Margarita Trail. The good news for visitors: passports are fully transferable. You can pass them on to your friends and family.
- You must be over age 21 to buy and use the passport.

The Santa Fe Margarita Trail is a fun way to discover new versions of this cooling and festive drink. What are you waiting for? Grab your passport (no visa required) and hit the trail. Olé!

May 4, 2016

Initiative tries to lure visitors by flooding social media with posts from Margarita Trail



From left, Tourism Santa Fe Marketing Director Cynthia Delgado, Melyssa Holik of Holik Design, Julie Ruth of Loka Creative and Caitlin Jenkins of Simply Social Media go over the itinerary for their tour of bars and restaurants in downtown Santa Fe on Monday. Clyde Mueller/The New Mexican

If You Go

What: Santa Fe Margarita Trail special launch events

When: Thursday, May 5

Where: Amaya at Hotel Santa Fe to feature guitarist Antonio Mendoza, 6 to 8 p.m.; Anasazi Restaurant to feature mariachi music, 3 to 6 p.m.; Coyote Rooftop Cantina to offer giveaways and tequila tasting from 5 to 7 p.m.

Dinner service was still hours away Monday when the sounds of laughter and smartphone cameras filled the dining room at Coyote Cafe in downtown Santa Fe. Women sitting around a window-side table were snapping photos and quickly working their fingers over their phones to share their images.

If you tweet it

Social influencers promoting the Margarita Trail are using these hashtags to promote photos and posts on social media sites:

#Margarita, #MargaritaTrail,
#MargaritaDifferent

On the Web

• santafe.org/margaritatrail

Margarita Trail tweets near Santa Fe

Tweets



Outside Santa Fe @outsidesantafe

Hey, we know this isn't beer...but Santa Fe launched the official # for... fb.me/7N0H7MsLE



Olivia Retweeted



Jinja Bar & Bistro @Jinjalicious

Taste our #margaritas! You will #margaritatrail

“That’s a great shot,” said one, as each of the women angled for the perfect shot of the day’s star — a venerable, though reimagined, margarita, a popular cocktail traditionally made from tequila, triple sec and lime juice, with salt around the rim of the glass, or not.

The drink wasn’t invented in Santa Fe, although the city is said to be the first in the New World to import tequila from Mexico. But imbibing margaritas — often accompanied by guacamole and chips — has long been a tradition here, whether at sunset in La Fonda’s Bell Tower or in one of the area’s many picturesque restaurants.

Now, just in time for Cinco de Mayo celebrations, the city is launching the Santa Fe Margarita Trail, a promotion coordinated with Tourism Santa Fe, liquor distributors and dozens of area bars and restaurants in pursuit of something that travelers and travel promoters are forever searching: a good

buzz.

As part of the launch, the city enlisted a volunteer corps of so-called social media influencers — individuals and businesses who are tech savvy, invested in Santa Fe and have developed sizable online followings and networks — whose mission is to plant a seed of excitement about the Margarita Trail among local and out-of-area social media users.



“The number one reason people travel somewhere is word of mouth,” said Cynthia Delgado, Tourism Santa Fe marketing director. “Today, word of mouth is Facebook, Twitter and Instagram.”

The New Mexico Department of Tourism has used videos of millennial women skiing, mixed martial arts fighters — both of which went viral — and other promotions including the state’s Breakfast Burrito Trail to stimulate interest about the state and sharing among friends.

Tourism Santa Fe’s embrace of social media marketing is reflective of a long-growing trend over the past decade that emphasizes direct outreach to potential customers without the intermediary of traditional print and electronic media.

“People are eager, and sometimes hesitant, to try something new, but they’re interested to find new ways to reach a new market,” said Caitlin Jenkins, who, with business partner Amy Tischler, runs Simply Social Media, a year-old company that promotes local businesses. They were among those participating in the social media pub crawl Monday.



The Margarita Trail campaign centers around pocket-sized “passports” that can be purchased for \$3 at any of 31 participating area bars and restaurants as well as at travel information centers. The passport gives the holder discounts on margaritas as well as the drink recipes and details about each location, such as whether there’s live music, Wi-Fi or outdoor seating.

Tweets and Instagram posts generally revolved around a colorful photo and clever wordplay. A post by social influencer Wendy Forbes showed a pair of shoes with a passport and advised: “Step 1: get your passport and a sturdy pair of shoes!”

