



Iberian Traveler

Fiesta de San Fermín 2010

Come for the adventure!



HOTEL PACKAGES FOR SAN FERMÍN 2010

July is quickly approaching. If you would like to join us in Pamplona for the Fiesta, rooms are still available but need to be booked as soon as possible.

Arriving on the 6th or 7th is still possible, but we have more packages available between the 8th and the 14th at our favorite 3 and 4-star hotels in the city. Our exclusive packages include 1, 2, 3, 4 & 5-night stays and balcony reservations.

We also offer upgrades to the new luxury 4-star Hotel Palacio Guendulain or the 5-star Gran Hotel La Perla, both located in the old city in the center of the fiesta.

THE BULLS OF SANFERMÍN 2010

MECA has selected the bull ranches, Granderías, for this years **Feria del Toro**.

Miura (Sevilla), **Victoriano** (Madrid), **Cebada Gago** (Cádiz), **Jandilla** (Badajoz), **Dolores Aguirre Ybarra** (Sevilla), **Peñajara** (Badajoz) **El Pilar** (Salamanca) **Fuente Ymbro** (Cádiz).

The trophy for the best bull ranch of SF09 was awarded to Dña. Dolores Aguirre Ybarra, whose bulls fought on 11 July (Serafín Marín, David Mora & Joselillo).

The best bullfight of SF09 was awarded to the last fight on 10 July when Rubén Pinar faced bull No. 42, "Sabueso", from the Jandilla ranch.

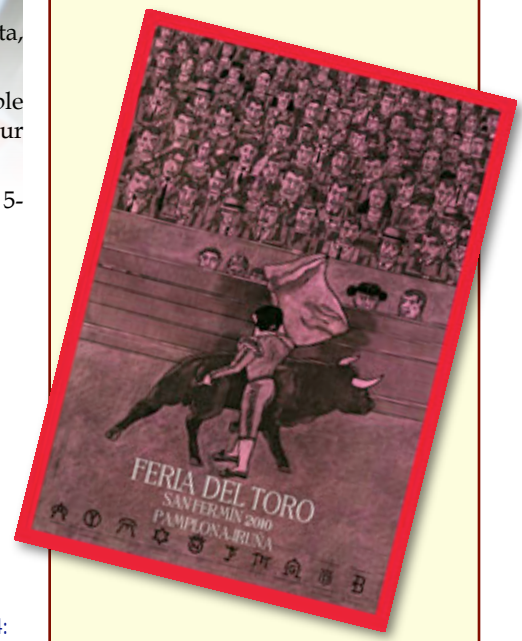
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Tickets for the Feria del Toro SF2010

Tickets for this year's Feria del Toro are now available. We are accepting requests through the end of June for a limited number of **tendido sombra** (lower level shade) and **andanada sombra** (upper level shade) seats. Some sol y sombra and sol seats are also available.

A message from Casa de Misericordia (MECA), the charity that operates the Plaza del Toros, Pamplona.

90% of all tickets have already been sold to the regular season ticket holders. The remaining 1,950 tickets will be available for sale each day at 6:30 pm at the ticket office of the bullring for the following day's bullfight. It is not possible to reserve any of these tickets in advance.



EL ENCIERRO, THE RUNNING OF THE BULLS - ADVICE FROM VETERAN RUNNERS

Access To The Route - If you want to participate in the running, you should enter the track before 07:00 through the gates in the Plaza Consistorial and stay within the barricades in that section of the route between the Town Hall Square and the Old Military hospital on Santo Domingo. Shortly after 7:00 the accesses will be closed and you are not allowed to leave the route until the encierro begins and the bulls are on their way.

The Most Dangerous Stretches - Callejón - Plaza de Toros (8 deaths) and the end of the Cuesta de Santo Domingo (3 deaths).

Clothing - Wear comfortable clothes and sneakers or running shoes. Do not carry any other items (backpacks, cameras, etc.) with you.

Ask Experts Runners For Advice - The running is neither a joke nor an opportunity for media coverage. The risks are enormous, and the mass attendance of runners makes it even more dangerous. It takes many years of practice to become a good runner.

Getting In And Out Of The Flow - Getting into the flow of runners is as important as getting out of the way. Get in gradually, as the other runners get out. Or get straight in, from a standing start.

