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MICHAEL CHIARELLO OPENS TWO NEW NAPASTYLE STORES IN CALIFORNIA

Los Gatos and Pasadena to Enjoy NapaStyle's Passion for Seasonal and Sustainable Living

NAPA, CA, Summer, 2007 – This summer, Emmy Award-winning chef Michael Chiarello will open two new NapaStyle retail stores in California. The new stores will open on August 1st in Los Gatos (32 North Santa Cruz Avenue), one of the San Francisco Bay Area's premier shopping districts, and on September 1st in Pasadena, CA (140 South Lake Avenue). These stores join NapaStyle's flagship store in Berkeley, CA (1760 Fourth St.), which opened in October 2006.

Shoppers will enjoy NapaStyle's unique collection of specialty foods and exclusive home furnishings and cookware. Inviting and functional, these new stores will exude Michael's passion for seasonal and sustainable living by utilizing 75% salvaged materials in their 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, founder of NapaStyle and Chiarello Family Vineyards and Emmy-winning Food Network personality. "As a retailer, it means valuing these qualities and making the conscious decision to support and celebrate them wherever I can."

NapaStyle's Los Gatos and Pasadena stores will bring a taste of Napa Valley living to these communities by offering a sensory escape to the famed Valley, reflecting its distinctive combination of modern simplicity and rustic traditions. NapaStyle products, and 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.

NapaStyle Retail Locations:

New* 32 North Santa Cruz Avenue, Los Gatos, CA

New* 140 South Lake Avenue, Pasadena, CA

1760 Fourth St., Berkeley, CA

A Taste of Napa Living

Drawing literally from the landscape of California's countryside, NapaStyle stores incorporate 75% salvaged materials, such as barnwood, corrugated tin, and other eco-friendly and heritage objects, in their interiors. The stores' 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.

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 Prosciutto Jerky and Toasted Spice Smoked Salmon, sweet and savory sauces, nuts and chocolates, and an engaging Salt and Spice Bar. 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

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.

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 OR MICHAEL CHIARELLO, PLEASE
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NAPASTYLE®
Celebrate the Flavor of Life