



Media Contact:

Danielle Lees

(916) 960-2889

dlees@augustineideas.com

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The City of Napa Unveils “DoNapa Behind the Scenes”

New initiative gives visitors one-of-a-kind experiences with local personalities

NAPA, Calif. (January 25, 2016) – The City of Napa is pleased to launch a new and unique initiative giving visitors the opportunity to participate in local experiences. These behind-the-scenes activities, led by the city’s greatest chefs, chocolatiers, artists, sommeliers and more, will showcase the secrets behind some of Napa’s most popular hotspots. [DoNapa Behind the Scenes](#) will take place Wednesdays and Thursdays during the months of February, March and April. During these hands-on experiences, participants can take part in everything from theater vocal lessons and back stage tours, to properly pairing cheese and beer, colorful garden tours, art experiences, wine blending classes and chocolate making.

“We’ve never done anything like this before where visitors can experience the City of Napa quite this exclusively, quite this personally,” says Napa Tourism Improvement District Chair Reynaldo Zertuche. “Inspired by the authentic experiential travel trend, this initiative came about because it’s the local people of Napa that make this city so special and full of character. In fact, with the city’s welcoming vibe, visitors often become friends with our local business owners and hoteliers and enjoy coming back again and again. DoNapa Behind the Scenes is just taking that connection to the city one step further.”

Have a bit of the theater bug in you? Enjoy your moment in the spotlight at [Uptown Theatre Napa](#), the city’s stunningly restored art deco masterpiece and premier live entertainment venue. With the help of a local vocal coach, find out what it’s like to perform on stage. Then, learn the ins and outs of a live production with an authentic two-part experience demonstrating how the theater prepares its equipment before talent takes to the world-class stage.

Just walking in to [Whole Spice Company](#) is an experience on its own as you find yourself standing before a vast wall of glass jars filled with exotic spices from around the globe, such as Smoked Yakima Applewood and Cyprus Black Lava Seasalt. During this DoNapa Behind the Scenes experience, Whole Spice will provide a spice tutorial along with samplings where patrons can learn how to skillfully blend and pair a variety of rare and extraordinary flavors with some of their favorite foods.

Every foodie is going to want to get in on the Behind the Scenes experience at Downtown Napa’s Michelin Star restaurant [La Toque](#), located in the [Westin Verasa Napa hotel](#). Renowned Chef Ken Frank will create new signature dishes exclusive for the group, giving guests an original tasting unlike anything they’ve experienced before. In addition, La Toque’s Sommeliers will take participants step by step through the process of how they select the perfect wine to match with a dish, culling just the right choice from the thousands available, so that wine improves food, and vice versa.

Other DoNapa Behind the Scenes activities include an experience in the lush gardens of [Napa River Inn](#), chocolate making at [Anette’s Chocolate & Ice Cream Factory](#), quality time with head chefs at [Tarla Mediterranean Grill](#), fashionista experiences at [Cake Plate Fashion](#) and a variety of unique cheeses with beer

and wine pairings at [Oxbow Cheese & Wine Merchant](#). Additionally, guests will have the opportunity to blend their own wine with an experience at [Uncorked at Oxbow](#).

To DoNapa Behind the Scenes, guests simply book a stay at a City of Napa [lodging property](#) and receive a link to purchase their exclusive tickets to the experiences of their choosing. Tickets range between \$30 and \$40 per person, depending on the activity.

Find out more about this tour directly at DoNapa.com/behindthescenes. For more information on lodging, restaurants, and what to do while in town, visit DoNapa.com. DoNapa is also on [Facebook](#), Instagram and [Twitter](#).

About the City of Napa

The City of Napa offers a vibrant art scene, Oxbow Public Market, boutique shopping, over 44 hotels and picturesque bed & breakfast inns, delicious dining options and of course, exceptional wine in its many tasting rooms. Through events such as Restaurant Month, the bimonthly Culinary Crawl, Art on First, the Napa Valley Film Festival, and more, both locals and visitors engage in a thriving downtown district with entertainment and activities year-round. Learn more at DoNapa.com.

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