



What's New in the Legendary Napa Valley – Summer 2010 Update

*There's always something fresh beckoning travelers to return to
America's Great Wine Capital*

NAPA, Calif. (May 25, 2010) – The Napa Valley is legendary as America's premier [wine country](#) destination. Moreover, the region consistently offers visitors a remarkable array of new and exciting experiences to discover. Be it a unique vineyard or [wine tasting tour](#) at celebrated multi-generational family wineries such as Cakebread Cellars or Trinchero Napa Valley, a food and wine pairing at one of the valley's world-class restaurants like French Laundry, Brix or Mustards Grill, or simply creating an oasis of calm at an iconic [Napa Valley resort and spa](#) such as Auberge du Soleil, Solage Calistoga or Meadowood Napa Valley – The Napa Valley invites guests to return time and again to enjoy the renowned establishments that are synonymous with Napa Valley as well as those new to the scene.

The coming months offer many new ways for guests to experience the natural bounties and delightful pursuits afforded by this welcoming wine region. Following are a few examples of what guests can look forward to during future visits to the legendary Napa Valley (<http://www.LegendaryNapaValley.com>):

- Guests can get out from behind the steering wheel and experience The Napa Valley on a bicycle tour. Some outfitters offer all-day trips, other tours are designed for a full weekend or the span of a few days. Napa Valley Bike Tours (www.napavalleybiketours.com) serves up a wonderful guided tour, or can supply seasoned cyclists with what they need for a self-guided tour. Bike And the Like, (www.bikeandthelike.com) is a small tour outfit offering fun tours at reasonable prices. Patrons will leisurely cycle the back roads with a guide and then retire at a bed and breakfast for the evening. Escape Adventures (www.escapeadventures.com) takes guests to some of the finest vineyards in Napa Valley and will also lodge you at quaint B&Bs for an evening of rest and relaxation. You can even add a day at a luxury spa into the itinerary. A new addition this spring introduced the electric bicycle tour to the area, Change of Greenery, an electric bike touring company, which opened in April at The Napa Valley Marriott Hotel and Spa (www.changeofgreenery.com). With each electric bike rental outfit, guests receive a helmet, a removable bike basket and a combination lock. E-bike renters will also receive a variety of colorful maps and 30 different exclusive offers from its eco-partners.
- The Napa Valley welcomes the opening of the new Kenzo Estate winery and tasting room, the most recent addition to the wine region's esteemed community of winemakers. Set within 4,000 acres of pristine Napa countryside on the slopes of Mt. George, Kenzo Estate blends viticultural artistry, elegant architecture and culinary excellence with owner Kenzo Tsujimoto's Japanese heritage. The Napa Valley's



newest architectural showpiece, the estate consists of 20,000 square feet of caves and a winery hospitality center designed by noted wine country architects [Backen, Gillam & Kroeger Architects](#). The winery features an all-star team that includes acclaimed consulting winemaker Heidi Barrett, master vineyard manager David Abreu and world-renowned Chef Thomas Keller. Rindo, a blend of Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot, is the signature wine from Kenzo Estate and is available at \$75. Kenzo Estate will be open for tastings by appointment. Guests may choose from two distinct pairing options – a charcuterie plate or lunch from Chef Thomas Keller, owner and founder of French Laundry and one of America’s most distinguished chefs. Each selection is expertly paired with four Kenzo Estate wines. A tasting of the four Kenzo wines with charcuterie is available for \$50 per person. The wine-paired lunch by Chef Keller is available for \$60 per person. www.kenzoestate.com.

