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NapaStyle Introduces New Michael Chiarello Signature Clad Cookware Collection

Michael Chiarello's "Better Than the Best" Set Promises Twice the Performance of Other Cookware

NAPA, CA, Fall 2007--- Just in time for harvest feasts and holiday entertaining, NapaStyle (www.napastyle.com), the lifestyle brand founded by chef Michael Chiarello, announces the Michael Chiarello Signature Clad Cookware Collection.

Michael Chiarello, founder and CEO of NapaStyle, Emmy-winning Food Network personality, cookbook author, and vintner, spent the past several years developing and perfecting this collection of clad cookware in collaboration with NapaStyle's Italian cookware partners. With its new and improved copper bonded base, this 10-piece stainless steel cookware set offers perfect caramelization and unsurpassed all-around performance.

"25 years of professional cooking on every set of cookware available has led me to create the best equipment possible," said Chiarello "I guarantee this cookware will enrich your dining experience beyond measure,"

Exclusive to NapaStyle, the Michael Chiarello Signature Clad Cookware Set features unique design and construction to give it a performance edge:

- For maximum conductivity and even heat distribution, a pure copper core extends through the bottom and sides of each pan, sandwiched between high-efficiency aluminum and 18/10 hygienic stainless steel.
- Seven bonded layers in the base eliminate hot spots and scorch marks.
- Five bonded layers in the sides maintain even heat throughout.
- Flared edges allow for easy pouring without dripping.
- Stay-cool handles feature an ergonomic "11 o'clock" design to lessen the load on your wrist.
- Oven-safe to 500°F, dishwasher-safe.
- High-polish beautiful for kitchen-to-table serving.
- Snug-fitting lids and signature copper plates on the handles.

Each 10-piece set includes:

- 2-qt. Saucepan with lid
- 3-qt. Saucepan with lid
- 8-qt. Stockpot with lid
- 10" 3-qt. Sauté Pan with lid
- 8" Open Skillet
- 10" Open Skillet

The 10-piece Michael Chiarello Signature Clad Cookware Set costs \$598 and is available exclusively at www.napastyle.com and at NapaStyle retail stores.

Special Pre-Sale Offer

To celebrate the introduction of Michael Chiarello's Signature Clad Cookware set, NapaStyle customers can pre-order their sets now by visiting www.napastyle.com/clad. The first 100 pre-ordered sets will be engraved with Michael Chiarello's signature. Each cookware purchase will also include an autographed copy of Michael's new *Easy Entertaining Deck*- a series of kitchen-friendly cards featuring 50 deliciously simple recipes. This exclusive pre-sale offer will run until October 15, when the sets will begin shipping.

About NapaStyle

Inspired by chef and vintner Michael Chiarello's Southern Italian heritage, NapaStyle showcases an eclectic mix of handcrafted and exclusive home goods and artisanal specialty foods that encourage experimentation with cooking, entertaining, garden and home. NapaStyle shares Michael's Napa Valley style of life and passion for seasonal and sustainable living through its catalog (1-866-776-6272), website (www.napastyle.com) and retail stores, as well as through television shows and cookbooks. NapaStyle retail stores are located throughout California, including stores in Berkeley, Los Gatos and Pasadena. For more information about NapaStyle's retail locations, please visit www.napastyle.com.

About Michael Chiarello

Michael Chiarello is the tastemaker behind NapaStyle (www.napastyle.com), Chiarello Family Vineyards (www.chiarellovineyards.com), and Consorzio Flavored Oils, and is the Emmy Award-winning host of *Easy Entertaining with Michael Chiarello* on Food Network. Over his 20-year career, Michael has drawn on his Southern Italian roots and Napa Valley way of life to pioneer culinary and lifestyle innovations that inspire friends and family to gather around the table to create meaningful traditions. Michael was Founding and Executive Chef of Tra Vigne and seven other restaurants, and was twice named Chef of the Year, first by *Food + Wine* magazine and later by the Culinary Institute of America. His latest cookbook, *At Home with Michael Chiarello*, follows *Michael Chiarello's Casual Cooking*—which won the 2002 IACP Award—in addition to *Napa Stories*, *The Tra Vigne Cookbook*, and *Flavored Vinegars and Flavored Oils*. Michael is also the proprietor of a small family winery, Chiarello Family Vineyards, making highly rated estate wines from the historic 94-year old vineyards surrounding his home in California's Napa Valley.

FOR MORE INFORMATION ABOUT NAPASTYLE, MICHAEL CHIARELLO, OR CHIARELLO
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