



**NAPA VALLEY WELCOMES “CABERNET SEASON” WITH NEW RESTAURANT MONTH, AN EXPANDED NAPA NEIGHBOR PROGRAM, AND THE RETURN OF ICONIC ARTS & CULTURAL EVENTS—THE NAPA LIGHTED ART FESTIVAL AND THE NAPA VALLEY MUSTARD CELEBRATION**

*The Premier Wine Region’s Shoulder Season Offers a Full Month of World-class Dining, Exclusive Winery Discounts for California Residents, and Unique Events Celebrating the Region’s Vibrant Arts & Cultural Landscape*



NAPA, Calif., Dec. 17, 2024—Napa Valley prepares for winter—locally known as “Cabernet Season”—with a vibrant mix of culinary delights, arts and cultural events, and exclusive winery offers. In January 2025, **Visit Napa Valley**, the official destination management and marketing organization for Napa County, will relaunch Napa Valley Restaurant Week as **Napa Valley Restaurant Month™**, offering a full month of special deals on breakfast, lunch, aperitifs, and dinner across Napa Valley’s five towns. **Napa Valley Vintners**, the trade association representing over 500 wineries, is expanding its annual **Napa Neighbor** program to offer discounts and exclusive deals for all California residents throughout January. From January 18



to February 16, the free, walkable **Napa Lighted Art Festival** in Downtown Napa will showcase creative arts, technology, and light with 11 lighted sculptures and projection art on three iconic downtown buildings. Finally, from January through March, the beloved **Napa Valley Mustard Celebration** will feature a series of events across the valley celebrating local artists, culminating in a signature weekend on March 29-30 at CIA at COPIA, showcasing 100 artists, wineries, breweries, restaurants, and other local businesses.

Napa Valley is a world-renowned wine region that draws visitors from across the globe, with 2.5 million travelers coming to the destination last year, according to a recent report from Visit Napa Valley. While tourism peaks during the vibrant harvest season in the fall, the winter season offers a quieter, more relaxed pace. "As we like to say in Napa Valley, Cabernet is King—and the same can be said for Cabernet Season," says Linsey Gallagher, President and CEO of Visit Napa Valley. "It's the perfect time to slow down, savor the wines we're globally renowned for, and enjoy intimate experiences across the valley. With fewer crowds and no rush, you'll feel like royalty while immersing yourself in the heart of Napa Valley's rich arts and cultural experiences and our exceptional hospitality."

### **Napa Valley Restaurant Month**

From January 6th to February 2nd, Napa Valley Restaurant Month will showcase the region's renowned dining scene with 28 days of exceptional culinary offers. This year, both locals and visitors are invited to explore the vibrant and diverse culinary landscape of Napa Valley's 150+ restaurants, all within a picturesque 35-mile by 5-mile region. Each town will be highlighted during a designated week, giving guests the opportunity to "Savor Each Town" and experience the best of Napa Valley's gastronomic delights:

- City of Napa & American Canyon: January 6th – 12th
- Yountville: January 13th – 19th
- St. Helena: January 20th – 26th
- Calistoga: January 27th – February 2<sup>nd</sup>

More information about Napa Valley Restaurant Month can be found online at <https://www.VisitNapaValley.com/restaurant-month>

### **Napa Neighbor Program**

For the first time ever, Napa Valley Vintners will offer California residents the chance to experience the region's world-class wineries at special discounted rates through the Napa Neighbor program. Traditionally reserved for Napa County residents, this exclusive program will run from January 1st through January 31st, allowing anyone aged 21 and over with a valid California ID to enjoy special winery discounts and unique experiences—including tours, tastings, and more.



To learn more about the Napa Neighbor program and view a list of participating wineries, please visit: [https://NapaVintners.com/community/napa\\_neighbor.asp](https://NapaVintners.com/community/napa_neighbor.asp)

### **Napa Lighted Art Festival**

In downtown Napa, the 2025 Napa Lighted Art Festival will shine a spotlight on innovative art installations using light as a medium. From January 18th to February 16th, this free, outdoor festival will feature 11 large-scale light sculptures and projections on iconic Napa buildings, transforming the city into a dynamic, illuminated canvas.

For more information, visit <https://DoNapa.com/lighted-art-festival/>.

### **Napa Valley Mustard Celebration**

From January to March, Napa Valley springs to life as wild mustard flowers blanket the vineyards in a vibrant sea of yellow, signaling the start of the new growing season. Known as mustard season, or the "Season between the Seasons," this stunning natural display creates a picturesque backdrop, offering endless opportunities for photos and scenic views throughout the valley.

In celebration of this seasonal spectacle, the Napa Valley Mustard Celebration invites visitors to explore a dynamic series of events that highlight both the region's agricultural roots and its thriving arts scene. The celebration features live art demonstrations, outdoor pop-ups, and gallery exhibitions, with signature events such as St. Helena's Mustard Celebration Day, Yountville's "Find Your Art" exploratory art walk, and the grand finale at CIA at COPIA, showcasing 100 local artists, wineries, breweries, restaurants, and more.

For full event details, visit [www.NapaValleyMustardCelebration.com](http://www.NapaValleyMustardCelebration.com) and to learn more about Mustard Season in Napa Valley, visit <https://www.VisitNapaValley.com/events/wild-mustard-season/>

To learn more about the unique experiences that await in Napa Valley and start planning your visit, go to [www.VisitNapaValley.com](http://www.VisitNapaValley.com)

### **ABOUT VISIT NAPA VALLEY**

Visit Napa Valley is the official destination marketing and management organization for Napa County. The organization promotes the region as an attractive travel destination and works to continually enhance its public image as a dynamic place to visit, live, and work. The vision and mission of Visit Napa Valley are to elevate Napa Valley as the world's premier wine country experience and to promote, protect, and enhance the Napa Valley destination. Conveniently located within an hour's drive from the San Francisco Bay Area and the Greater Sacramento Area, Napa County is comprised of five distinct towns, including, from north to south, Calistoga, St. Helena, Yountville, the City of Napa, and American Canyon. In addition to these five towns,



the areas of Rutherford, Oakville, and Angwin, along with the outdoor recreation area of Lake Berryessa, are also part of Napa County and add to its diverse and rich history. For additional information about Napa Valley, or to plan your Napa Valley experience, please explore [VisitNapaValley.com](https://www.visitnapavalley.com) and follow social feeds @VisitNapaValley.