Playing further with the passport theme, each time a passport holder tries a listed margarita, they receive a unique stamp from the bar signifying they’ve tried something new. There’s a daily limit of two stamps to discourage binge drinking. Five stamps earns the passport holder a T-shirt. Those who complete the whole trail get a bartending kit.

In all, Tourism Santa Fe is investing about \$88,000 in the Margarita Trail and expects to recoup an estimated \$35,000 through passport sales, Delgado said. Tourism Santa Fe, she added, has signed on sponsors who will contribute another \$16,000.

Delgado wants residents to try the trail and become a “cheerleader” for the city with their friends and families, so they might plan a visit to Santa Fe.

“We listen to our friends and we listen to our families,” she said.

The hope is that, along with tales of Santa Fe’s already established food and arts scenes, people will take home their passports as a memento of their visit, Delgado said.

In preparation for the launch, drink slingers at Santa Fe’s watering holes have concocted cocktails with creative names and ingredients.

Coyote Rooftop Cantina bartender Soren Pape offers the Norteño, which features tequila infused on site with green chile. At Secreto Bar and Lounge, the Smoked Sage Margarita calls not only for smoke in the glass, but hickory-smoked salt on the rim. Meanwhile, cucumbers add their own mellow smoothness to the 1694 at the Ortiz Restaurant and Bar at the Hilton Historic Plaza hotel.

The social media influencer campaign, Delgado said, isn’t targeting traditional demographic categories like age, income and education, but rather people who are seeking adventure and possess a keen sense of curiosity.

The person Tourism Santa Fe is seeking in the campaign isn’t a heavy drinker, but someone who brings to the bar the sensibilities that a foodie brings to the dining table.

“People don’t want to just order it,” she said. “They want to know the story behind it. We’re creating depth to what we already do well.”

May 5, 2016

santa fean NOW

The City of Santa Fe Event Calendar

Canyon Road
Spring Art
Festival!

artists, musicians,
concerts, and
gallery shows

this week's
top nightlife
and **entertainment**
picks

santafeanNOW.com

PRESENTED IN COOPERATION WITH ALBUQUERQUE JOURNAL NORTH

week of **May 5**



hit the trail

Love margaritas? Santa Fe is about to get a little tastier for you this summer. The clever folks at the Santa Fe Tourism Board (the people who brought us the delicious Green Chile Cheeseburger Smackdown Tour) are adding some tequila to this year's fun with the Margarita Trail, which launches this week on Cinco de Mayo and continues indefinitely. Purchase a \$3 "passport" that lays out the path to roughly 30 local establishments where you can sample the margarita-themed creations of some of our town's most talented mixologists.

The passport offers a discount at the bar, and at each stop you get your passport stamped (a maximum of two per day). Collect five and turn in your passport at any of the city's three visitor centers for a special Santa Fe Margarita Trail T-shirt.

It'll be starting off at the Santa Fe Sage Inn's Derailed Restaurant & Lounge with the Tequila Mockingbird, a bracing blend of Espolón Blanco tequila, muddled jalapeño, fresh lime juice, St. Germain elderflower liqueur, and pineapple juice. Designed to cool you off and fire up the fun!—*John Vollertsen*

**Margarita Trail information can be found at santafe.org.
Derailed at The Sage Inn, 725 Cerrillos Road, santafesageinn.com**



May 5, 2016

Cinco de Mayo Cocktails

If the force didn't cooperate for you yesterday during the annual Star-Wars-nerd-greeting day ("May the Fourth be with you"), you can take solace in today's more established Cinco de Mayo and have the national spirit of Mexico—Tequila—without having to force the issue.

That can mean indulging in the cocktail of your choice or simply taking a **premium Tequila** neat with a cigar. Despite rumors to the contrary, the Margarita, **while a fine drink**, is not the official cocktail of Cinco de Mayo. Nor, for that matter, is May 5 the Mexican equivalent of Independence Day.

Even while the Margarita is so well established that it has its own Jimmy Buffett song and a Margarita Trail in Santa Fe, New Mexico, mixologists are constantly tinkering and coming up with new choices. Here are a few you may wish to try to liven up your day. And if a recipe looks a bit too complex or you find yourself missing an ingredient or two, feel free to experiment or substitute. After all, we're making cocktails, not rocket engines. And don't forget the cigar!

May 10, 2016

Hiking the Margarita Trail

Did you know that the margarita is one of the most popular mixed drinks, not only in Santa Fe but also the *world*? Historically classified as a daisy (or *margarita*, in Spanish), the refreshing combination of agave spirit, fresh lime juice, orange liqueur and a kiss of agave nectar resonates with people everywhere.

