



FOR IMMEDIATE RELEASE

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**Oxbow Wine Merchant & Wine Bar
Oxbow Cheese Merchant
To Move to Main Market Hall at Oxbow Public Market**

March 15, 2010, Napa, CA –Oxbow Wine Merchant and Oxbow Cheese Merchant have announced the two operations will move from their current location to the Oxbow Public Market’s Main Market Hall, directly across from Hog Island Oyster Co., bringing the popular wine and cheese shops into the main mix of vendors. The move to the new location is expected to be completed by July 1, 2010.

“We are very happy with the vibrant and dynamic establishment we’ve become at the Oxbow Public Market,” stated Peter Granoff, partner in the Oxbow Wine Merchant and Oxbow Cheese Merchant. “Our original intent was to offer a great retail space for the finest wine and cheese selections in wine country, with a complementary wine bar component. In our current location, we’ve become more of a restaurant, which, while becoming a popular spot for our many regular customers, was not our intention. So while we are proud of the experience we’ve created, it’s simply not the best use of the space. We’ll fulfill our mission much more appropriately in the Main Market Hall, and are looking forward to being more connected to the daily Market experience,” Granoff said.

Granoff, along with partners Debbie Zachareas and Bo Thompson, created the two concepts after opening their successful Ferry Plaza Wine Merchant & Wine Bar in The Ferry Building Marketplace in San Francisco, CA.

The new store location at Oxbow will continue to offer its carefully screened selections of wine and cheese, and will include a wine bar featuring cheese pairings, charcuterie and other small plates to complement the varied wine selections offered.

“Wine and cheese are two important offerings in any market, but especially in the heart of wine country. We are pleased to have those primary components moving into the Main Market Hall where everyone seems to agree they belong,” said Steve Carlin, founder and CEO of Oxbow Public Market. “This was very much a collaborative decision between Peter, his partners and Oxbow management, as we continue to look at the most advantageous use of the existing spaces at the Market,” Carlin added.

The move will help the market in another critical way by making available a large free standing space to operate a high volume full-service restaurant and Carlin hopes to have an announcement soon on a signature destination restaurant for the space. The new restaurant will have access to the Public Market’s attractive and spacious outdoor deck overlooking the Napa River.

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“It really comes down to completing the market experience for the Oxbow Public Market customer,” added Granoff. “Our presence in the Main Market Hall will be beneficial to market visitors and the Oxbow Wine and Cheese Merchants, but also provide an opportunity for a signature restaurant to take over our current space. We’re very much looking forward to being a much more integrated part of the Market mix.”

About Oxbow Public Market

Oxbow Public Market is located at 610 & 644 First Street, Napa, within the emerging Oxbow District of Napa and has 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, features a diverse tenant mixture of local food vendors, artisan cafes and an organic produce outlet for local farms.

The Market is open 7 days a week and only closed on Thanksgiving, Christmas, and New Year's Day. Most tenants of Oxbow Public Market are open a minimum of 9:00 a.m. to 7:00 p.m. Sunday through Friday, with later hours on Tuesdays for Locals' Night and on Fridays and Saturdays. For more information, please visit www.oxbowpublicmarket.com or call the market office at 707-226-6529.

About the Oxbow Wine and Cheese Merchants

Oxbow Wine Merchant & Wine Bar: In the style of European wine merchants, Oxbow Wine Merchant & Wine Bar is a classic, hands-on, service-oriented shop for buying, tasting, and learning about wine. Our shop carries smaller production wines from around the world, as well as more familiar, high-quality labels. All of our wines are hand picked by our scrutinizing merchants, who guarantee a rigorous screening of each wine before it hits the shelves. Hence our motto, "We spit, so you don't have to."

Oxbow Cheese Merchant: For those who love cheese, this is the shop for you! Our cheeses are selected carefully based on decades of industry experience and knowledge. We stand by any cheese purchase from Oxbow Cheese Merchant, and believe our personal service at the cheese counter is unmatched anywhere.

We stock delicious, handmade efforts of local cheese-makers, as well as other American and international cheeses that we simply can't live without. Our selection focuses on artisanal cheeses of the highest quality from lesser-known, often small-scale cheese-makers, whose cheeses vary from season to season. Our offerings change throughout the year to reflect this seasonality.

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