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OXBOW PUBLIC MARKET TO OPEN IN DOWNTOWN NAPA

June, 2006, Napa, CA—The Oxbow Public Market project is underway and poised to become the local gathering place for food and wine in the Napa Valley and downtown Napa. The 30,000 square foot marketplace, which includes a scenic outdoor deck with seating along the Napa River, will feature a diverse tenant mixture of local food vendors, artisan cafes and organic farm stands. The project is expected to break ground in late summer 2006 with opening planned for autumn 2007.

The Oxbow Public Market will be located next to Copia: The American Center for Wine, Food and the Arts, directly west of the north parking lot, extending from First Street to the Napa River. The structure has been designed by San Francisco architects, Baldauf, Catton and Von Eckartsberg, the same architectural firm responsible for designing the new San Francisco Ferry Building Marketplace.

Oxbow Public Market CEO Steve Carlin was instrumental in the development of the Ferry Building Marketplace and expects that the Napa project will have a similar positive impact on the local food and wine scene in the Napa Valley. “Of paramount importance in the Oxbow Public Market plan,” says CEO Carlin, “is the creation of a local gathering place for the enjoyment of all Napa Valley residents and the many regional wine and food enthusiasts who visit here each year.” In addition, he adds, “there will be a unique local agricultural and ethnic quality to the market.”

The Oxbow Public Market will be open seven days a week from early morning through early evening. Locals and visitors will be able to shop for sustainably farmed regional produce, ethnically diverse ingredients, olive oil and condiments, fresh pasta, flowers, coffee, teas, herbs and spices, in addition to goods from the meat markets, fish mongers, cheese store, wine shop, coffee bar, and bakeries.

Specialty non-food retailers will feature cutlery, tabletop, glassware, and candles. Five restaurant/café spaces will offer a variety of dining, both in-house and to-go, in addition to a broad scope of foodstuffs, both prepared and ready to cook, allowing shoppers to plan and prepare a wonderful meal on-the-go or for home dining and entertaining.

Restaurant space will offer outdoor dining on the deck overlooking the Napa River, the new Oxbow Commons and the Oxbow Preserve on the east side of the river.

Among the tenant leases already signed at the Oxbow Public Market are highly acclaimed Long Meadow Ranch and Rutherford Gardens as well as Ria, a new dining venture by popular Napa Valley chefs, Donna Scala and Scott Warner of Bistro Don Giovanni.

Long Meadow Ranch of St. Helena is an innovative organic farming operation and purveyor of fine food. They will feature their wines, Prato Lungo and Napa Valley Select extra virgin olive oils, grass-fed beef, eggs, and heirloom fruits and vegetables at Oxbow Public Market. A regular at the St. Helena Farmer’s Market for 17 years, they will feature a 'Taste' bar allowing customers to taste everything they sell - from heirloom tomatoes and olive oil to fresh figs and strawberries.

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Ria is a new dining venture created by acclaimed Napa Valley chefs Donna Scala and Scott Warner of Bistrot Don Giovanni. Ria is reminiscent of Italy's countless bustling wine bars, pizzerias and focaccerias all rolled into one. Whether it be for a quick morning cappuccino and warm freshly baked truffled egg and prosciutto focaccia, a panini with Nutella, Macedoine di frutti, a slice of pizza to go while wandering the farmers' market, or a casual lunch or dinner, Ria will be the perfect atmosphere for all occasions. The handsomely modern, yet rustic, design by the renowned architect Cass Calder Smith includes a stunning focaccia and panini counter, a lively zinc bar backed by the large selection of wines, a salumi counter and the warmth of wood-fired brick pizza ovens built into the dining room. The room opens up onto a large patio for al fresco dining overlooking the serene Napa River.

The Napa Farmers Market will continue to operate in Copia's south parking lot as it has in the past. Both Copia and the Farmers Market welcome the Oxbow Public Market and feel it is a positive addition to the district. The Oxbow Public Market will offer covered market space, allowing extension of a seven-day-a-week "farmers market" to a year-round schedule.

COPIA Executive Director Arthur Jacobus said, "We are happy to have the Oxbow Public Market as neighbors and contributing to the discovery, understanding and celebration of wine and food. We feel this project is ideal and in line with our shared vision for the Oxbow District."

"With the approval from the planning commission paving the way for development, the Oxbow Public Market project will be a great addition to the Oxbow District, acting as a catalyst for future projects in the area," said Cassandra Walker, City of Napa Redevelopment & Economic Development Director. "The project's development team is bringing together wonderful features in terms of design, concept, and use, to create an additional destination on the Napa River."

The Oxbow Management team consists of Steve Carlin, CEO, whose background includes 20 years with Oakville Grocery, a leading Northern California specialty foods retailer as General Manager and President/CEO. Steve's most recent accomplishment includes the successful programming and tenanting of the new San Francisco Ferry Building Marketplace. He is also currently the project director for the soon to be re-opened Marketplace Pavilion at Nut Tree Village in Vacaville, California.

Bart Rhoades is Oxbow's Chief Operating Officer. He has had a successful career managing various entrepreneurial ventures across a broad scope of business, including health, medicine, technology, marketing and communications. He also served on the board of the Robert Mondavi Corporation for 15 years. The third partner, Rob Mann, is the Development Manager for the project and has 15 years of experience in the world of institutional and private commercial real estate investment. One of Mann's local projects was the acquisition and development of the commercial property located at 1331 First Street and now home to Talbots and Backroom Wines.

For further information, please contact Steve Carlin at 707.963.1345.

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(digital renderings available upon request)