



VERY NAPA VALLEY

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Very Napa Valley - Fall 2019



VERY NAPA VALLEY

TASTE | SEE | FEEL

... a magazine that showcases Napa Valley's acclaimed wineries, restaurants, luxury retail stores, the exquisite wine country way of life. Experience the splendor of our region. Savor the sights and sensations.

Taste. See. Feel. Breathe deep. You're in Napa Valley.

EDITORIAL OVERVIEW

From the publishers of Wine Country This Week (the leading wine country magazine published for more than 38 years) is VERY NAPA VALLEY. Whether you visit a few times a year, just for a day, or open your backdoor every morning to vineyards, VERY NAPA VALLEY magazine will allow you to live page by page the very Napa Valley way of life.

Lifestyle | Culture | Cuisine | Wine | Experiences
Architecture and Design | Outdoor Adventure | People



TARGET AND REACH

The largest segment of repeat customers from the San Francisco Bay Area: The San Francisco Bay Area delivers the largest segment (37.7%) of visitors to Napa Valley. These people are also your repeat customers – visiting more than three times a year.

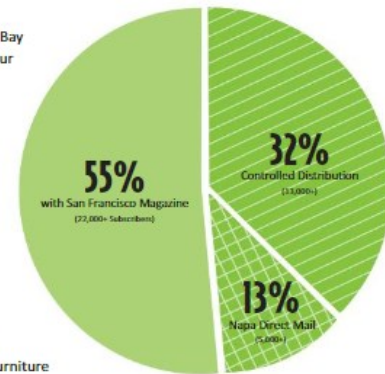
Through our unique relationship with San Francisco Magazine, VERY NAPA VALLEY will be delivered to San Francisco Magazine's paid subscribers in San Francisco, Alameda, Contra Costa, San Mateo, Santa Clara, Marin and Napa counties with the Spring/Summer 2020 issue.

Leisure – the primary reason for visiting Napa Valley:

With more than a third of visitors coming for the weekend, VERY NAPA VALLEY will showcase your resort, spa service or luxury shopping experience via its controlled circulation in San Francisco, Marin, Sonoma and Napa counties.

And, of course, we reach the highest demographic residents of Napa County:

VERY NAPA VALLEY will be direct mailed to elite Napa Valley residents. These home owners (average household income exceeds \$250,000 and homes valued at over \$1,000,000) are consumers of life's finest luxury goods and services from designer clothing, jewelry, upscale furniture and antiques to elegant dining experiences.



AUDIENCE/QUALIFIED CIRCULATION

- 22,000+ copies direct mailed to San Francisco Magazine paid subscribers throughout the Bay Area (San Francisco, San Mateo, Santa Clara, Alameda, Contra Costa, Marin and Napa counties) April issue of San Francisco Magazine
- 5,000+ direct mailed (in mid-April) to homes in Napa County with an average household income of more than \$250,000 annually.
- 13,000+ distributed at luxury hotels and high-end destinations in Marin, San Francisco, Sonoma and Napa Valley:
 - ... 30+ locations in San Francisco including The Ritz Carlton, Sheraton Palace, Four Seasons, The Fairmont and Intercontinental
 - ... 100+ locations in Napa Valley including Silverado Resort, Auberge du Soleil, The Harvest Inn and Mount View Hotel. (April 2020 through August 2020 for the Spring/Summer edition)

ADDED BONUS!

- E-newsletter ads in both San Francisco and Silicon Valley magazines
- Distribution at Silicon Valley events





