

b



Luxury Service Meets Environmental Ethos at Napa Valley's Bardessono

Napa Valley, Calif., January 7, 2008-- With Roger Young at the helm, the Bardessono's new hospitality managing team is matching eco-developer Phil Sherburne's architectural vision for Yountville, California's newest resort and spa.

What is the vision?

It's luxury embedded in sustainability and environmental awareness. At its heart is a rarely used phrase, intentionality.

For the past two years, the environmental design and LEED-Platinum aspirations of Napa Valley's Bardessono have captured the attentions of the environmental community. Now Young, previously with Yosemite's famed Ahwahnee Hotel, is honing an equally jaw-dropping vision for the six-acre, 62-room resort's food, beverage and hospitality programs.

With the help of MTM Luxury Lodging, Young has cherry picked a management team that shares this single belief: every detail in guest services matters equally. This includes a personalized welcome for each guest, 24-hour room service, spa butlers and in-room spa services, a selection of loose leaf teas and herbals from Modern Tea, Blue Bottle Coffee, complimentary filtered water, and artisan-crafted bar mixers.

It also includes a diverse, committed team of managers who feel small should never be confused with unimportant and who believe not in asking "why" but in asking "why not." Young's entire team is dedicated to providing mindful, beautifully executed service in order to create an environment where luxury and environmental ethics co-exist.

After spending more than 15 years in sustainable hospitality development and working alongside visionaries like Alice Waters, Guest Experiences Director Cristina Salas-Porras says that here finally is a resort that combines all of her loves – food, lifestyle, design, art, service and environmental responsibility – into one chic, elegant vision.

"The first read," she says of the Bardessono, "will be that it looks great, feels great and tastes great."

The fact that almost everything will benefit our slowly eroding planet will by no means be secondary,

bardessono
NAPA VALLEY

6526 Yount Street, Yountville, Ca., 94599
Tel. 707.204.6000 Fax. 707.204.6099
www.bardessono.com



but guests may be too busy inhaling the aromas of French-pressed Blue Bottle coffee or ordering another round of locally crafted beer in the lounge to realize the positive impact of their actions.

Mixologist Thad Vogler and Food and Beverage Director Marc Hartenfels won't hesitate to engage guests in a dialogue about the drinks placed before them, however, nor will Executive Chef Sean O'Toole when it comes to the diverse, seasonal menus he prepares. The Bardessono Lounge, Dining Room and Kitchen teams not only believe in quality over variety, in using the freshest ingredients and in supporting local organic craftsmen and growers whenever possible, but also in being intimately knowledgeable about their products and menus.

Many of those products will come directly from the Bardessono's own organic beds or from the half-acre CCOF Napa Valley property known as the Hill Family Farm, both of which will be cared for by Culinary Gardner and edible flower expert Noel Lopreore. Lopreore isn't just another passenger on the "organic bandwagon." Neither is O'Toole, Hartenfels, Vogler, or any other member of the Bardessono management team. As the resort's "lounge philosophy" states, "We are more interested in execution than we are in innovation."

In other words, trends are just as often going as they are coming, and the Bardessono doesn't want to be just a flash in the pan. What everyone who calls him- or herself a member of the Bardessono team does want is to create a luxurious (even hedonistic), environmentally harmonious travel experience that is tailored to every guest who walks through its salvaged redwood doors.

Eco-hedonism? The Bardessono might just be carving out a unique niche in the travel industry.

Media Contact:

Pamela Hunter / Ashley Teplin
Studio-707 - 68 Coombs Street, Napa
Tel: 707-258-1699 - Mobile: 707-738-3506
admin@studio-707.com

bardessono
NAPA VALLEY

6526 Yount Street, Yountville, Ca., 94599
Tel. 707.204.6000 Fax. 707.204.6099
www.bardessono.com