Hi there,

Happy New Year! As we welcome in 2020 and look forward to some exciting new developments in the market (more on that soon!), we're also feeling reflective and grateful for our incredible merchants and loyal customers. Over the past twelve years, we've had shops change, but we think the current market line-up is our strongest ever. We've also been reflecting on the original "legacy" tenants who were here when Oxbow first opened (and struggled during the great recession, the flood control construction, and Copia closing) and are now thriving. Indulge us won't you, as we raise a glass to the past and cheers to the future!

See you at the market!

Oxbow Cheese & Wine Merchant
When you come to Napa Valley, you come for wine. We also know that people's love of cheese knows no bounds. In the planning of Oxbow, we knew we had to have the best in the business. There aren't many partners like Debbie Zachareas (who has helped to shape SF's wine culture) and Peter Granoff (internationally known wine educator and on the Master Sommeliers Board of Directors) - these two are the tastemakers behind the successful curation of Oxbow Cheese and Wine's incredible menus that have been with the market since the beginning.

**Why they're loved:** Nowhere in the valley can you enjoy an experience like this. Expert cheesemongers pair cheese with a wine from their assortment of boutique wines from all around the world. Don't believe us? Check out what's on the menu.

**Hog Island Oyster Co.**
There is no NorCal food scene without **Hog Island Oyster Company**. A cornerstone of the market, this has been THE place to see local and tourist alike crowd the bar to share and slurp great oysters. Their "Bay to Bar" philosophy - giving importance to every step from cultivating oysters, working with the environment and how they present the final product makes Hog Island's seafood experience second to none.

**Why they're loved:** There is something special about arriving at the market, grabbing a seat at the oyster bar and watching it all unfold. Outside of their must-order oysters, the manila clam chowder and grilled cheese sandwich (Cowgirl Creamer's Fromage Blanc, Vella Mezzo Secco, cave-aged gruyère, hello!) keep this OG Oxbow stop top of mind.

**Ritual Coffee Roasters**
Ritual Coffee Roasters, another preeminent business amongst its peers. (Do you see a pattern here?) If you’ve read previous newsletters, you know the story about Eileen Hassi-Rinaldi’s quest to bring PNW coffee style to the Bay Area. With a goal then--and now--to craft the very best cup of coffee available anywhere. We knew we had to have them in Oxbow. From the beginning, the care and attention they lavish on their process is unchanged, including tasting every coffee several times before it goes out to their coffee bars and into your cup.

**Why they're loved:** They achieved their goal (and do so every morning), they make the best.damn.coffee in town!
If there were a beauty contest for meat, the lineup at The Fatted Calf would easily grace the podium. Terrines, pâté loaves laced with herbs, and a mélange of salumi pose behind the glass display case. After running a small operation in SF, married chefs Taylor Boetticher and Toponia Miller opened the first Fatted Calf at Oxbow in 2008. With a meat counter full of decadent options, you'll also find pastas, organic olive oils, Rancho Gordo beans and other compliments to well-raised meats. Locally made butter, eggs, cheeses, raw milk and "house-made pickley things" fill things out.

**Why they're loved:** Because they excel at getting the right thing (well done cured, prepped and spiced charcuterie) to the people who want it, allowing ranchers and farmers to keep doing what they're doing. Also, who doesn't love a healthy dose of meat sweats after a good nosh?
Bring the most highly awarded and acclaimed extra virgin olive oils made in the United States to Oxbow Public Market? It was the top of our list. **The Olive Press** was the first olive mill in Sonoma established on values of quality, care, and sustainability that continue to guide their every step. We love perusing their shelves looking for a new varietal and especially right after harvest season when the quick selling Arbequina oil hits the shelves.

**Why they're loved:** Few places educate, share and sustain the rich tradition of making olive oil with their local community as well as their worldwide customers. Their sampling station is a must stop every market visit to discover your new favorites.

**Gott's Roadside (Taylor's Refresher)**
If you know you know. **Gott's Roadside** is a different kind of burger joint. Juicy cheeseburgers and hand-spun shakes are served alongside Ahi burgers and Chinese chicken salads. These roadside favorites and California classics are made-to-order using fresh, locally sourced ingredients. Forever enticing visitors from their front and center location, we knew this was the right choice upon opening.

**Why they're loved:** Their sought after "tray gourmet" burger - grilled 1/3-pound Niman Ranch burgers, cooked medium-well, but served "a little pink inside," topped with American cheese, lettuce, tomato, pickles, and secret sauce on a toasted egg bun, Gott's cheeseburger gets pressed lightly in a machine at the end of the line (this steams the bun, but it still leaves the underside toasted-crunchy). The effect is thick and juicy. An icon.

