



NAPA VALLEY'S FRENCH BLUE RESTAURANT RENAMED "ARCHETYPE"

RESTAURANT FOUNDER AND RENOWNED NAPA VALLEY ARCHITECT, HOWARD BACKEN,
PARTNERS WITH MICHELIN-RATED CULINARY TEAM FROM SOLAGE CALISTOGA
TO DELIVER AN ICONIC DINING EXPERIENCE

SAINT HELENA, CALIFORNIA – April 2, 2014 – Howard Backen, principal and founder of French Blue, along with Solage Calistoga, today announced the renaming of the two-year old restaurant to "Archetype." Backen recently partnered with the management team from Solage Calistoga to redefine and enhance the restaurant's dining and service experience. Under the culinary direction of Executive Chef Brandon Sharp, from Solage's Michelin Star-rated Solbar, the new team at Archetype includes Executive Chef Ryder Zetts and General Manager Kelly Sherman.

The name "Archetype" was chosen in celebration of Backen's illustrious architectural career as well as for the iconic Americana menu items crafted to satisfy nostalgic food memories with a contemporary influence. "'Archetype' is really a perfect fit for the direction we are taking the restaurant," said Backen. "Chef Zetts is elevating the classics from our heritage with a modern yet whimsical approach that we hope will make Archetype a local favorite as well as a sought-after destination for epicureans."

The restaurant's award-winning interior - named one of the "10 Most Beautifully Designed New Restaurants" by *Architectural Digest* - will undergo thematic enhancements to match the transition, with an aim to retain the comfort and beauty of the dining room.

Nearly every composition of Archetype's brunch, lunch and dinner menu items bear a signature char from the kitchen's wood-burning grill or an infusion of smoke from the wood-burning oven. House specialties include cinnamon walnut rolls with orange cream cheese frosting at brunch; Petrale sole fish & chips with house-cut fries, sweet and sour fennel slaw and burnt lemon aioli at lunch; and wood-grilled eye of strip loin with bone marrow butter, red onion marmalade and turnip mousseline at dinner.

The restaurant's name change is preceded by the appointment of Executive Chef Ryder Zetts, responsible for leading kitchen operations and menu development. Prior to Archetype, Chef Zetts spent the last six years as Chef de Cuisine at Michelin Star-rated Solbar at Solage Calistoga. Earlier Zetts was Chef de Partie at the renowned Inn at Little Washington, a Relais & Chateau hotel in Washington, Virginia, and served as Chef de Partie at Bouchon Bistro in Yountville. He is a graduate of the Culinary Institute of America. Archetype's General Manager, Kelly Sherman, formerly of The Q in Napa and Mecca in San Francisco, is in charge of the dining room and service. Chef Sharp will serve in a consulting role to oversee the evolution of Archetype's culinary direction while restaurant operations are directed by the management team from Solage Calistoga.

About Archetype

Archetype is located at 1429 Main Street in downtown St. Helena, California. The restaurant serves lunch from 11:30 a.m. to 2:30 p.m., Wednesday – Friday; dinner from 5:30 to 9:00 p.m., Wednesday – Sunday; and brunch from 9:00 a.m. to 2:00 p.m. on Sunday. Archetype is available for large parties and private events. For information and reservations call 707.968.9200, visit www.archetypenapa.com or email info@archetypenapa.com.

Principle and Founder, Howard Backen, is a nationally renowned, award-winning architect who has been named among the *Architectural Digest's Top 100 Designers, 2007-2013*, and featured in *Robb Report's World's Top 30 Architects*.

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