



**NAPA  
FARMS  
MARKET**

Independently operated by Tastes on the Fly  
San Francisco International Airport, Terminal 2  
Best New Food & Beverage Concept



San Francisco  
International  
Airport

Best New Food & Beverage Concept: Napa Farms Market

**Farm to Flight™** – Napa Farms Market brings the best of Northern California’s artisan food and wine culture to the airport concourse. Modeled after the historic Oakville Grocery in Napa Valley and San Francisco’s famous Ferry Building Marketplace, it features stations from artisan celebrities such as Tyler Florence, Acme Bread, Equator Coffee, Napa Valley wines and Cowgirl Creamery. In keeping with the seasons, menus and grab-and-go items are rotated to celebrate each season’s bounty. The results speak for themselves; Napa Farms Market had \$7.81M in its first 12 months of operation.





Best New Food & Beverage Concept: Napa Farms Market

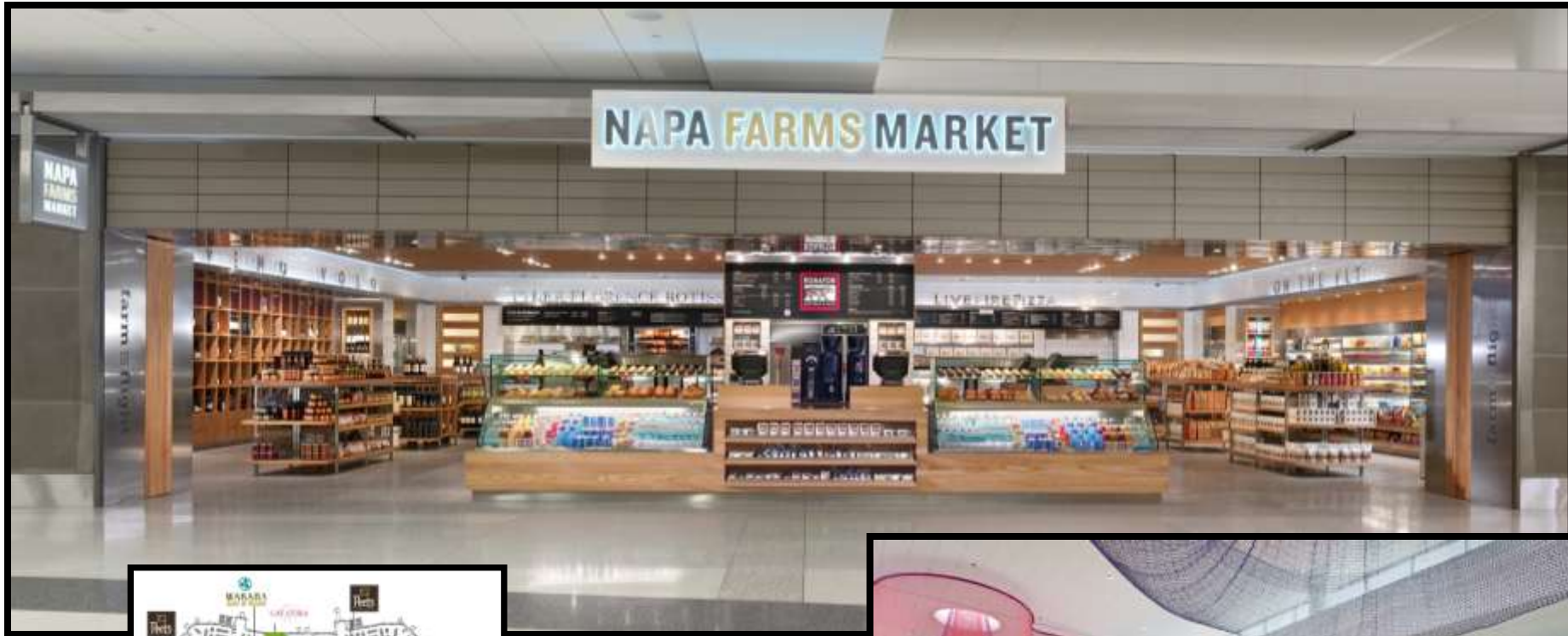
**Farm to Flight** Grounded in locavore culture, our food is fresh, regional and delicious. The food stations offer breakfast, lunch and dinner and are balanced between savory and sweet options. We give travelers the ability to create their own picnic-in-a box. It might include Tyler Florence's signature roast chicken, a salad made with organic ingredients, Cowgirl Creamery Cheese, a bottle of Napa Valley wine and a Kara's Cupcake. Our full-time concierge educates guests on the origins of their food and helps them navigate the market quickly. You can see her in action on our YouTube video:

<http://youtu.be/QW1n-DdVmtI>



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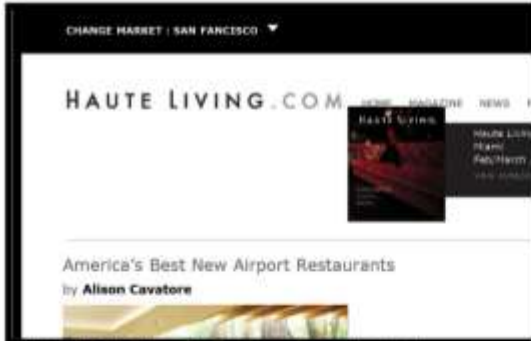
**Location:** Napa Farms Market is located just past Terminal 2's innovative Recompose area along the way to the gates.





# Best New Food & Beverage Concept: Napa Farms Market

**Fan and Media Favorites:** Since the opening of T2, Napa Farms Market has been recognized as resetting travelers expectations of airport dining.



*This place is sheer genius! Why didn't someone do this before! Imagine Cowgirl creamery, Kara's Cupcakes, Frog Hollow Peaches (HELLO Huge gorgeous peaches!)*

**Gina K. London,  
Yelp 2012**

*Absolutely THE best food I've ever eaten at an airport"*

**Ross H., Frisco Tx,  
Yelp 2012**



## Best New Food & Beverage Concept: Napa Farms Market



**Performance above expectations:** Napa Farms Market exceeded everyone's the airport's concession plan for Terminal 2.

- Spend rate 112% above plan
- Sales 95% above plan
- Sales per square foot 40% above plan

For the full year of operation, the success continued with gross sales of \$7.81 million, sales per sq. ft. of \$1,578, and a spend rate of \$1.98 (excluding wine bar subtenant Vino Volo, which achieved an additional \$0.34).

