FOR IMMEDIATE RELEASE

What's New in Downtown Napa Fall 2020
Niche Tasting Rooms, New Dining and Bikeable Scavenger Hunt

NAPA, Calif., Nov. 10, 2020 – The Downtown Napa experience is growing. The destination is filling up with unique tasting rooms and delicious culinary spots, as well as introducing a creative outdoor activity. Here's what's new in Downtown Napa this fall:

New Tasting Rooms:

- Be Bubbly recently opened its doors in Downtown Napa as the first and only dedicated Champagne and sparkling wine lounge and bottle shop within the entire Napa Valley. Be Bubbly hand-selects the best sparkling wines from both domestically and internationally to bring guests the most eclectic options.
- New Downtown Napa tasting room Quilt & Co. provides visitors with an opportunity to learn about local wines that have been cherished across the world in a relaxed and sophisticated atmosphere. Quilt & Co. also serves a thoughtful selection of seasonal nibbles from nearby restaurant Avow, known for their authentic California cuisine, to pair perfectly with the wines.
- Possibly the smallest tasting room in the entire Napa Valley and one of Downtown Napa's most unique new spots is Shadowbox, which offers a tasting pairing known as 'Salt & Acid'. The distinctive combination explores how well acid-driven wines pair with a variety of flavors using handcrafted, small-batch potato chips in a handful of unique flavors. Local Tip: This particular tasting is available by appointment only.
- Napa is more than just wine. Recently opened California Brandy House is the first stand-alone tasting room dedicated solely to luxury California brandies. Guests will discover local labels through leading brandy portfolios, Germain-Robin and Argonaut, where they can partake in guided tasting flights, including limited offerings and single-barrel samples not available anywhere else.

New Dining:

Trendy Oxbow Public Market, anchoring the popular Oxbow District of Downtown Napa, welcomed two new vendors this fall.

- El Porteño offers savory and sweet empanadas, as well as alfajores, which are traditional sandwich cookies, joined together with house-made sweet fillings. Representing both the local food movement and the preservation of traditional cuisine, El Porteño's empanadas fuse family recipes of generations past, using only the finest ingredients that are organic, always local and seasonal.
- Bar Lucia was created and designed by founders of the iconic Kara's Cupcakes. Bar Lucia features a variety of local rosés, sparkling wines and a menu of seasonal light bites, all designed to pair perfectly with the wine selection. Many of the garden greens, herbs

and stone fruits on the menu are grown in the owners' Napa backyard.

New Outdoor Activity:

- To encourage travelers to get outdoors this fall and safely explore the best of wine country in one location, Downtown Napa kicked off a new initiative – the Bikes & Sights Scavenger Hunt. With plenty of bike rental locations throughout downtown, as well as some lodging properties providing complimentary rentals, Downtown Napa is one of the best destinations to explore by bike. Visitors follow a list of clues to find various sights, take pictures and post on Instagram Stories for a chance to win a $100 gift card to a restaurant of their choice. Winners are selected weekly through Nov. 27.

For more information about Downtown Napa, including lodging, dining, wine tastings, shopping and things to do, as well as the full terms and conditions of the Bikes & Sights Scavenger Hunt, visit donapa.com.

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ABOUT NAPA TOURISM IMPROVEMENT DISTRICT

Created in 2010, the Napa Tourism Improvement District (TID) is the official destination marketing organization for Downtown Napa/City of Napa. With a mission to increase overnight visitation and improve the local economy, the Napa TID promotes nearly 45 hotels and bed and breakfast properties, premier dining, wine tasting, shopping and local entertainment. The Napa TID utilizes its website (DoNapa.com), participates in the creation of local events and develops targeted marketing programs that drive overnight stays during the off-season and mid-week occupancy throughout the year.

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