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OXBOW PUBLIC MARKET ADDS NEW TENANTS
Roli Roti, The Fatted Calf and Oxbow Wine Merchant and Wine Bar
add to the mix

September, 2006, Napa, CA – The Oxbow Public Market, scheduled to open in the fall of 2007 in downtown Napa, has announced the addition of three new tenants to the growing list of artisan food and beverage purveyors, and sustainable local farms. Roli Roti, The Fatted Calf and Oxbow Wine Merchant and Wine Bar have all signed leases to become part of the mix at the public market.

"We are extremely pleased with the addition of these three new exciting purveyors," stated Steve Carlin, founder and CEO of the Oxbow Public Market. "We continue to work towards assembling a great mix of Bay Area tenants that will further our goal of establishing the Oxbow Public Market as Napa's most important gathering place for locals and visitors to the wine country."

Previously announced as market tenants were Ria, a new dining venture by popular Napa Valley chefs, Donna Scala and Scott Warner of Bistro Don Giovanni, and Long Meadow Ranch of St. Helena, an innovative organic farming operation and purveyor of fine food.

Thomas Odermatt, the proprietor of Roli Roti, is the son of a Metzgermeister, Swiss for Master Butcher, and has quickly established himself as the region's foremost authority on the rotisserie method of grilling. Dubbed the "Rotisseriemeister", Odermatt continues the tradition of fine European rotisserie cooking by serving some of the healthiest and most flavorful grilled meats available. Roli Roti trucks can be found at farmers markets throughout Northern California, from San Jose to Sausalito to Davis. The Roli Roti retail shop and rotisserie at the Oxbow Public Market will be located within the central market hall, where Odermatt and his staff will have the flexibility to offer dine-in selections, in addition to convenient take-out for those on a busy schedule.

The Fatted Calf is an artisanal charcuterie and butcher shop producing a wide range of hand-crafted products using high quality, natural ingredients. The Fatted Calf uses only the best available organic and hormone free meats, superior seasonings and salts, organic herbs and produce, to offer a variety of charcuterie; patés, salami, prosciutti, confits and a large selection of fresh sausage. Cured meats are also a specialty, and are made and aged using traditional methods. All of their fresh products are made to order in small batches to guarantee quality. The Fatted Calf also provides a wide range of catering services, and will feature a daily menu of sandwiches and charcuterie platters to go.

The Oxbow Wine Merchant and Wine Bar is a venture from partners Debbie Zachareas, Peter Granoff, and Bo Thompson. In the style of European wine merchants, the Oxbow Wine Merchant and Wine Bar is a classic, hands-on, service-oriented shop for buying, tasting, and learning about wine. The shop carries smaller production wines from around the world, as well as everyday, high-quality labels. There is a strong but selective emphasis on California and other American wines; wines from great French, Italian and Spanish producers; offerings from new regions such as New Zealand and Australia; and less widely recognized favorites from Germany and Austria.

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The Oxbow Public Market is poised to become the local gathering place for great food and wine in the Napa Valley and downtown Napa. The 40,000 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 has broken ground and is expected to open Fall of 2007.

The Oxbow Public Market will be located within the emerging Oxbow District of Napa. The Market will be situated next to Copia: The American Center for Wine, Food and the Arts, on the banks of the Napa River and adjacent to the Napa Farmers Market. The Oxbow Public Market will be open seven days a week.

For further information, please contact Steve Carlin at 707.963.1345 or visit the website at www.oxbowpublicmarket.com

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(digital renderings available upon request)