- The Napa Valley’s venerable Auberge du Soleil completed a redesign in February of one of the resort’s greatest attractions – its iconic outdoor dining terrace that wraps around the resort’s Michelin-starred Restaurant, Bistro & Bar. San Francisco-based interior designer Suzanne Tucker, of Tucker & Marks, oversaw the project, which focused on enhancing the resort’s simple elegance and rustic charm, offering more sweeping Valley views and enriching the one-of-a-kind dining experience. For more information visit www.aubergeresorts.com.
- The Carneros Inn is adding a new half-acre culinary garden this summer, which will supply the Inn, its restaurants and spa with fresh vegetables, herbs and flowers year round. The property is completing its upgrade of 21 cottages to Harvest Cottages. The Harvest Cottages at the Carneros Inn each feature an expansive outdoor living space with soaking tub, fire pit, and deck with table and chairs set in a private garden. The Cottages’ king bedrooms offer a wood-burning fireplace, entertainment system and a spacious bathroom with a separate soaking tub as well as indoor and alfresco showers. The renovation project is scheduled to be completed by June 1. For more information visit www.thecarnerosinn.com.
- Napa Valley’s legendary Robert Mondavi Winery has introduced a range of new wine programs for the summer, including three levels of wine tasting experiences – Wine Tasting Basics, Wine Tasting Beyond Basics, and Wine Tasting Way Beyond Basics. Programs range in length from 45 minutes to two hours, and the cost ranges from \$15 to \$45 per person, depending on the program selected. Participate in all three levels of the wine programs for just \$75, when reserved together. Other distinctive programs include: “Al Fresco Lunch in the Garden” - Enjoy a tour of To Kalon Cellar and a discussion on the finer points of winegrowing and winemaking along with a family-style seasonal lunch in the garden paired with the winery’s signature wines (\$85 per person, 2 ½ hours); “Liberating Food and Wine” - Learn more about pairings of food and wine and experiment with several different combinations to gain



a better understanding of taste and one's own unique palate (\$50 per person). For details visit www.robertmondaviwinery.com.

- The Culinary Institute of America at Greystone has opened its new campus store, Flavor Bar, chocolate lab, and Viking teaching kitchen. The new campus store, "The Spice Islands Marketplace", offers food and wine lovers the latest selection of cookbooks, kitchen tools, top of the line cookware and more. Inside the store, the new 16-seat Flavor Bar provides short interactive tasting experiences for the public including: "Chocolate Tastings" – where participants learn how chocolate is made and have the opportunity to taste cacao in its various stages of preparation, and compare chocolates from around the world; "Taste Like a Chef: Calibrate Your Palate" – a session to explore the sweet, sour, bitter and salty areas of one's palate to learn how chefs balance ingredients and make food flavors "pop" in a dish. Flavor Bar experiences will continue to be added, including tastings of super premium olive oils at a new "Oleoteca". The current Flavor Bar sessions run approximately 15 minutes at various times of the day, and cost \$10 per person. For more information visit www.ciachef.edu.
- The Spa Villagio in Yountville debuts a new "Scrub Bar" this summer. At the Scrub Bar, located in the Spa's Vichy room, spa goers select a variety of ingredients to create their own custom blended body scrub. Individuals then receive a 20-minute treatment and a container of the customized scrub to enjoy at home. The scrub experience will be available for \$75. The Spa has also introduced its "Soak N' A Cocktail" menu of four distinctive bath elixir soaks, each paired to a specialty cocktail - Herbal Bath (Mojito), Mineral Bath (Wine), Milk Bath (White Russian) and Mud Bath (Chocolate Martini.) Each 45-minute treatment starts off with a bath infused with choice of herbs, minerals, milk or Napa Valley volcanic mud, then patrons are served a cocktail to match. Bath ritual treatments are available at \$75 per person and will be featured through July 2010. For more information visit www.villagio.com.
- Chef Tyler Florence's Rotisserie & Wine restaurant is scheduled to open in downtown Napa's exciting new Riverfront District August 2010. The eatery will showcase locally and sustainably raised meats, and menu offerings will highlight other regional and seasonal fare. Also on the Napa Riverfront, Chef Masaharu Morimoto's new restaurant, whose concept will mirror Morimoto's "contemporary Japanese cuisine" style combining Asian and Western traditions, is expected to open by August as well.
- Staglin Family Vineyard, in Rutherford, has completed renovations on its historic 1868 Manley House, which now serves as the winery's new hospitality center. The grand opening celebrations, on May 1, also coincided with their Spring 2010 wine release party and a fête commemorating their 25th year in the wine business. For more information visit www.staglinfamily.com or call 707-963-3994.



