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**OXBOW PUBLIC MARKET ANNOUNCES FOLIO FINE WINE PARTNERS  
AS NEW TENANT**

**Folio Enoteca and Winery to Combine Wine, Food and Education in an  
Innovative Space**

September 10, 2007, Napa, CA – The Oxbow Public Market, scheduled to open in the late fall of 2007 in Napa's burgeoning Oxbow District, has announced that Folio Fine Wine Partners will bring an innovative and novel venture to the new public market. Folio Enoteca and Winery will incorporate a café, wine shop and first of its kind micro-winery in a remarkably efficient and well-designed space within the market.

Folio Enoteca and Winery promises to bring the winemaking experience directly into Oxbow Public Market, by placing a micro-winery within the market walls. This working winery will be encased behind glass, allowing visitors to view the winemaking equipment and barrels, up close and in-use, when Folio winemaker Tony Coltrin and his staff are on-site crafting their wine. Cass Calder Smith, of CCS Architecture, has created an amazing, functional and beautiful space for a working winery and busy café to co-exist in an efficient 800 square feet of space.

"When the opportunity to be a part of the Oxbow Public Market presented itself, there was no question that we would have a presence," said Dina Mondavi, creative director and co-founder, Folio Fine Wine Partners. "With Steve Carlin behind this exciting project, we're convinced it will be a big success and a boon to downtown Napa."

"We couldn't be more pleased that the Michael Mondavi family has chosen to be a part of the Oxbow Public Market with this Folio Fine Wine Partners venture," stated Steve Carlin, founder and CEO of the Oxbow Public Market. "The Folio Enoteca and Winery truly embodies Napa and Sonoma's agricultural roots, and is a key component to establishing a direct tie to the primary agricultural nature of the wine country."

In addition to the working micro-winery, the project will include a casual café, complete with dine-in and take-out options for market visitors. Wine country veteran chef Sarah Scott will head up the cafe's kitchen, creating seasonal menus that will change often. Utilizing a "market foraging" concept, Scott will create menus from the available food products, produce, spices, and other items available at the market. Recipes from the café will be available for patrons, as well as a shopping list for where to find the ingredients in the Oxbow Public Market.

"From the beginning, we wanted to create something different, as well as cultivate a spirit of collaboration with our fellow merchants," said Mondavi. "We came up with the foraging concept to create a menu inspired by only the freshest ingredients, and to drive business back to the Market stalls by providing our customers with the recipe and complete shopping list."

The Oxbow Public Market continues to develop a unique and vibrant mix of vendors, and has reached agreements for over 90 percent of the project's available space more than two months in advance of the opening date.

"In addition to the Folio Enoteca and Winery, we will have more exciting developments to be announced in the near future. When all is said and done, we will be offering an ideal and complete market experience for all who enter the Oxbow Public Market," Carlin added.

Previously announced as market tenants are:

- Roli Roti, grilled meats and poultry from the region's foremost authority on the rotisserie method of grilling;
- The Fatted Calf, an artisanal charcuterie and butcher producing a wide range of hand-crafted 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;
- The Oxbow Cheese Merchant, offering the finest artisan domestic and imported cheeses;
  - Taylor's Automatic Refresher, serving excellent market- fresh food at high speed with a focus on quality;
- Anette's Chocolate Factory, noted for their excellent assortment of truffles, fudges, creams, brittles and other confectionery wonders;
- Pica-Pica, featuring a variety of native Venezuelan foods;
- Culina, the ultimate source for premium culinary antiques that are both aesthetically pleasing and functional;
- Three Twins Organic Ice Cream, producing certified organic ice creams, one of only two known such producers in the U.S.;
- The Olive Press, dedicated to everything having to do with olives and olive oil;
- The Model Bakery, specializing in artisan breads made with organic stone ground flours and the highest quality ingredients;
- 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;
- and Whole Spice, offering approximately 300 different spices and 50-60 blends from around the world, both in bulk and pre-packaged..

The Oxbow Public Market will be located within the emerging Oxbow District of Napa and 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. Construction is well underway and the market is expected to open in the fall of 2007. The Oxbow Public Market will be open seven days a week.

For further information, please contact Steve Carlin at 707.963.1345 or visit the website at: [www.oxbowpublicmarket.com](http://www.oxbowpublicmarket.com)

### **About Folio Fine Wine Partners**

Founded in 2004 by the Michael Mondavi family, Folio Fine Wine Partners is an importer, fine wine agency and producer of quality wines from the world's premiere and emerging wine regions. Folio provides sales, marketing and public relations services to wine brands from California, Argentina, Italy, Austria, Spain and New Zealand. For more information, please visit: [www.foliowine.com](http://www.foliowine.com).

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(digital renderings available upon request)