Around here, bartenders and home entertainers have their own special ways of mixing it up. Sampling margarita variations on local bar menus is even more fun now that the **Santa Fe Margarita Trail** launched—appropriately—on *Cinco de Drinko*, otherwise known as May 5. Social media burst with tantalizing tequila tipples as excited trailblazers sipped around town.

Margarita Trail Passports are available for \$3 at participating establishments and at Tourism Santa Fe Visitor Centers to those over 21 years of age. Each bar visit collects another passport stamp, resulting in prizes such as a commemorative T-shirt after five stamps and a tequila book by local aficionado Al Lucero after 20 stamps. However, passports can only receive two stamps per day to help ensure responsible sampling.

Randy Randall, executive director of Tourism Santa Fe, argues that this guide is especially helpful to visitors. “The Margarita Trail complements our storied history and guides visitors to restaurants, bars, live music and award-winning regional cuisine,” Randall says. Mayor Javier Gonzales goes even further saying the promotion helps millions of visitors discover exceptional talent and hidden gems in our city while they create some very special memories.”

So how do local businesses feel about it? According to Daniel Rivera, operations manager at Inn of the Anasazi, participants of the Margarita Trail become eager to try more of their margarita offerings. The bar added a designated tequila-sampling table last year, providing an opportunity for guests to explore their wide selection of tequila brands and housemade infusions. “The excitement we see on their faces when they are introduced to this experience is priceless,” Rivera says.



I still have a long way to go to collect all the stamps. So far, some of my favorites include the yummy strawberry jalapeño margarita at Inn at Loretto (211 Old Santa Fe Trail, 988-5531) and the signature Smoked Sage Margarita at Secreto Lounge (210 Don Gaspar Ave., 983-5700). And, of course, watching the sunset from the The Bell Tower above La Fonda Hotel (100 E San Francisco St., 982-5511) is a must-do during summer. Bell Tower bartender Lorelee Cerletti remarks, “What better way to end the day than enjoying a Bellringer at the end of the Santa Fe Trail?”

Bar professionals and cocktail enthusiasts can learn more about the deep roots of the margarita at the New Mexico Cocktails & Culture seminar “The Historic Journey from daisy to Margarita, the World’s Most Popular Cocktail.” This event I’m organizing takes place at Skylight on Saturday, June 4, at 1:30 pm. The interactive tasting is described as “a romp through history as the classic gin daisy slowly changed over time to become the tequila-based Margarita.” Tickets are available at NMCocktailCulture.com.

Put on your hiking boots, Santa Fe, and start off down the trail. I hope to see you along the way. *Salud!*

May 3, 2016

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Margaritas cost between \$7 and \$12. Passports can only receive two stamps per day to help ensure people drink responsibly and keep the trail fun. Feliz Cinco de Mayo!

Utilized Materials

TOURISM SANTA FE

SANTA FE TO DEBUT NEW MARGARITA TRAIL

CITY DIFFERENT TO CELEBRATE UNIQUE HISTORY, CULTURE & FLAVORS THROUGH NEW TRAIL



SANTA FE, NEW MEXICO, February 17, 2016: On February 22, National Margarita Day, a press reception and official announcement of the new Santa Fe Margarita Trail will be held at Maria's New Mexican Kitchen, which has been called "The Motherlode of American Margaritas," from 4:00 p.m. to 6:00 p.m. sponsored by Sauza Tequila.

The new Santa Fe Margarita Trail will publically launch May 5, 2016 as an ongoing culinary cocktail experience for visitors and Santa Fe locals alike. The Trail highlights restaurants and bars that offer a special, uniquely designed and named margarita using the finest tequilas and ingredients.

"Celebrating the best food with your best friends is at the heart of living in or visiting Santa Fe," said Mayor Javier Gonzales. "The Santa Fe Margarita Trail will help our visitors discover exceptional mixology talent and hidden cocktail gems in our city while they create very special memories."

A Santa Fe Margarita Trail Passport will describe participating establishments and include the recipe for each margarita. Passports will be available for three dollars to those 21 and older at the establishments and at TOURISM Santa Fe Visitor Centers—and will be used to collect stamps for each margarita sampled. Passport holders can turn them in at any of the three TOURISM Santa Fe visitor centers for a special Santa Fe Margarita Trail t-shirt or other tiered gifts based on number of stamps received.

Margaritas will cost between \$7 and \$12. Passports can only receive two stamps per day to help ensure people drink responsibly and keep the trail fun.

