

# GEV

MAGAZINE

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# BOTTLE ROCK NAPA VALLEY

FINDS ITS GROOVE



BY TAMARA GORMAN

In finding the perfect music lineup that speaks to a diverse festival crowd but also matches the flavors and textures of the exquisite Napa Valley, BottleRock Napa producers – Latitude 38 Entertainment – nailed it this year. Kicking off the festival and getting the crowd pumped up for an epic three days of music, were bands like Cage The Elephant, Echoscsmith and Imagine Dragons. In a fearless move Cage The Elephant's lead singer, Matt Shultz shouts to an appreciative audience, "Let's start a party and stuff," before stage-diving and ending the set with a crowd-surfing session. "Sometimes we have to put away our cell phones," he told the raucous crowd as they carried him across their hands. This kind of connection is the heart and soul of a great music festival.

With a love for music and their beloved hometown of Napa, the motivated Latitude 38 team along with a new PR

firm Sunshine Sachs overcame past logistical and financial obstacles to create an outstanding festival experience. BottleRock Napa is finally finding its groove.

If you've never been to a music festival, BottleRock is one you can easily survive. Go. Unlike the 90,000-plus that attend Coachella each day, BottleRock's attendance is about 30,000 on a spacious 26 acres. You can wander and navigate four music stages, one culinary stage and more than a hundred food and vendor booths, returning to where you started within minutes. Charming? Laid back? Yes, and yet there is still a sophisticated Napa vibe surrounding the festival.

In a brilliant move, BottleRock producers added a fifth stage to the 2015 festival – the Williams-Sonoma Culinary Stage, which proved to be a smashing hit. By bringing together big

"Let's start a party and stuff," shouts lead singer Matt Shultz of Cage The Elephant before stage-diving and ending the set with a crowd-surfing session.

▲ PHOTOGRAPHER  
Chris Tuite

names from the worlds of music and food, the crowd had fun watching celebrities mash it up in the kitchen. Things got real when Cheffy Chef Snoop Dogg made and ate California rolls for the first time ever with sushi master, Iron Chef Masaharu Morimoto, and the best part? Snoop slicing and sharing his California rolls with the audience.

▶ PHOTOGRAPHER  
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