ANTHONY VAN SOEST



REXO | PHOTO BY STEVEN HANFELD

Elevated DINING

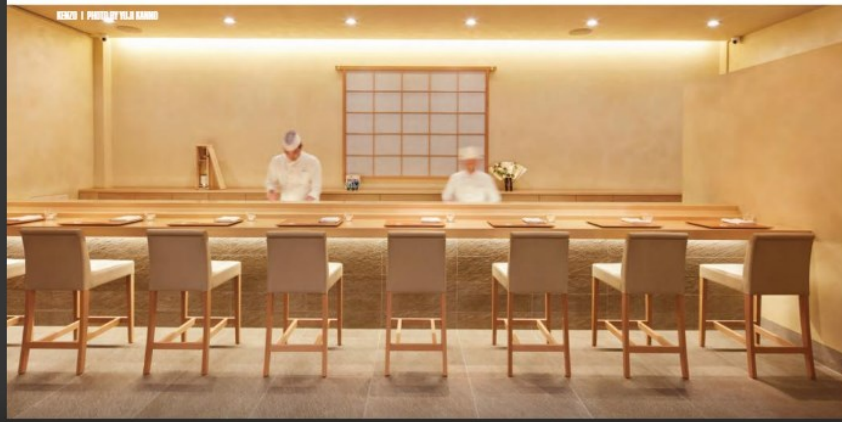
BY KARIN ARGOUD



LA TOQUE



ANTHONY VAN SOEST



REXO | PHOTO BY YUKI KAWAI



THE FRENCH LAUNDRY | PHOTO BY MICHAEL SOMM

3 Michelin Stars: "Exceptional cuisine, worth a special journey"

When visiting world-famous Napa Valley, not only can you find spectacular beauty, heavenly hotels, and the most sought after wines, but a chance to savor one of the most elevated dining experiences in the country. And, if Napa Valley is the Hollywood of the wine world and the Michelin Guide are the Oscars of the culinary world, then these star dining destination winners are about as celebrity as it gets.

To be awarded the highest rating – the coveted 3 Michelin Stars – restaurants must offer more than excellent food. They must offer emotion. According to the Michelin Star director: "Every three star restaurant has a very unique signature and I think that what we look for in a three star meal is an emotional experience and you should have that experience engraved in your memory for many years to come."

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★★★ The French Laundry *French Fine Dining* 6640 Washington Street, Yountville

This Thomas Keller's flagship restaurant has been the King of fine dining in Napa Valley for over two decades.

Michelin Inspectors say: "The cuisine, staff and a state-of-the-art kitchen embedded with the chef's renowned sense of purpose and functionality continue to remain at their pinnacle. In fact, this may be known as the greatest cooking space in America, as every aspect of the setting is carefully determined – from the counter height to the flowing lines in the ceiling. It's a meeting point of the past, present and future. Chef Keller continues to pair



THE FRENCH LAUNDRY | PHOTO BY ANDREW JONES

incredibly classic French techniques with wildly fresh ingredients in a setting that is a perfect storm of restaurant greatness – we should all be so lucky to score a reservation here in our lifetime."

The French Laundry's stone building was originally built as a saloon in 1900 by a Scottish stonemason. During the 1920s it operated as a French steam laundry. In 1978, town mayor Don Schmitt and his wife Sally renovated the structure into a restaurant. It was purchased in 1994 by Thomas Keller.

The menu changes daily, serving classic French cuisine with the finest quality ingredients, many sourced from the garden across the street. There is an intense focus on



THE RESTAURANT AT MEADOWOOD

impeccable guest service.

The French Laundry is celebrating its silver anniversary this year. Since 2007, the Michelin Guide has awarded The French Laundry their highest rating of three stars, making Chef Thomas Keller the only American-born chef to have two three-starred Michelin restaurants. The James Beard Foundation gave The French Laundry the highly coveted "Outstanding Restaurant Award" and awarded Chef Thomas Keller "Outstanding Restaurateur" in 2007. Since 2007, the restaurant has been the recipient of the Wine Spectator Grand Award.

The French Laundry is a member of French-based Relais & Chateaux, Relais Gourmands and Traditions & Qualité; organizations recognized for their dedication to maintaining the highest international standards for hospitality and culinary excellence.

Perhaps the French Laundry philosophy sums it up best: In the end, a great meal is not about the food and wine. A great meal is an emotional experience. We try to make it an extraordinary one by establishing a beautiful place, one filled with a staff that cares about it as they do about their home, where we can care for you as the most important guest in it. Our chefs are meticulous about culinary details, fundamental techniques and a kitchen that delivers the very best products of the earth to the table. No detail or element can be less important or more important than another.

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★★★ The Restaurant at Meadowood

California Fine dining
900 Meadowood Lane, St. Helena

Chef Christopher Kostow of The Restaurant at Meadowood and Owner/Chef of The Charter Oak: "It is an honor to receive three stars from the Michelin Guide. At both our locations, we strive to grow each day, pushing to evolve our style and approach. To have our



THE RESTAURANT AT MEADOWOOD

team be rewarded for these daily efforts is very satisfying."

