

PROFILE

## The Joshua Tree Party House Where Olive Oil Is the Drink of Choice

Also tequila.

BY CARLA LALLI MUSIC

JUNE 26, 2017



PHOTO BY DANIELLE LEVITT

I saw **Jay Carroll** swig two things straight from the bottle: One was tequila; the other was olive oil. His capacity for tequila at an all-day party was impressive! But the olive oil was no surprise. He was sipping from a [Wonder Valley](#) bottle, the desert-chic label that he created with his wife, Alison; cold-pressed, [California-grown oil](#) is their signature product. (I think this means he was drinking his own Kool-Aid.) The brand is named for a rural community in the Mojave Desert where friends lived and where they drew inspiration for their products. It's also where the two married and later found their homesteader's dream house in Joshua Tree, California, just down the road.

Becoming full-time desert dwellers was part of a strategy to spend more time on their passion projects—and less time on everything else. “The key to a creative life is low overhead,” Jay says. Over the past year they’ve tapped into that newfound freedom, adding new items to the Wonder Valley line, which now includes Turkish woven towels, Japanese incense, ceramics, and an aromatic face oil made with (yep) olive oil. Their first retail store opened in the neighboring town of Twentynine Palms in May.