"Santa Fe is world renowned for rich, traditional and original culinary fare and cocktails as well as masterful mixologists," said Randy Randall, Executive Director for TOURISM Santa Fe. "The new

Santa Fe Margarita Trail celebrates people's love for the margarita in Santa Fe whether enjoying elegant fine dining or more casual, laid-back atmospheres. 'The City Different' has been a memorable destination for centuries. The Margarita Trail will complement our storied history and guide visitors to creative and fun restaurants, bars, live music, and award winning regional cuisine they'll never forget."

For more information on Santa Fe visit www.santafe.org.

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Santa Fe is one of the world's top award-winning and most beloved destinations. "The City Different" is four centuries of history and legend, ancient and modern cultures, a majestic outdoor world of recreation and adventure, vibrant visual and performing arts, expansive culinary delights, revitalizing spas, and uniquely tasteful shopping. TOURISM Santa Fe, a department of the City Of Santa Fe, promotes the city to leisure and business travelers and operates the LEED Gold Certified Santa Fe Convention Center. For information, access your [Official Santa Fe Guide](#) and visit www.santafe.org.



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SANTA FE

¡SALUD! SANTA FE MARGARITA TRAIL OPENS

CITY DIFFERENT CELEBRATES UNIQUE HISTORY, CULTURE & FLAVORS ON NEW TRAIL



SANTA FE, NEW MEXICO, May 3, 2016: The new Santa Fe Margarita Trail opens Thursday May 5, 2016 as an ongoing cocktail and culinary experience for visitors and Santa Fe locals alike at 31 top area establishments. The Trail features highly creative restaurants, bars and mixologists who offer a special, uniquely designed and named margarita using the finest tequilas and ingredients. Many trail stops plan exciting events on opening day May 5 including:

- ✦ Amaya at Hotel Santa Fe The Hacienda & Spa will feature classical guitarist Antonio Mendoza from 6:00 to 8:00 p.m.
- ✦ Anasazi Restaurant will feature a Mariachi band from 3:00 p.m. to 6:00 p.m.
- ✦ Coyote Rooftop Cantina will offer giveaways and tequila tasting from 5:00 to 7:00 p.m.
- ✦ The Staab House Bar at La Posada de Santa Fe features Conchita, the Tequila Donkey from 5:30 to 7:30 p.m. They will be offering full-size Juliaritas at the regular price—less \$1 for Margarita Trail participants—\$6 Juliarita tastings, gratuity included, shots of premium tequila from Conchita’s special saddle, and food specials.

“Celebrating the best food with your best friends is at the heart of living in or visiting Santa Fe,” said Mayor Javier Gonzales. “The Santa Fe Margarita Trail will help our visitors discover exceptional mixology talent and hidden cocktail gems in our city while they create very special memories.”

The margarita is a beloved beverage in Santa Fe by visitors and locals as it pairs ideally with Northern New Mexico cuisine and the social and celebratory nature of Santa Feans. The first question visitors often ask is “Where do I find the best margarita?” The Trail has a historical foundation in that the first place tequila was ever exported from Mexico was up the El Camino Real Trail to Santa Fe, the seat of Spanish Colonial power at the time.

The Santa Fe Margarita Trail Passport describes participating establishments and the recipe for each margarita. Passports are available for three dollars at the establishments and at TOURISM Santa Fe Visitor Centers on Santa Fe Plaza, at the Railyard Depot, and The Santa Fe Community Convention Center. Passport holders collect stamps for each margarita sampled and can turn them in at the Santa Fe Visitor on the Santa Fe Plaza for a special Santa Fe Margarita Trail t-shirt, signed copy of "The Great Margarita Book" by Al Lucero, and other tiered gifts based on number of stamps received.

Margaritas cost between \$7 and \$12. Passports can only receive two stamps per day to help ensure people drink responsibly and keep the trail fun.

"Santa Fe is world renowned for rich, traditional and original culinary fare and cocktails as well as masterful mixologists," said Randy Randall, Executive Director for TOURISM Santa Fe. "The new Santa Fe Margarita Trail celebrates people's love for the margarita in Santa Fe whether enjoying elegant fine dining or more casual, laid-back atmospheres. 'The City Different' has been a memorable destination for centuries. The Margarita Trail will complement our storied history and guide visitors to creative and fun restaurants, bars, live music, and award winning regional cuisine they'll never forget."

For more information on Santa Fe visit www.santafe.org.

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