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Media Contacts:

Tom Fuller: [tafuller@pacbell.net](mailto:tafuller@pacbell.net), 707.253.0868

Monty Sander, [monsan@aol.com](mailto:monsan@aol.com), 707.253.8503

Brenna Schlagenhauf, [brenna@hogislandoysters.com](mailto:brenna@hogislandoysters.com), 415.328.2131

## **HOG ISLAND OYSTERS AT OXBOW PUBLIC MARKET**

### **A New Hog Island Oyster Bar is coming to Oxbow Public Market in Napa**

February 20, 2008, Napa, CA -- Oxbow Public Market, newly opened to the public on Saturday, December 15th, 2007, welcomes the Hog Island Oyster Company.

Hog Island Oyster Company®, based in Marshall, CA, will open a second Hog Island Oyster Bar at Oxbow Public Market in Napa. Modeled after the Hog Island Oyster Bar at the San Francisco Ferry Building Marketplace, Hog Island 'Oxbow' will serve market visitors premium, fresh raised oysters on the half shell, gourmet versions of traditional baked oyster classics, organic salads and a daily local, seafood entrée. And of course, the Hog Island grilled cheese sandwich! Anticipated opening is September 2008.

In 2003 Hog Island opened their first Hog Island Oyster Bar in the San Francisco Ferry Building Marketplace on the San Francisco Waterfront. It delighted Bay Area 'Foodies' and was an instant success.

"We wanted to take our farm-to-market approach a step further and deliver our oysters fresh from the farm-to-the table," stated John Finger, co-owner and co-founder of Hog Island. "The San Francisco Ferry Building Marketplace location, with an emphasis on local, organic and sustainable foods, was a perfect fit."

Now, in Napa, Oxbow Public Market provides a similar market venue, and a chance to expand this popular concept into a unique Napa Valley wine country setting. "Oxbow Public Market shares Hog Island's values of premium quality, organic, sustainably produced foods, and I am proud of Hog Island's role in this food community," Finger said.

"It takes many pieces to complete the puzzle of creating a world-class food destination, regardless of its location," stated Steve Carlin, founder and CEO of Oxbow Public Market (and formerly Project Manager for the Ferry Building Marketplace). "While Oxbow has found many of those pieces, the addition of Hog Island Oyster Bar represents a major step forward in completing the entire experience we are looking for in Napa," Carlin added.

### **About Hog Island Oyster Company®**

Hog Island Oyster Company was founded in 1983 by three marine biologists who shared a vision to raise sustainable, premium grade oysters for the San Francisco Bay Area. Tomales Bay, a pristine inlet of the Pacific Ocean just 50 miles north of San Francisco, yet worlds away, was the partner's choice oyster-growing location. From their very first hand-raised bushel sweet, succulent Hog Island Oysters became a bay area legend.

From the beginning Hog Island's focus has been on selling premium, fresh raised shellfish direct to their customers. Hearty oyster-lovers visit the farm in Marshall to pick-up oysters to-go and to picnic and grill oysters on the shores of Tomales Bay. Hog Island delivers oysters direct to a select group of Bay Area restaurants, whose chef's they know by name and by reputation.

Raising premium quality oysters has been a life-long education for co-owners John Finger and Terry Sawyer. From pioneering a state-of-the-art aquaculture farm, to adapting world-class growing methods, to advocating policy on clean oceans and watershed conservation Sawyer and Finger have dedicated themselves to learning, hands-on, every detail involved in cultivating the best oysters.

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“We literally coax our oysters to grow round, deep-cupped shells and keep them separate from each other, this is critical for developing the delicate flavor and texture that we are looking for” says co-founder and co-owner Terry Sawyer. And location is everything. “Raising oysters in Tomales Bay is special. We are lucky to have such an incredible resource and we want to protect and enhance this place. Oysters themselves naturally benefit the environment and as producers of oysters we are focused on stewardship of Tomales Bay and sustainable operations that reduce our impact on land” says Sawyer.

Hog Island Oyster Company leases 160 acres in Tomales Bay and raises Pacific, Atlantic and Kumamoto variety oysters as well as Manila clams and mussels. Hog Island Oyster Company® is a nationally celebrated producer of sustainable shellfish.

For more information, visit [www.hogislandoysters.com](http://www.hogislandoysters.com).

### **About Oxbow Public Market**

Oxbow Public Market is located 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 organic farm stands. Current Oxbow Public Market hours are seven days a week, Monday through Friday from 10:00am to 7:00pm, Saturday from 9:00am to 6:00pm and Sunday from 10:00am to 5:00pm. Select food & wine cafes & vendors have extended hours. Please check at the market for those extended hours.

For further information, please contact Oxbow Public Market at 707.226.6529 or visit the website at: [www.oxbowpublicmarket.com](http://www.oxbowpublicmarket.com).

### **Currently open at the Market are:**

- Anette's Chocolate Factory, noted for their excellent assortment of truffles, fudges, creams, brittles and other confectionery wonders;
- Heritage Culinary Artifacts, the ultimate source for premium culinary antiques that are both aesthetically pleasing and functional;
- Kitchen Library, where world-renowned photographer Steven Rothfeld will offer an assortment of culinary collectibles;
- Tillerman Tea, offering a limited selection of rare loose-leafed teas in addition to tea making paraphernalia;
- Fête, a new oasis of provisions for the at-home entertainer;
- Folio Enoteca and Winery, bringing the wine country into the Market with a functioning micro-winery and casual cafe;
- Three Twins Organic Ice Cream, producing certified organic ice creams, one of only two known such producers in the U.S.;
- Pica-Pica (peeka-peeka) Maize Kitchen, featuring a variety of native Venezuelan foods;

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- Five Dot Ranch, Northern California's premium producer of natural beef;
- Whole Spice, offering approximately 300 different spices and 50-60 blends from around the world;
- The Model Bakery, specializing in artisan breads made with organic stone ground flours and the highest quality ingredients;
- The Oxbow Cheese Merchant, offering the finest artisan domestic and imported cheeses for any cheese lover;
- The Fatted Calf, an artisanal charcuterie and butcher producing a wide range of handcrafted products using quality, natural ingredients;
- The Oxbow Wine Merchant and Wine Bar, a classic, hands-on, service-oriented shop for buying, tasting, and learning about wine;
- Rôtisario, grilled meats and poultry from the region's foremost authority on the rotisserie method of grilling;
- Taylor's Automatic Refresher, serving excellent market-fresh food at high speed with a focus on quality;
- and The Olive Press, dedicated to everything having to do with olives and olive oil.

**Opening in late Spring:**

- Kanaloa Seafood, offering a full-service seafood market, providing the highest quality seafood, including shellfish and locally caught fish;
- and Ritual Coffee Roasters, passionate about offering the best coffee experience in the Bay Area;

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(images available upon request)