Michelin Inspectors say: "... the dining room is a sophisticated barn of sorts, decked with polished stone tables, wood columns and bucolic splendor. All of this makes for an elegant backdrop for romantic evenings or family celebrations, as long as everyone is willing to splurge. Servers are impeccable, professional and know how to keep their guests happy and at ease. The kitchen's magic is its ability to take just-picked produce and create dishes that are the very essence of laid-back luxury."

The fact that the Napa Valley saw gains speaks to the quality and vision of the culinarians who call this valley home. This is very good news for those of us who live and visit here, but what it means for the chefs who have achieved these lofty goals is that, although they might take a few moments to celebrate, they must keep their high standards, while at the same time figure out how to hang on to the stars next year. The training for the next Olympic medal begins again, now.

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AUBERGE DU SOLEIL | PHOTO BY MORGAN P. WILSON

Napa has four restaurants with one Michelin star, each a completely different cuisine and dining experience

★ Auberge du Soleil *French American Cuisine* 180 Rutherford Hill Road, Rutherford

Auberge du Soleil means "Inn of the Sun" in French. Restaurateur Claud Rouas's restaurant is set within the 33-acre olive grove with one of the best views in the Valley and offers Mediterranean-inspired cuisine by Executive Chef Robert Curry.

Michelin Inspectors say: "This is one of the first restaurants to elevate the Napa Valley to greatness. For the past decade, Chef Robert Curry has been ensuring its legacy with cooking that is the very definition of Californian cuisine: global flavors expressed through local and seasonal ingredients. The kitchen's work is as impressive as the setting, although it is during brunch or lunch when its creations truly come to life. It's when everything seems just a bit more beautiful from this extraordinary perch, overlooking the vineyards and mountains."

Executive Chef Robert Curry's Mediterranean-inspired cuisine has received 13 consecutive Michelin Stars, and is reflective of the range of seasonal produce available in the Napa Valley. The Bistro & Bar has a cozy fireside atmosphere or head to the outside on the wraparound deck, both offering lighter fare throughout the day. Sip on an ever-changing selection of more than 40 wines by the glass while gazing at the breathtaking view.

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AUBERGE DU SOLEIL | PHOTO BY MORGAN P. WILSON

★ Bouchon *French European cuisine* 6534 Washington Street, Yountville

The French Laundry, Chef Thomas Keller introduced Bouchon, offering authentic French bistro fare with Keller's unfailing attention to detail in both ingredients and presentation.

Michelin Inspectors say: "Complete with lush potted plants, shimmering brass accents and enormous mirrors, this dining room is the spitting image of Parisian chic. A theatrical crowd uplifts the space with conviviality, and every lavish banquet or stool at the bustling bar is full. Always. Thanks to the house bakery next door, the bread here is ace, so grab an extra hunk of the supremely fresh



and crusty pain d'epi to slather with butter.”

Bouchon has a seasonal menu and raw bar selections that change throughout the year. Classics like the roast chicken, leg of lamb, and trout amandine remain as consistent, year-round favorites. Bouchon has a Vin en Carafe program where you can taste wines made exclusively for the restaurant from top wineries in Napa Valley and France.

Thomas Keller gets the most total stars on the list and Bouchon's French bistro along with its famous bakery next door is just about as authentic as it gets outside of France.

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★ **Kenzo** *Japanese Restaurant*
1339 Pearl Street, Napa

Kenzo Estate owners Kenzo and Natsuko Tsujimoto's elegant Japanese restaurant uses ingredients flown in daily from Tokyo's Toyosu Market.

Michelin Inspectors say: “Designed by Tsujimoto's wife Natsuko, this 25 seat arena is spare and minimal, incorporating traditional woods, maple trees and river rocks to create a peaceful sanctuary. Though Kenzo offers a handful of tables, the best seats are at the lengthy counter, where diners can chat with the chefs and see their sushi made firsthand. There are two menus: sushi kaiseki presents edomae style bites that are beautifully composed and elegantly paced (and product is sourced from Tokyo's Toyosu market), while the kaiseki menu features cooked presentations like Wagyu tenderloin with a reduction of the estate's own Bordeaux-style blend.”

