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OXBOW PUBLIC MARKET BREAKS GROUND

Public Market Officially Begins Construction with Groundbreaking Ceremony and Announces the Addition of Taylor's Refresher, Anette's Chocolates, Pica Pica and Utensil as Tenants

September 28, 2006, Napa, CA - The Oxbow Public Market, in downtown Napa, has officially begun construction with a groundbreaking ceremony on September 28, 2006. Scheduled to open in the fall of 2007, the Market has announced the addition of four new tenants to its list of artisan food and wine purveyors, and sustainable local farms. Proprietors Steve Carlin, Bart Rhoades and Rob Mann are pleased to announce Taylor's Automatic Refresher will occupy the corner location at First and McKinstry Streets, while Anette's Chocolate Factory, Venezuelan restaurant Pica Pica and culinary antique vendor Culina have been added to the Oxbow Market Hall.

"We are extremely pleased with the addition of these four new purveyors," stated Steve Carlin, founder and CEO of the Oxbow Public Market. "Anette's has become synonymous for outstanding chocolates and other quality confections that will satisfy the market goers sweet tooth. Culina fills a void for heirloom table-top items, and Pica Pica will be one of the few Venezuelan restaurants in California. We are particularly excited to have the Gott brothers taking over the corner and bringing their hugely successful Taylor's Refresher to downtown Napa." Carlin added.

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; organic wine, beef and olive oil purveyor Long Meadow Ranch of St. Helena; The Oxbow Wine Merchant and Wine Bar; Roli Roti, a fine European rotisserie; and The Fatted Calf, an artisanal charcuterie and butcher shop.

At Anette's Chocolate Factory in downtown Napa, Anette Madsen and her brother Brent work together to create a marvelous assortment of Truffles, Fudges, Creams, Brittles and other confectionery wonders. Their most novel creation is simply decadent - rich chocolate infused with fine wines to create sumptuous Wine Truffles and Chocolate Wine Sauces.

"Anette's Chocolate Factory is delighted to be a part of the Oxbow Public Market. It is wonderful to be among superb artisan restaurants, niche shops and small produce farmers," said Anette Madsen. "We anticipate the Market will create a casual, quality, epicurean experience for both locals and visitors. The Market and its location take advantage of the diverse, small quality purveyors who exist in our backyard. Anette's Chocolate Factory is happy to be involved and look forward to Oxbow Public Market's completion."

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Pica-Pica (peeka-peeka), by Lopez Gil, Adriana Lopez Vermut, and Carlos Walter Rodriguez will be serving a menu featuring a variety of Venezuelan foods. The core of the menu will be Venezuelan Arepas, a corn-flour based flat roll, crispy on the outside and moist on the inside. Arepas are grilled, split open, buttered and filled with savory mixtures. The menu will be complemented with Tequeños, Cachapas, Empanadas, Polvorosa de Pollo, (the Venezuelan version of the chicken pot pie) and lastly, a variety of Ceviches.

Pica-Pica will present characteristic Venezuelan cuisine and seasonings, which exhibit unique flavors by combining sweet with bitter, along with hot spices. The owners, all native Venezuelans from Caracas, have started and run Venezuelan and Nuevo Latino restaurants in Venezuela and the United States. Carlos Rodriguez is currently the chef of Orinoco, a well-reviewed Venezuelan restaurant located in Boston's South End. Leopoldo Lopez Gil owns and runs Tupe, Venezuelan cuisine, and Hoja Santa, Nuevo Latino cuisine, both based in Caracas. Pica-Pica will be one of the first Venezuelan restaurants in California.

Lisa E. Minucci, sommelier and master of wine candidate is passionate about both wine and the culinary arts. Thus, Utensil was born to be the ultimate source for premium culinary antiques that are both aesthetically pleasing and functional. The emphasis is on American work, but not to the exclusion of European pieces, with all relating to food, wine and cooking. Culina will feature items, sourced from around the world, that are unique heirloom culinary antiques.

"This is an endeavor that I have wanted to do for some time. It is my hobby, my passion and a constant source of fascination. I have looked at spaces in Napa, for both lease and purchase, but am convinced that with the opening of the Oxbow Market, this union will be a marriage made in culinary heaven." stated Minucci.

In September, 1999, Joel and Duncan Gott, having rebuilt an old drive-in restaurant, opened Taylor's Automatic Refresher in St. Helena. The menu included fish tacos, seared Ahi burgers, fabulous milkshakes, and local wines by the glass, in addition to a collection of chicken sandwiches and burgers created by the Gott brothers.

Taylor's Automatic Refresher has rejuvenated the American fast food menu by serving market fresh food at high speed. Known for excellent food, with a focus on quality, Taylor's has received high honors from food and wine writers, and great support from both Napa Valley locals and tourists. Noted wine critic Robert Parker declared the Taylor's double cheeseburger his "most memorable meal of 1999," and in 2006, Taylor's was honored with a James Beard Foundation Award.

"At Taylor's, we are careful in determining where and how we want to grow," stated Duncan Gott. "The Oxbow Public Market is ideal for us. The mix of high quality, local, and artisan vendors, coupled with the location in the energized Oxbow District of Napa, make the Market the perfect home for our newest Taylor's Automatic Refresher," Gott added.

Taylor's Automatic Refresher at the Oxbow Public Market will be the Gott's third restaurant, following their popular second location inside San Francisco's Ferry Building Marketplace, which opened in February 2004.

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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. Open seven days a week, it 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.

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)