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MICHAEL CHIARELLO OPENS FIRST AND FLAGSHIP NAPASTYLE STORE
NapaStyle Combines Passion for Seasonal and Sustainable Living

BERKELEY, CA, September, 2006 – This fall, Emmy Award-winning Chef Michael Chiarello will open the first and flagship retail store of his popular NapaStyle line, a unique collection of specialty foods and exclusive home furnishings and cookware, in Berkeley's upscale and eclectic Fourth Street shopping district (1760 4th Street). Inviting and functional, the 3,800-square-foot store combines Michael's passion for seasonal and sustainable living and utilizes 75% salvaged materials in its fixtures and design.

"Seasonal and sustainable living is about cultivating a quality of life that is lasting and meaningful, whether it means choosing high quality products that become heirlooms for generations to come or preserving foods at their peak of freshness to be enjoyed later," says Michael Chiarello, NapaStyle founder. "As a retailer, it means valuing these qualities and making the conscious decision to support and celebrate them wherever I can."

The NapaStyle store brings a taste of Napa Valley living to San Francisco's East Bay by offering a sensory escape to the famed Valley, reflecting its distinctive combination of modern simplicity and rustic traditions. NapaStyle products, and indeed Chiarello himself through his television shows and family winery, inspire customers to celebrate the flavors of life and discover their own path to easy and delicious entertaining. The flagship store will feature an innovative approach to retail with expert advice from its trained Culinary Concierge staff, which will personally address each customer's desires and ambitions when it comes to cooking, entertaining, and celebrating their home.

Retail, Tailored To Inspire

Presenting a one-of-a-kind approach to retail, the designated Culinary Concierge staff offers customers entertaining tips, creative culinary suggestions, and seasoned guidance on easy entertaining, whether planning an elegant evening or simply spicing up the pantry. Interactive kiosks further allow customers to customize their shopping with NapaStyle's extensive database of recipes, product pairings, comprehensive entertaining recommendations, and easy check-out.

A Taste of Napa Living

Drawing literally from the landscape of California's countryside, the NapaStyle store uses 75% salvaged materials, such as barnwood, corrugated tin, and other eco-friendly and heritage objects in its interior. Featuring a hearth at the core of the store layout, the architecture and design reflect the blended contemporary and traditional style of the NapaStyle line with an emphasis on sustainability and lasting value in items such as ash glazed pottery made from vineyard prunings and hand-hammered, Italian-made copper cookware.

"NapaStyle covers every room in the house, which means that entertaining doesn't start and stop in your kitchen, or around the table. Everywhere that you call home, indoors and out, we offer the décor, furnishings, and flavors that make each space unique, personal, and welcoming," says Chiarello.

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Wine country would not be complete without NapaStyle's collection of creative wine storage, related furniture and unique glassware. For its distinctive NapaStyle products, Chiarello personally selects, designs, or tests all of the handcrafted tableware, decoratives, garden and home furnishings. Each object tells a story, whether it is a newly repurposed barrel stave made into a sturdy kitchen island or an extraordinary antique millstone, customers can share the delight of discovery in every item.

Celebrating the Flavors of Life

Inspired by the epicurean epicenter for which it is named, NapaStyle embodies the vibrant flavors of the Napa Valley with its exclusive specialty foods, such as house-cured meats and fish, like Prosciutto Jerky and Toasted Spice Smoked Salmon, sweet and savory marinades, nuts and chocolates, and an engaging Salt and Spice Bar. The NapaStyle store will feature a limited collection of wines from its Cucina and Enoteca Wine Clubs, including a hand-picked selection of Chiarello Family Vineyards' highly rated estate wines from its 94-year old vineyards in St. Helena. Inspiring customers to celebrate the flavors of life, NapaStyle incorporates the values of sustainable living, time-honored traditions, and graceful entertaining in its unique product line.

About NapaStyle

Founded in 2000 by Napa Valley chef and culinary pioneer, Michael Chiarello, NapaStyle is a media-driven lifestyle retailer inspired by Michael's passion for seasonal and sustainable living, his Southern Italian heritage, and his tireless advocacy for the Napa Valley style of living. NapaStyle's television shows, eclectic mix of heritage, handcrafted and exclusive home goods, and its artisanal

specialty foods of Michael's own creation are designed to encourage experimentation with cooking, entertaining, garden and home. The NapaStyle line is available by catalog (1-866-776-6272), and online (www.NapaStyle.com). In Fall 2006, NapaStyle launches its first and flagship retail store in Berkeley, CA.

About Michael Chiarello

Michael Chiarello is the tastemaker behind NapaStyle (www.napastyle.com), Chiarello Family Vineyards (www.chiarellovineyards.com), 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 the Napa Valley, California.

**FOR MORE INFORMATION ABOUT NAPASTYLE OR MICHAEL CHIARELLO, OR CHIARELLO
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