Kenzo and Natsuko Tsujimoto say that Kenzo Napa's menu philosophy is centered on shun, which in Japanese, is the idea of enjoying seasonal food at its peak. The word describes the exact moment that a vegetable is at its very best, a fruit ripe and sweet, and fish at its most flavorful. The culinary team creates a new seasonal menu



nearly six times a year, using the best ingredients from both Japan's land and sea, paired with fresh local fare sourced from nearby farmers.

•••

★ **La Toque** *Contemporary French Restaurant*
Wine Spectator: Grand Award Winner
1314 McKinstry Street, Napa

Chef Ken Frank's cuisine has earned a Michelin Star every year since the famous guide has been ranking restaurants in the San Francisco Bay Area. His menu of contemporary French cuisine is created from the region's rich bounty of seasonal, fresh ingredients sourced from a network of dedicated local farmers and purveyors.

La Toque is also one of only 100 restaurants in the world to receive Wine Spectator's highest honor, The Grand Award, for their wine list and service excellence. The extensive wine list boasts more than 2,300 selections focusing on rare library wines of California and other great wine-producing regions. Pairing wine and food is their passion. The pairings on the menus are considered by many to be the ultimate food and wine experience. The La Toque Culinary Team and Sommeliers taste together daily, constantly exploring, looking for combinations that elevate both the food and wine, creating harmony.

Guests can select from three different tasting menus nightly. The 'Core Menu,' where you can make your own selections from a list of savory dishes and desserts, creating your own four- or five-course experience. A pre-selected seven-course 'Vegetable Tasting Menu'. And for the ultimate La Toque experience, put yourself in Chef's hands and go with the 'Chef's Table Tasting Menu', a pre-selected menu of nine courses. Optional Wine Pairings are offered with all of La Toque's menus and are highly recommended.

Chef Ken Frank is also considered one of the most

knowledgeable truffle chefs in the world. Chef Frank holds the distinct honor of being the first American chef invited to cook at the Fiera Internazionale Tartufo Bianco D'Alba, the world-renowned Annual White Truffle Festival in Alba, Italy. In 2016, he was made Knight of the Ordine dei Cavalieri del Tartufo e dei Vini di Alba. He has been cooking with truffles for nearly 40 years and is widely considered the top truffle chef in North America. La Toque features an 'Annual All Black Truffle Tasting Menu' each January. And for the past few years, they have been fortunate to enjoy a second "Winter" Truffle season with fresh Australian Black Truffles becoming available in the Summer months; with that, La Toque now also features a 'Summer Truffle Tasting Menu' each July.

Hidden Gems

The Michelin Guide has played a significant role in helping illuminate some of the finest restaurants on the planet. Initially limited to France, the guide is now in 25 countries across four continents. Since 2007 the highly secretive Michelin "Inspectors" have been rating Bay Area restaurants, including those in the Napa Valley.

Going forward, the starred restaurants from Michelin's "San Francisco Bay Area & Wine Country" guide will be absorbed into the California guide. A total of 57 restaurants were included in the most recent volume.

In case you are looking for a few hidden gems that are not yet Michelin rated ... Here are four of my favorites.

Oenotri *Local cuisine, Italian, Pizza*
1425 1st Street, Napa

Oenotri is handcrafted Italian food, with an open airy ambience. It has more than 20 different types of house-made salumi, all made in house, as well as fresh and dry pasta. I love the Italian style thin crust perfect pizzas, exclusive olive oil sourced from within the Napa Valley, breads made daily in-house, and of course a huge variety of produce sourced from its own farm. Oh and great service – make sure to ask for Darrian!

Angèle *Fabulous French bistro cuisine*
540 Main Street, Napa

If you want to go to a great bistro where you feel like you're in France head to my favorite place for the best Sancerre and classic french onion soup in town. We like to sit at the bar, where you meet locals and people from all over the world. Cozy, charming,



romantic, fun ... all in one, with a superb wine list where you can still taste Napa wines but also get into the fine wines of France.

Zuzu Spanish tapas & an eclectic wine list.
829 Main Street, Napa

So this is one of my favorites! A real tapas restaurant that transports you to a small town in Spain where the ambience is casual, cool and intimate and the Spanish wines are crazy good! The bar is the place to be. Since it opened it has become a favorite among locals who just want to take a break from the big fancy restaurant meals. The food is fresh and delicious. Don't leave without ordering the flat iron steak, asparagus, and shaved artichoke portebello salad. All delectable!

