



**FOR IMMEDIATE RELEASE**

**Media Contact: Tom Fuller - tafuller@pacbell.net, 707-253-0868**

**Oxbow Public Market Announces New Ownership for Oxbow Produce & Grocery**

March 5, 2010, Napa, CA -- Oxbow Public Market, located at 610 First Street in the Oxbow District of downtown Napa, CA, announces new ownership for Oxbow Produce and Grocery. Effective March 1, the new owners at Oxbow Produce & Grocery are Lee Hudson, proprietor of the esteemed Hudson Ranch in the Carneros region of Napa, and Andru Moshe, the present produce buyer.

Hudson has developed Hudson Ranch into a world-class farm and vineyard operation, and will grow fruits and vegetables for Oxbow Produce. Hudson Ranch will also supply fresh ingredients for CSA (Community Supported Agricultural) boxes to customers of Oxbow Produce and Grocery. Moshe has a substantial background in the organic produce industry and in supporting local farmers and has managed the existing operation since it's inception.

Oxbow Produce and Grocery's Farm Direct program sources its fruits and vegetables directly from the farmer, ensuring the highest level of quality, seasonality and freshness. Oxbow Produce focuses on hand-selecting traditional heirloom fruits and vegetables, hard-to-find and unusual varieties, and locally crafted artisan products. Oxbow Produce and Grocery will also offer a wholesale program to chefs, supplying Northern California's wineries and fine dining rooms.

"We are delighted with this new partnership for Oxbow Produce and Grocery," stated Steve Carlin, Founder and CEO of Oxbow Public Market. "The participation and passion of respected local grower Lee Hudson, combined with the expertise and talent of Andru Moshe will greatly enhance the experience, selection and value for customers of Oxbow Produce and Grocery," Carlin added.

Celebrating its second year of business, Oxbow Produce & Grocery has become a vibrant social hub, connecting the Napa community to locally grown produce and the farmers who cultivate these fresh, seasonal fruits and vegetables.

**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, wine bars, non-food artisans, and casual cafes.

(more...)

(Oxbow Produce & Grocery, page 2)

The Market is open 7 days a week and is 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. Monday through Friday, with later hours on Tuesdays for Locals' Night and on Fridays and Saturdays. Bakeries and Coffee are open earlier. For more information, please visit [www.oxbowpublicmarket.com](http://www.oxbowpublicmarket.com) or call the market office at 707-226-6529.

### **About Oxbow Produce and Grocery**

Oxbow Produce and Grocery specializes in local, organic produce. The rich and diverse agricultural area allows Oxbow Produce and Grocery to work closely with neighboring farms to find the very best produce in season. Because these farms are small, owners Andru Moshe and Lee Hudson are able to personally select the most flavorful fruits and vegetables, and have them delivered absolutely fresh to the market. Taste the difference 'grown locally' makes.

### **About Lee Hudson and Andru Moshe**

The peaceful, bucolic setting of Carneros' Hudson Ranch belies the energy, intensity and passion of proprietor Robert Lee Hudson. His foresight and extraordinary diligence transformed the land into today's highly regarded farm and vineyard. Born and raised in Houston, Texas, Lee received his B.S. in Horticulture at the University of Arizona. He then worked with the esteemed Jacques Seysses of Domaine Dujac, in Morey St. Denis, Burgundy; learning that great grapes from hallowed vineyard sites produce truly world class, fine wines. Lee returned to the States to continue his studies in viticulture and enology at University of California at Davis, where many of his classmates are now his clients. Lee searched for property from Santa Barbara to Mendocino, before deciding on the Carneros property, founding Hudson Ranch in 1981.

Andru Moshe brought her talents to Napa Valley from Sacramento Natural Foods Cooperative, the second largest food co-op in the United States. There she created an organic produce department sourced from farmers growing fruits and vegetables in the Sacramento Valley and Yolo County. Andru is the co-founder of Adopt-A-Farm program and has served on the boards of both Slow Food and The Ecological Farming Association. Previously, Andru also operated a produce shop in Placer County and was the produce buyer for Rockridge Market Hall in Oakland. During this time Andru also did a short stint selling blood oranges in a piazza in a small village in Sicily. After she was caught stealing these prized orbs from a local farmer's tree, she learned why they call them 'blood oranges.'

###