Beware Of Falling - Bulls are not the only danger. Mainly, it's the number of runners. The chances of stumbling and falling are very high. In fact, most of the people who are injured during the run have fallen and been trampled by other runners. You have to look in front of you, behind you and on the ground. Once you are in the herd, it's safest to remain close to the bulls because there

will be no runners in front of you. If you fall, stay down. Do not move until someone taps you on the shoulder. If you're near a bull and you fall, do not try to get up. If you curl up in a ball, the bull should ignore you and continue running. Getting up will cause the bull to attack you. This is the most common mistake made by runners.

Pay Attention To The Pastores & Obey The Rules!

The guys in the green shirts are there for your protection!



THE ROUTE OF THE ENCIERRO

Santo Domingo Street

This is one of the most dangerous stretches of the route, a steep, uphill slope of about 300 meters distance from the corrals at the bottom to the Plaza Consistorial at the top. The bulls tend to cluster close together as they race up the narrow street. It is also the only remaining section of the route with a sidewalk and curb. Some of the best runs can be seen here in the harrowing 30 seconds or less it takes for the lead bull to reach the square.

Ayuntamiento - Mercaderes

Considered by some to be one of the least dangerous stretches, this 120 meter long section has two turns that make it a bit more complicated, but the runners are relieved to find themselves with a little more room in run, if only for a few brief moments before they reach "la curva".

Calle Estafeta

The turn into Estafeta Street is a 90-degree turn to the right. The bulls slip and bump into the left hand wall of the street. Runners are advised to take the right turn on the right side of the street to avoid being pinned between the bulls and the fence or the wall.

Estafeta - Baja de Javier

A slight 2% uphill slope. The street is long and narrow. It is one of the most crowded stretches. Runners can only escape into the doorways of the buildings.

Bajada de Javier - Telefónica

The herd tends to slow down here. The group of bulls may split up, and some bulls may fall behind. This makes the stretch very dangerous.

Telefónica building

Less than 110 yards ending in a funnel shape, surrounded by a double wooden fence. The animals are now tired and run at a slower pace. The bulls tend to break up. An extremely dangerous place both expert runners and unskilled runners.

Callejón (blind alley)

Funnel shaped downhill slope leading to the bullring. Many runners falling here have made human heaps, with fatal consequences.

Plaza de Toros

The bulls run into the center of the ring most of the time before they are led to the corrals. But never turn your back on the bulls.

Watch the videos:

<http://www.encierrrodesanfermin.tv/>

ENCOUNTERING A FIGHTING BULL ALONG THE ROUTE OF THE ENCIERRO

Never run behind the bull. Once he passes, drop back, if not, you could be the first thing he sees if he decides to turn around.

The stone pavement is smooth along most of the route.

If you fall, stay down! Protect your head from the other runners and the bulls hooves.



Never touch a bull. It can prove to be a dangerous distraction if you draw attention to yourself from either the bull, one of the local runners, or the pastores, the herders who are in charge of the encierro.

The bulls horns are his most important asset. It's how he measures his prey. Never get between the horns unless you know what you're doing.

This Jandilla bull caused several serious injuries on 10 July 09 in an encierro that lasted 4'28", a very dangerous day. Sadly, one runner died.

ANATOMY OF A FIGHTING BULL, A TORO BRAVO

The fighting bull is bred for his aggression, energy, strength, stamina and intelligence. The encierro is the first time the bulls have ever been away from the herd and may seem indifferent, but the longer they are on the street, the more dangerous they become, quickly learning how a person moves. The typical fighting bull will weight between 450 and 650 kilos, is alert, fast on his feet, can turn on a dime and has no equal.

BALCONY RESERVATIONS FOR THE ENCIERRO, THE RUNNING OF THE BULLS



If you want to watch the "running of the bulls" and be comfortable, having a balcony reservation is very important; otherwise you could find yourself in the middle of the crowd, often 30 deep, that fills the only public viewing areas along the route of the encierro.

There are four major public viewing areas. Calle Santo Domingo, at the beginning of the run, has three separate areas; the small square in front of the Museum of Navarra, above where the runners begin, a short barricaded section half-way up Santo Domingo at Calle Mercado, and another small space on the stairs, where a few people can sit, just before the bulls break into the Town Hall Square and Plaza de Consistorial.

There is a narrow section along Mercaderes, at Chapitela, before the bulls turn onto Calle Estafeta. The last area runs from Telefonica to Callejón.

These areas are lined with a double wooden barricade. You can try to find a spot along the outside barricade, but you should arrive by 6:00 am when the carpenters are setting up the final sections, enclosing the route. These areas will be especially crowded the morning of the 7th and for the weekend encierros.

The space between the wooden barricades is reserved for the medical teams, police, runners leaving the run and those needing medical attention.