Miminashi Japanese Izakaya/Robotayaki cuisine
821 Coombs Street, Napa

Hip and happening eatery for contemporary izakaya-style Japanese cuisine and housemade ice cream.

Now a favorite among locals, we discovered this little jewel by its crazy wooden door pattern and yummy ice cream you can order from the street window. Now it is our favorite place on a night when we want a fun vibe, can dress low-key and just sit at the really cool horseshoe shaped bar and chat. Plus you always get a yummy surprise appetizer to start. Really there is nothing like it in Napa. I call it our Japanese tapas bar. And the skewers! The savory sensational skewers, the sashimi, the expertly paired sake, the addictive edamame, everything rivals the real deal in Japan. Plus a great wine list and you never walk away feeling like you over ate – but feel just right.

The Michelin Guide

According to Wikipedia: Michelin guide was originally introduced by French tire company Michelin in 1889 by brothers Andre and Eusard Michelin. A smart business move for a tire company to write a guide about restaurants and encourage motorists to drive around the country with their guide and thus use up the tread on the tires a bit faster, wouldn't you say? The guide proved useful. It had information for travelers, such as maps, instructions on how to change a tire, where to fill up petrol, and a listing of places to eat or take shelter for the night.

The Michelin brothers began to realize that overtime, the guide's restaurant section was garnering more attention and so they decided to set up a team of anonymous diners to visit and review restaurants. The guide awarded its first stars in 1926, with the three-star system going into effect in 1931. Today, the Michelin Guide rates more than 30,000 establishments across three continents.

According to the Michelin Guide, the "inspectors" job is to assess a restaurant's food based on five objective criteria: the quality of the ingredients used, mastery of flavor and cooking techniques, the personality of the chef in his cuisine, value for money and consistency of quality between visits.

To remain anonymous, they pay for their meals like any other customer would, and when it comes to awarding Michelin stars, they are not allowed to be influenced by anything other than the food. Interior decor, table setting or service quality are indicated by a fork and spoon symbol – a restaurant can be given one to five, from "Quite Comfortable" to "Luxury in the Traditional Style."

Today there are five levels of Michelin ratings:

- Three stars ("exceptional cuisine worth a special journey")
- Two stars ("excellent food worth a detour")
- One star ("high-quality cooking worth a stop")
- Bib Gourmand (an image of the Michelin Man licking his lips and signifying "friendly establishments that serve good food at moderate prices")
- L'assiette (the plate symbol representing "simply serves good food")

en.wikipedia.org/wiki/Michelin_Guide

obsessively authentic Italian food – local & organic ingredients – certified pizza napoletana

ca' momi winery & Italian wines – garden to glass cocktails – extensive amaro selection

Culinary Deliciousness

NAPA

ANGELE RESTAURANT & BAR
French, full bar, on the Napa Riverfront
Lunch & dinner: \$\$\$
540 Main Street, 707 252-8115

BISTRO DON GIOVANNI
Hand-crafted Italian, signature cocktails
Lunch & dinner: \$\$\$
410 Howard Lane, 707 224-3300

BOON FLY CAFE
American; signature donuts, nightly specials
Breakfast, lunch & dinner, \$\$\$
404B Sonoma Hwy, 707 299-4970

BOUNTY HUNTER
Wine Bar & Smokin' BBQ, 400+ wine list
Lunch & dinner: \$\$
975 First Street, 707 220-3976

CA' MOMI OSTERIA
Obsessively authentic Italian, full bar
wood-burning pizza oven, live music
Lunch & dinner: \$\$\$
141 First Street, 707 224-6664

CARPE DIEM
American Wine Bar; seasonal, surprising,
family share-plate style, dinner only: \$\$
1001 2nd Street, Napa, 707 224-1800

CLADON
Award-winning global comfort food,
courtyard seating, signature cocktails,
Napa Riverfront; lunch & dinner: \$\$\$\$
500 Main Street, 707 254-8680

CHARLIE PALMER STEAK
Modern American steakhouse, full bar
Outdoor seating; breakfast, lunch & dinner: \$\$\$
1280 1st Street, 707 819-2500

COLE'S CHOP HOUSE
Classic American steakhouse, seafood, intriguing
bourbon and whiskey selections, classic cocktails
Dinner only: \$\$\$, 1122 Main Street, 707 224-5378