- The City of Napa's historic Uptown Theatre, the glittering art-deco entertainment palace that opened in 1937 and was host to such legends as Clarke Gable and Carole Lombard, re-opens May 14th after a multi-million dollar renovation as The Napa Valley's newest state-of-the-art live entertainment venue. With 860 seats and an intimate atmosphere, the Uptown has been painstakingly restored to its former glory and is already set to host a diverse selection of artists ranging from Merle Haggard to Cindi Lauper, to name just a few. For show times and performance information, visit www.uptowntheatrenapa.com.
- On the first Friday night of the month from May to October, visitors can head to Main Street St. Helena for "Cheers! St. Helena" street fair from 6 to 9 p.m., where more than 50 Napa Valley wineries are pouring in over 50 locations. Attending CHEERS! is free, and wine tickets to taste top Napa Valley Wines are available for purchase from \$5 per person for a single taste to \$35 per person for a nightly pass to taste all wines being poured. It's a great way to see & be seen and experience the shops and galleries in St. Helena while sampling some of the Napa Valley's best wines. For guests cycling from their hotels, there's even a free bike valet! There's always free on-street parking, and an occasional concert in Lyman Park's gazebo. For more information call (707) 963-8011 or visit <http://www.cheerssthelena.com>.
- The sixteenth annual Thursday night Napa Chef's Market summer season kicks-off on Thursday, May 20, from 5 to 9 p.m. on First Street in Downtown Napa. Free and open to the public, this outdoor food, wine and entertainment extravaganza features food and wine tastings from Napa Valley restaurants and wineries, cooking demonstrations by Napa's acclaimed chefs, dozens of food vendors, fresh seasonal produce from 25 of the region's top farmers, three musical stages plus one just for kids, and a block of children's entertainment. For more information, call (707) 257-0322 or visit <http://www.napadowntown.com/chefs-market1.html>.
- For guests interested in joining together for group events during their time in The Napa Valley, the Embassy Suites Hotel Napa Valley is featuring one of the region's newest wineries, Toolbox Wine Company, in a new Vintner dinner series. This "From Guests to Friends" dining experience provides attendees with a custom menu prepared by Embassy's own culinary expert Emmanuel Afentoulis. Guests will socialize and dine in the Wine Barrel Terrace at Embassy Suites, and Wine Educator, Phil Chwalinski, will be on-hand to discuss the art and science of pairing great wine with great food. What's more, Toolbox Wine Company donates \$1 from every case sold to Habitat for Humanity of the North Bay. For more information, visit <http://www.napavalley.embassysuites.com>.
- At the Thursday Night Concerts in Pioneer Park in Calistoga this July and August, guests will enjoy a relaxed evening with a free live concert in the charming Pioneer Park gazebo from 6 to 8 p.m. Bands will play everything from 60's rock, blues, pop, rockabilly, reggae and other, more eclectic sounds, while BBQ, beer and wine will be



available for purchase. Visitors are also encouraged to bring their own picnic dinner and bottle of wine to share with friends. For current band lineup and more information, visit <http://www.CalistogaVisitors.com/events> or call (707) 942-6333, the Calistoga Chamber of Commerce & Visitors Center.

