

For Immediate Release

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## **MICHAEL CHIARELLO'S 'NAPASTYLE' TAKING THE BAY AREA BY STORM—THIRD BAY AREA STORE OPENING IN CORTE MADERA**

CORTE MADERA, CA October 2007— This fall Emmy Award-winning Chef Michael Chiarello will open his fourth retail store—third in the Bay Area—of his popular NapaStyle line. Inviting and functional, this new store will be located at Town Center Corte Madera (327 Corte Madera Town Center, Corte Madera, CA 94925, p. 415-945-9137) and will continue the NapaStyle tradition of providing a unique collection of specialty foods and exclusive home furnishings.

“I created NapaStyle to inspire customers to gather around the table with their family and friends to create meaningful traditions in their own lives and discover their own paths to easy and delicious entertaining,” says Michael Chiarello, Emmy-winning founder of NapaStyle.

### **Sustainability through Quality**

NapaStyle affords its customers the opportunity to cultivate a quality of life that is lasting, meaningful, and sustainable. Whether it means choosing high quality products that become heirlooms for generations to come or supporting artisans around the globe in their time-honored crafts, NapaStyle aims to promote sustainability through quality. “To me, sustainable living is about products and processes that are 'built-to-last,” says Michael Chiarello, “which is why products that already have, or can create, history and heritage are highly valued at NapaStyle.”

### **A Taste of Napa Living**

Drawing literally from the landscape of California’s countryside, the NapaStyle store uses 75% salvaged materials, such as barn wood, corrugated tin, and other eco-friendly and heritage objects in its interior. The architecture and design of the store reflect the blended contemporary and traditional style of the NapaStyle line with an emphasis on sustainability and lasting value in items such as Michael’s Signature Clad Cookware set and hand-hammered, Italian-made copper cookware. NapaStyle offers the décor, furnishings, and flavors that make each space within the home unique, personal, and welcoming.

“We’re very excited to bring a taste of Napa Valley living to Corte Madera with our latest store,” said Chiarello. “We’re sure that our newest customers will be inspired to share in the NapaStyle spirit of the developing sustainability, appreciation of quality, and creation of tradition.”

### **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](http://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/retail](http://www.napastyle.com/retail).

### **About Michael Chiarello**

Michael Chiarello is the tastemaker behind NapaStyle ([www.napastyle.com](http://www.napastyle.com)), Chiarello Family Vineyards ([www.chiarellovineyards.com](http://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 CHIARELLO FAMILY VINEYARDS OR MICHAEL  
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