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**FOR IMMEDIATE RELEASE**

## **Downtown Napa's First Taste Event Returns to Kick-Off Flavor! Napa Valley** *Lodging Reservations Provide Access to Exclusive Culinary Stroll*

**NAPA, Calif. (August 29, 2013)** – First Taste, Downtown Napa's exclusive kick-off event for Flavor! Napa Valley, is back for a second year, taking place on Wednesday, November 20, 2013 from 5:30 to 7:30 p.m. Tickets will be provided to Napa visitors who book overnight accommodations with one of the participating lodging properties directly [online](#).

First Taste is a premier culinary stroll through Downtown Napa where guests will experience an abundance of new, globally influenced eateries. Each guest will be provided with a guide listing of First Taste participants that will be offering complimentary tastes of signature dishes and a personal greeting from various chefs. After whetting the appetite, guests are encouraged to select one of the restaurants for dinner that evening, each of which will be offering a special prix fixe menu exclusively to First Taste ticket holders.

For an exclusive ticket to First Taste, guests will need to book overnight accommodations in the City of Napa directly [online](#). Two tickets will be provided for every room that is reserved.

First Taste is the kick-off event for Flavor! Napa Valley, an annual event that features world-class Napa Valley wines alongside the Napa Valley's master chefs and graduates of The Culinary Institute of America's culinary education programs. To purchase ticket packages to Flavor! Napa Valley, visit [www.FlavorNapaValley.com](http://www.FlavorNapaValley.com).

Restaurants participating in First Taste include Andaz Farmers Table, Azzurro Pizzeria, Morimoto Napa, Norman Rose, Tarla, The Thomas and more. For an up-to-date list of First Taste restaurants, visit [www.FlavorNapaValley.com](http://www.FlavorNapaValley.com).

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

### **About Do Napa**

Napa is a premier destination in the Napa Valley offering a food and wine experience unlike any other. Downtown Napa is the only area of the Napa Valley that brings together over 70 restaurants, 20 plus wine tasting rooms, more than 40 hotels and picturesque bed and breakfasts, nightlife, a river front promenade and outdoor sculpture walking tour, and other activities all within walking distance. Napa engages visitors and locals alike with a vibrant downtown district and a variety of events including the [Culinary Crawl](#), [Main Street Reunion](#), [Blues, Brews & BBQ](#), [Chefs' Market](#), free concerts at Veterans Park, Art Walk and more. A calendar of events, [maps](#), lodging availability and itineraries are available at [DoNapa.com](http://DoNapa.com), the official website and resource for visitors which is funded by the Napa TID. Follow Do Napa on [Twitter](#) at [@NapaDowntown](https://twitter.com/NapaDowntown) and on Facebook at [facebook.com/downtownnapa](https://www.facebook.com/downtownnapa).

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