

RAÍCES Y ALMAS

Festival de Día de Muertos • October 31 – November 1, 2026

A Celebration of Memory at Villa Santa Cruz

Those we love are never truly gone.

Each year, guided by marigolds, candlelight, and memory, they find their way home.

In Mexico, the first days of November are not a time of mourning, but of reunion. Altars are raised, tables are set, and families gather to welcome back the souls of those who came before—with their favorite foods, their music, and the warmth of being remembered.

Festival de Raíces y Almas brings this tradition to Villa Santa Cruz across two days of ritual, gastronomy, art, and craft. The first day honors our roots: the earth, the fire, and the hands that shaped Mexican cuisine. The second honors the souls: a morning of renewal by the sea, a table filled with the flavors of Mexico's regions, and a celebration shared among families and friends.

SATURDAY, OCTOBER 31

Raíces

5:00 PM • ALMARENA WELLNESS CENTER

Temazcal de Renacimiento

The festival opens with an ancestral temazcal ceremony—a ritual of heat, herbs, and breath that has been used for centuries in Mexico to cleanse the body and renew the spirit. Inside the sweat lodge, guests are invited to release what they carry and emerge reborn, ready to welcome the season of remembrance.

An offering for the altar. Each guest is invited to bring something to place on the Almarena altar: fruit, a candle, a flower, or any meaningful object they wish to contribute in honor of someone they love.

TEMAZCAL \$1,500 MXN per person • Taxes included • Limited to 10 guests • Also applies to hotel guests

7:30 PM • CARACARA

Raíces • A Four-Hands Dinner

As night falls, Caracara becomes the setting for Raíces, a four-hands dinner bringing together Villa Santa Cruz's Executive Chef and a guest chef whose career has spanned some of the most celebrated kitchens in the world. Together, they will create a menu that honors the roots of Mexican cuisine through seasonal ingredients and refined technique.

The evening will be accompanied by live music, art, and an exhibition of traditional altars.

DINNER \$2,500 MXN per person, taxes included. A 15% service charge will be added to the final check.

Chef Omar Mendiola

Guest Chef · Grupo Daniel Ovadía

Chef Omar Mendiola holds a distinction few can claim: he was the first Mexican chef to work at elBulli, under the legendary Ferran Adrià. His path has since led him through the kitchens of Europe, most recently at Bruno Oteiza Restaurante in San Sebastián, a Michelin-starred restaurant in one of the world's great culinary capitals.

Today he is part of Chef Daniel Ovadía's restaurant group, where he has helped position Punta Corcho in Quintana Roo with recognition from the Michelin Guide, including a Bib Gourmand. His cuisine celebrates seasonal ingredients and refined technique, bringing together his Mexican and European roots.

Chef Fredy Ramírez

Executive Chef · Caracara at Villa Santa Cruz

As Executive Chef of Caracara, Chef Fredy Ramírez has shaped a culinary philosophy deeply connected to the landscape that surrounds Villa Santa Cruz. His menus are rooted in the property's organic gardens, the richness of the Pacific Ocean, and the farmers, fishermen, and artisans who define the culinary heritage of Baja California Sur.

As host of Raíces, Chef Fredy welcomes Chef Omar Mendiola to share a common vision: an evening that honors where Mexican cuisine comes from, and the people who keep its traditions alive.

SUNDAY, NOVEMBER 1

Almas

10:00 AM · ON THE BEACH

Sound Bath de Purificación

The second day begins by the sea, with a purification sound bath. Surrounded by the sound of the waves, guests are guided into a deep state of rest through the vibrations of singing bowls and ancestral instruments—a moment of stillness to clear the mind and open the heart.

SOUND BATH \$350 MXN per person · Taxes included · Also applies to hotel guests

10:00 AM – 2:00 PM · CARACARA

Brunch de Almas

Brunch de Almas is a celebration of the regional cuisines of Mexico, presented by a guest chef whose life's work has been to preserve and share them. A festive table, live music, and the spirit of Día de Muertos come together for a gathering meant to be shared.

BRUNCH Adults \$1,250 MXN · Children up to 11 years \$500 MXN · Taxes included

This rate also applies to Villa Santa Cruz guests. Includes all activities, the workshop, the artisan market, and the altars.

Chef José Bossuet

Guest Chef · Ambassador of Traditional Mexican Cuisine

Born in the San Roque neighborhood of Tuxtla Gutiérrez, Chiapas, Chef José Bossuet discovered his calling as a child, at the side of his grandmother Julia—of Zoque heritage—who took him to the local market and taught

him to love the ingredients and flavors of his land. Today he is recognized as one of the leading ambassadors of traditional Mexican gastronomy and of Zoque cuisine.

A member of the first graduating class in Gastronomy at the Universidad del Claustro de Sor Juana in Mexico City, he earned a double gold medal at the Culinary Olympics in Berlin in 1996, while still a student. He went on to study hotel management and the art of the table at the Lycée Hôtelier de Monte-Carlo, and continued his training at the Université de Reims Champagne-Ardenne.

Over more than two decades in hotels and restaurants across Mexico, the United States, and Grenada, he served as personal chef to former Mexican President Vicente Fox and prepared state banquets for world leaders including George W. Bush, Tony Blair, and Luiz Inácio Lula da Silva. He is the author of #LaHerenciaDelGustoFamiliar and the creator of #ChiapasFood, celebrating the cuisine of Chiapas.

10:00 AM – 2:00 PM • **THROUGHOUT THE PROPERTY**

Activities for the Whole Family

Artisan Market • 10:00 AM – 2:00 PM

A selection of Mexican artisans presenting handcrafted pieces inspired by the traditions of Día de Muertos and the regions of Mexico.

Calaverita & Watercolor Painting • 11:00 AM – 2:00 PM • **El Huerto**

Among the organic gardens, guests of all ages can paint traditional calaveritas and explore watercolor inspired by the colors of the season.

Crafts & Leatherwork Workshop • 11:00 AM – 2:00 PM • **The Stables**

A crafts session and a talabartería workshop, the traditional Mexican art of working leather by hand.

Altar Exhibition • **Throughout the festival**

Traditional altars displayed across the property, honoring the memory of those who came before.

ACTIVITIES Complimentary for Villa Santa Cruz guests (brunch not included). Included with Brunch de Almas.

ACTIVITIES ONLY Children up to 11 years \$400 MXN • Accompanying parents free • Taxes included

2:30 PM – 4:00 PM • **CARACARA KITCHEN**

Workshop with Chef José Bossuet

The festival closes with an intimate, hands-on session alongside Chef José Bossuet. In the kitchen at Caracara, he will share the techniques, ingredients, and stories behind Mexico's regional cooking.

WORKSHOP Included with the activities and Brunch de Almas. Complimentary for hotel guests. Limited to 10 people.

Two Days. Roots and Souls. One Celebration.

Raíces y Almas is more than a festival. It is an invitation to remember: to honor the earth that feeds us and the souls who guide us; to gather around the fire, the table, and the altar; and to celebrate, as Mexico has for centuries, that love is stronger than absence.

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*The altar is set.
Our souls come home.*

RESERVATIONS +52 612 155 6941