CORDEIGRS BAR & GRILL
Farm-to-table steakhouse, full bar
Dinner only: \$\$\$
2025 Monticello Road, 707 224-1860

EIKO'S
Modern Japanese, nitrogen cocktails and
tollipappi Outdoor seating, full bar
Lunch & dinner, closed mid-day: \$\$
1882 Town Center, 707 508-4444

FARM AT CARBONERS INN
Contemporary American, elegant food,
locally sourced, full bar, outdoor seating
Dinner, Sunday brunch: \$\$\$
404B Sonoma Hwy, 707 299-4980

FORBE
Pizza, craft brews & cocktails, outdoor seating
with freight; lunch & dinner: \$\$
155 Gasser Drive, 707 927-3384

FUME BISTRO
Contemporary American, locally sourced
Changing art display, patio: \$\$
4050 Byway East, 707 251-1939

GALPADO GAUCHO - NAPA
Brazilian steakhouse, buffet, full bar
Lunch & dinner: \$\$\$
1890 Traver Avenue, 707 255-5121

GOTT'S ROADSIDE
Burgers, sandwiches, vegan options
Local favorite; beer & wine, outdoor seating
Lunch & dinner: \$\$
644 1st Street, 707 224-8300

GRACE'S TABLE
Local favorite, "Global Kitchen"
Breakfast, lunch & dinner: \$\$
1400 Second Street, 707 226-8200

GRAN ELECTRICA
Authentic Mexican, locally sourced ingredients,
craft cocktails with unique spirits: \$\$
1813 Main Street, 707 256-1313



CA' MOMI OSTERIA

HOG ISLAND OYSTER CO.
Seafood, local favorite located inside the bustling
Dixie Market; beer & wine, outdoor seating
Lunch & dinner: \$\$, 610 1st Street, 707 254-8113

KENZO NAPA
Excellence in Japanese Cuisine
Reservations required, dinner only: \$\$\$\$
1339 Pearl St. Napa, 707 294-2049

KITCHEN DOOR
Multi-ethnic comfort food, locally sourced
Lunch & dinner: \$\$
610 1st Street #24, Napa, 707 226-1510

LA TABERNA
Spanish, tapas, full bar
Dinner only: \$\$\$
815 Main Street, 707 224-5551

LA TOUQUE
Michelin-star French cuisine
Dinner only: \$\$\$\$; reservations needed
1314 McKinstry Street, 707 257-5157

MORIMOTO NAPA
Contemporary Japanese, full bar, outdoor seating
Lunch & dinner: \$\$\$\$
610 Main Street, 707 252-1800

MUSTARDS GRILL
Modern American, full bar, gardens.
Lunch & dinner: \$\$\$
7389 St Helena Highway, 707 944-2424

NAPA VALLEY BISTRO
Modern American, wine & beer, outdoor seating
Lunch & dinner: \$\$
975 Clinton Street, 707 666-2383

NAPA PALISADES SALOON
Sports bar, brew pub, vegetarian options,
Full bar, outdoor seating; lunch & dinner: \$\$
1000 Main Street, 707 298-1552

NAPASPORT
American sports bar, steakhouse, full bar
Outdoor seating; lunch & dinner: \$\$
145 Gasser Drive, 707 927-5958

NAPKINS BAR + GRILL
A Modern American Bistro
Brunch, lunch & dinner; happy hour &
late-night bites; lunch & dinner: \$\$
1001 2nd Street, Napa, 707 927-5333

NORMAN ROSE TAVERN
American, full bar
Outdoor seating; lunch & dinner, late night: \$\$
1401 1st Street, 707 258-1616

OENOTRI
Southern Italian Cuisine; menu changes daily,
Large selection of house-made salumi
Dinner, weekend lunch: \$\$\$
1425 First St, 707 252-0022

PASTA PREGO
Italian, local favorite, beer & wine, dinner only: \$\$
1502 Main Street, 707 343-0344

RISTORANTE ALLEGRIA
Italian, full bar, outdoor seating
Lunch & dinner: \$\$\$
1026 1st Street, 707 254-8006

SKY & VINE
Rooftop bar, live pits, games; lunch & dinner: \$\$\$
Late night happy hour, bottomless mimosa brunch
1230 1st Street, Archer Hotel, 707 880-9800