



Media Contact:

Danielle Lees

(916) 960-2889

dlees@augustineideas.com

FOR IMMEDIATE RELEASE

Flavor! Kicks Off with First Taste in Downtown Napa

Overnight guests receive two complimentary tickets to First Taste Napa

NAPA, Calif. (February 4, 2016) – [Downtown Napa's](#) First Taste Napa event returns on Wednesday, March 16 from 6 to 9 p.m. to kick off the fourth year of the legendary Flavor! Napa Valley food festival. Taking place at the Culinary Institute of America's (CIA) new Downtown Napa campus, Copia, this year's [First Taste Napa](#) event is centered around the city's best chefs as they showcase dishes reflecting their take on their favorite 'street' foods along with unexpected wine pairings by award-winning sommeliers from various downtown tasting rooms. Guests who book lodging at [participating hotels](#) in Downtown Napa for First Taste Napa will receive two complimentary tickets to the event while supplies last.

To create the perfect backdrop for First Taste Napa, the CIA Downtown Napa Campus at Copia will be transformed into an elevated epicurean marketplace. As visitors stroll from one tasting experience to the next, they can puruse the displays of local artisans offering unique Napa-inspired handcrafted items and enjoy the dramatics of street performers roaming the marketplace along with the intoxicating and soulful beat of Royal Jelly Jive.

This year's participating restaurants include: 1313 Main, Angele Restaurant, Atlas Social, Azzuro Pizzeria e Enoteca, Ca'Momi, Eiko's Restaurant, Heritage Eats, Jamieson Ranch Vineyards, Kitchen Door, Napa General Store, Norman Rose, Oenotri, The Culinary Institute of America at Greystone and Torc. All culinary experiences will be paired with premier Napa Valley Wines. Guests should book overnight accommodations in the City of Napa directly [online](#). Two tickets will be provided for every room that is reserved while supplies last.

First Taste Napa is the kick-off event for Flavor! Napa Valley, an annual event that features the finest farm-to-table cuisine and world-class wines with a series of local and celebrity chef demonstrations, intimate winemaker workshops, as well as grand tastings and exclusive experiences to bring out the best flavors of Napa Valley. To learn more about the experiences available and to purchase ticket packages for Flavor! Napa Valley, visit www.FlavorNapaValley.com.

For more information about First Taste Napa and to make lodging reservations, visit www.DoNapa.com. Follow Do Napa on Twitter [@NapaDowntown](#), Instagram at [DowntownNapa](#) and "Like" Do Napa on Facebook at www.facebook.com/DowntownNapa.

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.

###