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Downtown Napa Unveils “Do Napa Behind the Scenes”

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

NAPA, Calif. (January 4, 2016) – Downtown Napa is pleased to launch a new unique initiative in which visitors have the opportunity to take part in a true local experience with behind-the-scenes activities led by the city’s greatest chefs, chocolatiers, artists and sommeliers. Do Napa Behind the Scenes will take place every Wednesday during the months of February, March and April and will showcase the secrets behind some of Downtown Napa’s most beloved establishments. During these hands-on experiences, participants can learn everything from the art of pairing spices with wine and properly mating cheese and beer to colorful garden painting and chocolate making and tasting.

“We’ve never done anything like this before where visitors can experience Downtown Napa quite this exclusively, quite this personally,” says Downtown Napa Association Executive Director Craig Smith. “Inspired by the authentic experience travel trend, this initiative came about because it’s the local people that make Downtown Napa so special and full of character. In fact, with Downtown Napa’s welcoming vibe, visitors often become friends and enjoy coming back again and again. Do Napa 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 Theater](#), Napa’s stunningly restored art deco masterpiece and premier live entertainment venue. With the help of green screen effects, find out what it’s like to be a famous performer in front of a roaring crowd. Then, learn the backstage production ins and outs with an authentic two-part experience demonstrating how the theatre prepares its equipment before a live act 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 segment of Do Napa Behind the Scenes, Whole Spice owners Shuli and Ronit Madmone will provide a spice tutorial along with tastings and a hands-on cooking class where patrons will learn how to skillfully blend and pair a variety of rare and extraordinary flavors with local wines.

“Spices bring the whole world into your kitchen,” says Madmone. “And through learning how to introduce interesting spices to your cooking, you can take an international trip whenever you want without having to fly.”

Every foodie is going to want to get in on Do Napa Behind the Scenes at Downtown Napa’s Michelin Star restaurant [La Toque](#) in the [Westin Verasa Napa](#). Renowned Chef Ken Frank will create new signature dishes exclusive for the tours, giving guests an original tasting unlike anything they’ve experienced before. In addition, participants will learn the tradition of pairing food and wine and how to “reverse engineer” these pairings along with an explanation of the World Wine list, all while dining on world-class cuisine.

Other Do Napa Behind the Scenes activities include a painting experience in the lush gardens of [Napa River Inn](#) with world-renowned artist Gordon Huether, chocolate tasting, pairing and making at [Anette's Chocolate & Ice Cream Factory](#), pairings and quality time with head chefs at [Tarla Mediterranean Grill](#), a fashionista experience at [Cake Plate Fashion](#) and a variety of pairings at [Oxbow Cheese & Wine Merchant](#).

To qualify for a tour, guests simply book a stay at one of Downtown Napa's [lodging properties](#) and receive a link to purchase their exclusive tickets to a Behind the Scenes tour of their choosing for between \$30 - \$40 depending on activity.

For more information on lodging, restaurants, and what to do while in town, visit [DoNapa.com](#). Downtown Napa is also on [Facebook](#), Instagram and [Twitter](#).

About Downtown Napa

Downtown 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 concerts at Veterans Park, 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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