An Insider's Look at Napa Valley

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Yountville adding retail

While retail seems to be hurting in much of Napa Valley, Yountville seems to be adding more and more places to shop.

Part of this is

the town's unusual requirement to sell something other than wine in its tasting rooms. That includes Jean-Charles Boisset's Atelier gourmet shop next to his JCB tasting salon, but upcoming will be the RH (Restoration Hardware) showroom and café (and tasting room).

Among the interesting straight retails are Thomas Keller's store Finesse and the Forty Five Ten luxury boutique in Keller's Edward James plaza at 6540 Washington St. next to Bouchon.

Of course, a lot of the retail is in V Marketplace, but you can walk Washington Street from California to Madison and find something almost everywhere.