**Five Dot Ranch**
The market had charcuterie at Fatted Calf; now we needed a butcher who specialized in beef to round out our medley of meat menus. Seven generations of the Swickard Family at Five Dot Ranch have been in the business of offering the finest beef found in Northern California. Customers craving Five Dot Ranch meats could find them at top Bay Area restaurants, and in 2008 were able to buy the cuts direct from the butcher shop at Oxbow. Then in 2014, they added the Cookhouse to complete their foundational presence in the market.

**Why they're loved:** There's nowhere else to buy the freshest, cleanest beef free of antibiotics or hormones. Even The Fatted Calf gets beef from Five Dot Ranch for their SF location! No excuse not to indulge when they have their "you pick it, we grill it!" option.
The chocolate scene in Napa is small but memorable, and when we opened, we knew we wanted to be a part of it! For over 25 years, Anette's Chocolates has been family owned and operated by Napa natives. Brent Madsen, a passionate chocolate artisan, his wife Mary Stornetta, and his sister Anette select the finest ingredients and handcraft small-batch chocolates and truffles, award-winning brittles and elegant dessert toppings. Their small but mighty shop remodeled within the market in 2018 and is an alluring first stop when you enter the south doors.

**Why they're loved:** Because you always need something sweet with all the wine you consume in Napa Valley - make it something handmade, artisanal, and special.

**Hudson Greens & Goods (Oxbow Produce)**
What is a market hall without a green grocer? An essential part of Oxbow, Hudson Greens and Goods works closely with neighboring farms to find the very best produce in season. Because these farms are small, they can personally select the most flavorful fruits and vegetables, and have them delivered fresh to the market. We're grateful that Lee and Cristina Hudson have been bringing their products grown for taste and diversity to Oxbow for almost ten years.

**Why they're loved:** Their produce and comestibles have superior quality and freshness - you CAN taste the difference! With the opening of their juice bar in 2015, visitors can enjoy the fruits of their labor on the go.

The Model Bakery
For close to 90 years, The Model Bakery has been part of the Napa Valley culinary scene, providing discerning and hungry residents and valley visitors the best breads, pastries, and coffee at the original location on Main Street in St. Helena. In January 2008, mother and daughter team Karen Mitchell and Sarah Hansen expanded the bakery to its second location as a founding tenant at Oxbow Public Market. Packed to the brim with croissants, cakes, cookies, and more, The Model Bakery has become a model for all other English muffins.

Why they're loved: Karen, Sarah and a group of talented bakers have developed their recipes over the last 30 years - highlighting a food philosophy of promoting local and organic ingredients and treating them as naturally as possible. Oh and the English muffins..did we mention those already? The word is out, Oprah really loves them.
"The first customers to discover us were our new Napa Valley neighbors, who quickly made us feel at home in this culinary community. Chefs, winemakers, and home cooks became our friends, sharing cooking inspirations and spreading the word about our shop - the only one of its kind in northern California." - Whole Spice Market's recount of their first year at Oxbow. Their shop, with its turmeric-colored walls, looks very much the same today as when they opened in 2008. They now stock more than 500 spices, herbs, sugars, and salts, all displayed in glass jars and available for sampling.

Why they're loved: Whole Spice is an essential destination for food-loving locals and visitors alike. All seeking discovery and soon know Shuli Madmone and his team grind and blend their stock as needed, so it's always fresh - and fresh spices make all the difference in any dish.

Kara's Cupcakes
Magnolia Bakery? Sprinkles? None holds a candle to Kara's Cupcakes and their line-up of sweet treats that'll delight the most hardened savory lover. Kara's is the vision of executive pastry chef Kara Haspel Lind who brings creative talent and a generous spirit with a little extra frosting. Big things are coming to their Oxbow location, and we can't wait to share more in the upcoming weeks.

**Why they're loved:** Fresh from the oven, they continue baking throughout the day so they can offer cupcakes that have been baked within hours, if not minutes, for your enjoyment.

**Three Twins Ice Cream**
We had to have ice cream, and just like all the others from our opening line-up in 2008, we wanted the best. Three Twins Ice Cream is about one thing - inconceivably delicious; organic ice cream produced sustainably. Proprietor Neal Gottlieb is passionate about his craft. He operates one of the few certified organic "scoop shops" in the country, with all of the ingredients organic and local wherever possible.

**Why they're loved:** Our theory is in these four flavors - Dad's Cardamom, Lemon Cookie, Milk Coffee, and Mexican Chocolate.

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