<http://iberiantraveler.com/encierro.html>

While we are no longer accepting reservations for the first encierro on the 7th, we do have some balcony space available from the 8th through the 14th.

Most of our prime viewing balconies can be found along Mercaderes facing La Curva, with one special balcony located above the Banesto Bank. Others are in the Town Hall Square, the Ayuntamiento, and along Calle Estafeta, the long canyon-like section of the run.

If you are not already one of our hotel or balcony clients, you can email us to request balcony reservations, or add an additional morning on one of our premium balconies for the very best views of the encierro.



There are two ways to watch the running of the bulls. You can take your chances of finding a place along the wooden barricades with thousands of others jostling for a position, or you can watch from the comfort and safety of one of our private balconies.

DRESSING FOR THE FIESTA

The official mode of dress for all events during the fiesta is the traditional festival costume of **white and red**: white shirt and pants, red *pañuelico* (bandana) and red *faja* (sash). The "official costume", which is also worn by Pelota players in Navarra and the Basque country, can be purchased in Pamplona at any of the clothing stores around the city, including El Corte Inglés, Spain's leading department store. Or better still, to insure the proper size and fit, you can bring your own pair of white pants (chinos, jeans) and a short-sleeved white polo style shirt or jersey.

Our Peña provides our own *pañuelico* for our clients. *Pañuelicos* and sashes (*fajas*) can be purchased from street vendors, out in full force. Men, women and children wear the same red and white costume. Ladies wear either all white or a mixture of red and white (red blouse, white skirt or pants-but not shorts, red bag and shoes). Dressing in San Fermín attire will allow you to integrate smoothly and completely into the spirit of the fiesta.

Hotel laundry service is limited on the 6th and 7th, and stores are closed on the 7th, so you'll need to bring enough clothes to see you through the first two days.

Remember that the traditional *pañuelico* is donned at noon on the 6th with the firing of the rockets, the *chupinazo*, during the opening ceremony, not before, and is not taken off and put

away until midnight of the 14th, during the *Pobre de mí*, the closing ceremony.

Please note that clothing stores as well as most other shops in the city will be closed from mid morning until late afternoon on 6 July for the opening ceremony, all day on the 7th, which is also an official banking holiday in Pamplona, and on Sundays. El Corte Inglés opens from 10:00 to 10:00 daily, Monday through Saturday. Retail stores, except those selling festival-related items, close in the afternoon for lunch, with only a few stores reopening after 4:30 pm.

It is important that you bring a very comfortable pair of shoes as you will be doing a great deal of walking around the city day and night. Although the historic quarter of the city isn't large, the fiesta is spread out over a much wider area, with music venues and special events being held in several different parks and plazas, some up to a half-hour walk or further from the Plaza del Castillo, the heart of the old quarter. Sandals and "flip-flops" are not recommended.

The City of Pamplona always does an amazing job of keeping the streets and plazas clean, but you will inevitably encounter broken glass along your way, especially following the opening ceremony, in the early morning hours of the 7th, or on Saturday and Sunday mornings when the crowds are at their largest.



The traditional costume is worn by everyone, from the well dressed Texan to the youngest Pamplonica. The hat is optional.

DINING IN PAMPLONA DURING THE FIESTA

Most people traveling to Spain for the first time will need to make some minor adjustments to their normal eating habits. This holds true both for the north and south, especially during the summer months when the days are long and don't cool down until after 9:00 pm. Eating times come later in Spain than foreign guests are used to, especially in summer.

Desayuno - Breakfast is typically the lightest meal of the day, something simple after a late night dinner the night before. You should be able to find some sort of packaged pastry and espresso at any bar or restaurant open in the early morning hours, but during Sanfermín breakfast is not served until around 8:30, after the encierro.

During Sanfermines it's always "**bulls before breakfast**".

Be sure to try **churros** (fried crullers) and hot chocolate in the morning. This is quite popular in Pamplona as well as Madrid. The most lively spot for this typical Spanish breakfast is the bar in the Hotel Maisonnave in the old city.

There is also the traditional mid-morning break, called the **Almuerzo**, generally served between 10:30 and noon, when you can have your first tapas (*pintxos* in the Basque country) of the day, including a *tortilla española* (a potato omelet) with *pan* (fresh bread) or a *bocadillo* (a filled baguette).

Comida - Lunch, which is generally considered the main meal of the day, begins after 1:00, but is usually closer to 2:00 for most people. This holds true during the fiesta and is often starts even later on the weekends. This is also a major social hour in which one visits with family and friends. Note: butter is seldom served after the morning hours unless requested.

