

## **CELEBRATE THE SEASON WITH NAPASTYLE!**

Michael Chiarello to host special evening at NapaStyle in Berkeley to benefit Food & Wine's Grow for Good campaign.

BERKELEY, CA, November 30, 2007 - On Wednesday, December 5, 2007 at 7:00 pm, Emmy Award-winning and Grow for Good campaign committee member, Chef Michael Chiarello will host a special evening at his NapaStyle store in Berkeley to benefit FOOD & WINE magazine's Grow for Good campaign. The campaign, which was launched in celebration of the magazine's 25th FOOD & WINE Classic in Aspen, seeks to raise funds and awareness for nonprofit organization's dedicated to increasing consumer access to locally and sustainably grown foods. The campaign's first beneficiary is Farm to Table a national initiative of Earth Pledge, a New-York based nonprofit organization that works to provide sustainable options for everyday living.

Chiarello and his NapaStyle team will host a free event featuring locally-inspired culinary treats from the area's organic farmers and wines from NapaStyle Wine Club and Chiarello Family Wines. Guests are invited to meet Chiarello, local farmers and to show their support for the locally and sustainably grown foods. Additionally, Chiarello will donate 10% of sales from the evening.

"I grew up living off the land, so living seasonally and sustainably is a true passion that I integrate into my cooking and into my businesses, including NapaStyle and Chiarello Family Vineyards, where I organically farm 20 acres around my home in Napa Valley," says Chiarello. "I joined FOOD & WINE's Grow for Good campaign efforts because this campaign is helping bring national attention to the importance of protecting America's farmland and increasing consumer access to locally and sustainably grown food."

### **ABOUT NAPASTYLE BERKELEY**

Located in Berkeley's upscale and eclectic Fourth Street shopping district (1760 4th Street), the NapaStyle Berkeley is the flagship retail store for Chiarello's popular NapaStyle line of unique specialty foods and exclusive home furnishing and cookware. 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.

### **ABOUT FOOD & WINE**

Food & Wine is the modern, stylish, trend-spotting, talent-seeking epicurean magazine. Published by American Express Publishing, the leader in luxury lifestyle magazines, Food & Wine has a circulation of approximately 900,000.

## **ABOUT FARM TO TABLE**

Farm to Table is a national initiative of Earth Pledge, a New York-based nonprofit organization. Earth Pledge, was created in 1995 to address the growing challenges facing American farms by creating demand for sustainable and local products, and by providing farmers with innovative agriculture techniques and technologies that will help their operations be more sustainable and profitable. Farm to Table focuses on raising awareness of the environmental, social and health benefits of sustainable agriculture and cuisine among food professionals, policymakers and the general public.

The Grow for Good campaign will allow Farm to Table to expand programs and services into 25 cities across the U.S. (including Atlanta), save 1,000-1,500 farms during a 3- to 5-year period, create a national network for local ingredients and provide education, tools and technology to help small farmers implement more sustainable practices. To learn more about the campaign and ways to get involved, visit [www.foodandwine.com/growforgood](http://www.foodandwine.com/growforgood).