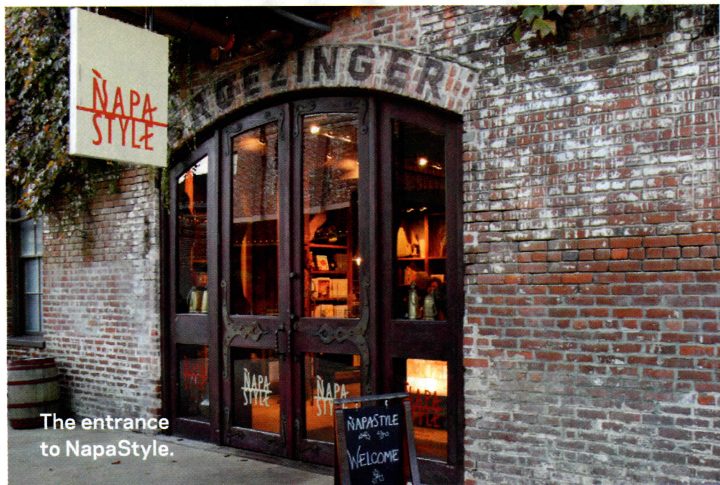


IN THE COUNTRY *Napa Now*



The entrance to NapaStyle.

A CATALOGUE COME TO LIFE

Just down the road from Ma(i)-sonry and tucked behind Yountville's historic V Marketplace is the new **NapaStyle**, in a soaring space formerly occupied by stables. The shop is stocked with kitchen and tabletop accessories,

furniture, gifts, wine and food-stuffs, all hand selected—and exuberantly described in accompanying signage—by the telegenic Emmy Award-winning chef and author Michael Chiarello. The sixth location and now the

flagship of the retail chain that Chiarello spun off from his NapaStyle catalogue company, the store within the landmark building is, rather surprisingly, the chef's first foray into his native Napa Valley.

"Yountville is the culinary heart of the valley, home to some of the best restaurants and wine-making talent in the country," Chiarello says. "The store draws you in to shop and taste what makes Napa so special."

Among the market's more intriguing elements: a do-it-yourself olive-oil station, where shoppers fill one-liter bottles (\$34) from shiny drums of extra-virgin oils produced in California, Italy, Spain and France; a wine bar showcasing names such as Hall, Frazier, Ladera and Gainey; and Chiarello's own line of single-vineyard, organic, sustain-

ably farmed wines, all of which are available for tasting. (The Felicia Old Vine Zinfandel—120 cases made from ninety-six-year-old vines—is \$63; the Eileen Cabernet Sauvignon—350 cases made from ten-year-old vines—is \$82.) In addition, the on-premises *salermeria* turns out superb salami (\$12 for a nine-ounce link of chorizo, *dolce* or classic *fuet*), not to mention salt-cured prosciutto and *bresaola*.

Rounding out Chiarello's nascent Yountville empire are an adjacent television studio, where the chef will soon begin taping a cooking show before a live audience, and his new restaurant, Bottega, next door, which has garnered numerous favorable reviews. As Chiarello himself likes to say, "*Ottimo!*" V Marketplace, 6525 Washington Street; 707-945-1229; napastyle.com. S.G.