Cena - Dinner in the north typically begins at around 9:30 and is usually the lighter meal of the day unless you missed or skipped lunch. Dinner in Pamplona is often still being served well past mid-night during the fiesta. Most Pamplona restaurants will take a reservation for 9:00 pm, but not earlier. Most restaurants serve a special 4-course fiesta menu.

THE GASTRONOMY OF NAVARRA & WHERE TO DINE DURING THE FIESTA

GASTRONOMY OF NAVARRA

Pamplona is a city blessed with more than 300 cafés, bars and restaurants to choose from, offering some of the finest cuisine in the north, on a par with the Basque country and Catalunya. More than 80 local cafés, bars and restaurants participate in the annual pintxos competition, which celebrates the best of miniature haute cuisine. While most restaurants continue to offer their standard menu during the fiesta in addition to their special "Sanfermines Menu", the pintxos bars and cafés located in the Old City (Bar Gaucho, Baserri, Iru, Museo, Fitero, La Mandarra), by necessity, cannot offer their standard offerings of haute cuisine pintxos at the bar during the fiesta. The last night to sample their usual array of award winning pintxos will be the 5th, which is also the last night the famous and historic Café Iruña on the Plaza del Castillo serves pintxos at the bar.

Most restaurants in Pamplona are smaller, family-style, so reservations for lunch and dinner are essential, and without exception on the 6th and 7th and over the weekend of the 10th, 11th and 12th, the start of the Bastille holiday when the French Basques fill the city. It is extremely important not to break a reservation without first contacting the restaurant, otherwise the table will sit empty for the entire night. Most restaurants have only one seating at lunch or dinner and will not offer your table to someone else, as it is not unusual for Navarrans arrive late for lunch or dinner and are never in a hurry to finish a meal.

There are cafés and taverns where you can find a quicker meal, but most will be located outside of the old city in the 1st and 2nd Ensanche; the Iturrama, San Jan Donibane and Ermitagaña neighborhoods.

Some of our favorite award-winning bars in other neighborhoods include **Casa Luis** (Padre Calatayud, 11), **Chelsey** (Iturrama, 20), handy to our AC Hotel headquarters, **Aralar** (Castillo de Maya, 25), **Melbourne** (Olite, 36)

and **Letyana** (Travesía Bayona 2). These will continue to offer an ample assortment of their more elaborate pintxos during the fiesta.

SOME OF OUR FAVORITE RESTAURANTS

Gastronomic Dining

El Embrujo, C/ Padre Calatayud, 16
Alhambra, Bergamín, 7
Europa, Espoz y Mina, 11
Rodero, Emilo Arrieta, 3
Enekorri, Tudela, 14
Jose txo, Plaza Príncipe de Viana, 1
La Nuez, Taconera, 4
El Portal de Descalzos, Descalzos, 56

Traditional Navarran Cuisine

Otano, San Nicolás, 5
Casa Manolo, Garcia Castañón, 12
Casa Amparo, C/ Esquiroz, 22
Asador Olaverri, C/ Santa Marta, 4
La Olla, Avenida Roncesvalles, 2
San Fermín, C/ San Nicolás, 44-46

Fashion & Fusion

El Mercao, Tafalla, 7
La Trastienda del Colmado, Iturralde Y Suit 24

Navarra Tapas & Pintxos

<http://www.navarratapas.com/>



Shawn and her family enjoying the festival menu and music at El Embrujo on the 7th.

Main Festival Events

6 July - Opening Ceremony

The chupinazo, the firing of the rockets announcing the beginning of the fiesta, takes place in the Town Hall Square at noon.

7 July - The 1st Encierro & Procession of San Fermín

The Holy Procession begins at 10:00

14 July - The final Encierro and the pobre de mi

The candlelight ceremony ending the fiesta begins at mid-night in the Town Hall Square and Plaza del Castillo.

Some of the crew

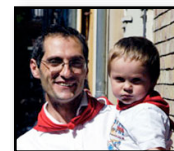
NIEVES



IDOLA



MIKEL



MR TESTIS



C. VINAGARE



IN FOND MEMORY OF A VALUED PEÑA SEATTLE MEMBER, FELIPE HERNÁNDEZ OF MIAMI



Felipe and his younger brother Nivaldo during a tour of the Bodegas Otazu, Sanfermin 2006



Waiting for the bulls along Mercaderes.



Nivaldo and Felipe with Mike Jones before their first encierro.



Breakfast at the Casino. And yes, it's always a long night...