- Summer also marks the start of the Calistoga Farmers Market, which takes place every Saturday from May through October, 8:30 a.m. to noon at Sharpsteen Museum Plaza. Themed market activities this year include a Cherry Delight Taste-Off in June, Stone(ful) Fruit Creations in August, Shoot-the-Market from May through September and Pumpkin Carving this October. Visitors enjoy fresh, locally grown seasonal produce, colorful cut-flowers and nursery-grown ornamental plants, gourmet and pre-packaged food, Mediterranean deli items, olive oils, vinegars, fresh seafood, smoked salmon, Thai food and bakery delights, as well as savory breakfast treats from Home Plate Cafe and JoLe. Crafts and gift items are available, as well as live music from various local artists. For more information, visit <http://www.calistogafarmersmarket.org>.
- The Napa County Fair will be held from July 1 to 4, 2010, at Calistoga's Napa County Fairgrounds, including the Silverado July 4th Parade. Calistoga's Silverado Parade has been called the "ultimate small-town Fourth of July Parade" - a longstanding patriotic tradition featuring antique cars, live bands, kinetic sculptures, children's groups, riders on horseback, motorcycles, colorful dancers and more. The parade starts on Independence Day at 11 a.m. from Lincoln Avenue and Cedar Street in downtown Calistoga. The Napa County Fair features carnival rides, exhibits, food and live entertainment, to name a few of the event's experiences. For a complete listing of this year's fair activities, visit <http://www.napacountyfair.org> or call (707) 942-5111.
- Several notable St. Helena businesses have partnered this spring/summer to offer a "Good for your Health Getaway." When you reserve a two-night stay Sunday through Thursday nights this spring and summer at The Inn at Southbridge, you will receive an upgrade to a King Deluxe guest room. Upon arrival, you'll enjoy a chilled bottle of Napa Valley sparkling wine and a bowl of organic, vine-ripened strawberries from Innkeeper extraordinaire, fitness devotee and lifetime athlete Don Lynch. Tucked between the ice bucket and the strawberries you'll find a certificate for a complimentary 60-minute professional fitness consultation and training session from Health Spa Napa Valley owners Eric and Cathy Chesky. Cathy, a world-ranking tri-athlete and Eric, a competitive marathon runner and tri-athlete, have made enjoying a wine country lifestyle replete with world-class food and wine compatible with maintaining extraordinary physical fitness and overall health and well-being. Your Health Spa Napa Valley experience continues with two 50-minute massages (with your choice of Therapeutic Deep Tissue or Sports massages) and welcome amenities include a gift bag with two green-friendly water bottles, two t-shirts and the latest Luna and Clif bar products.



On either the first or second day of your stay, you're invited to relax at day's end with appetizers for two on the beautiful Ristorante Tra Vigne Terrace with the compliments of Kellie Magna, a practicing Pilates and yoga student. The soothing sounds of the fountain and dappled sunlight will transport you to a place of peace and relaxation. You might even find yourselves holding hands! Beautiful downtown St. Helena is yours to explore throughout your stay. As you walk north from the Inn on historic Main Street keep your eyes open for the brand new Well Now Showcase. There you'll be treated to a complimentary health survey and consultation with a trained Advisor...the perfect accompaniment to a getaway dedicated to all things good for your health...not to mention your peace of mind! This special, healthful getaway is offered at \$407 per night for a two-night stay Sunday through Thursday. Please call 707-967-9400 or e-mail info@innatsouthbridge.com. This offer is valid through July 29, 2010.

For more information about travel to this legendary destination or for additional [Napa Valley hotel packages and offers](#) visit www.legendarynapavalley.com.

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America's legendary wine, food, arts and wellness destination, The Napa Valley is home to the founders of America's fine wine industry - legendary entrepreneurs who showed the world that the art of winemaking had crossed continents. The very word Napa stands for 'Land of Plenty', the original meaning given to the region by its first inhabitants, the Wappo Indians. The Valley itself is one of the rarest and most precious agricultural preserves on earth - a place that moves in perfect synchrony with the seasons. Voted the World's #1 Food & Wine Destination in the recent 2010 TripAdvisor® Travelers' Choice® Awards, The Napa Valley is Internationally recognized as one of only nine "Great Wine Capitals" and is prized for its natural beauty, phenomenal culinary scene, world-class accommodations, robust arts scene, and one-of-a-kind wellness experiences including the region's famed spas, mud baths and natural geo-thermal springs. For more information about The Napa Valley visit www.LegendaryNapaValley.com.

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