



**Steve Carlin**  
**Executive Narrative**

Steve Carlin is a retail marketplace developer and specialty food consultant working on public market projects in a number of U.S. cities. He is founder and CEO of Oxbow Public Market LLC and has been directly involved in two benchmark public market projects over the last ten years; The Ferry Building Marketplace in San Francisco and Oxbow Public Market in the Napa Valley. His background includes 20 years as managing partner of the Oakville Grocery Company, a leading Northern California specialty foods retailer featuring artisan local foods and producers since 1980.

He is an active and sought after retail consultant in the specialty food industry and a strong supporter of the Buy Fresh, Buy Local farm movement in California. He served on the Board of Directors for Joseph Phelps Vineyards in St. Helena, CA, and was president of the Board of Directors for the popular St. Helena Farmer's Market in the Napa Valley. He is currently working on new market projects at the San Francisco Airport, and in Orange, CA, Newport Beach, CA, Santa Rosa, CA, Sacramento, CA, Ontario, CA, and in Buffalo, NY.

Ferry Building Marketplace - At the 100,000 square foot Ferry Building Marketplace, Steve was responsible for planning and oversight of the initial operations and opening of the marketplace. This included identifying suitable tenants, leasing, developing the merchandising mix, design review and tenant installations, marketing promotions, customer service programs and tenant relations. The project has been an unqualified success. Opened in 2003, the market is housed in a 109-year old historic landmark building. In conjunction with a two-day per week farmers' market, it draws approximately 100,000 people each week to its 40 vendors and restaurants. Prominent tenants include The Slanted Door (one of the top grossing restaurants in San Francisco), Cowgirl Creamery, Acme Bread, the Ferry Building Wine Merchant, Hog Island Oyster Company, Sur La Table, Blue Bottle Coffee and Frog Hollow Farm. The market has been fully leased since 2004 and grosses more than \$65 million annually. Visit [ferrybuildingmarketplace.com](http://ferrybuildingmarketplace.com).

Oxbow Public Market (Napa) - Steve founded the Napa public market and opened it in December 2007. He is also the majority owner. It is located in the emergent Oxbow District of downtown Napa, and provides a world-class attraction for both locals and the millions of visitors to the Napa Valley each year. It occupies 30,000 square feet of leasable space in multiple buildings at First and McKinstry Streets, with sweeping views overlooking the Napa River, and housing 25 tenants, plus 10 seasonal exterior farmstands. It is currently 95% leased and occupied. Vendors and restaurants include C CASA – An Innovative Taqueria, Gott's Roadside Tray Gourmet, Ritual Coffee Roasters, Five Dot Ranch, The Olive Press, Three Twins Ice Cream, Kanaloa Seafood, The Model Bakery, The Oxbow Wine Merchant and Cheese Shop, Hog Island Oyster Bar, Pica Pica Maize Kitchen and Bar, and The Fatted Calf (charcuterie and butcher shop), and Kara's Cupcakes. Visit [oxbowpublicmarket.com](http://oxbowpublicmarket.com).

Oakville Grocery - Steve's first professional opportunity in the food and wine industry occurred in 1980 when he met well-known and successful vintner Joseph Phelps, who also owned the Oakville Grocery in the Napa Valley. Steve was hired to establish the first retail wine program at the flagship Oakville store and was promoted to store manager a few months later. His responsibilities included overseeing the expansion of Oakville Grocery and participating in the Joseph Phelps Vineyards executive management team. Over 20 years, Oakville Grocery grew from \$1.5 million in annual sales in 1980, to more than \$18 million in 2000. Under Steve's leadership and direction, Oakville Grocery became the preeminent specialty food and wine retailer in Northern California. It was during these formative years that he developed his marketing skills, tasting palate and career direction. He ultimately fell in love with the world-class wine-growing region of the Napa Valley and has influenced its prominence in food and artisan products since that time.