



Press Release

## **Calistoga Artisan Sandwiches Come to Louisville**

*John Schnatter and Mark Bates Will Open Stores on Dupont Circle and Downtown*

LOUISVILLE, Ky. October 14, 2008 - After tasting Calistoga Artisan Sandwiches in Naples, Fla., John Schnatter knew he wanted to bring the flavor home to Louisville. He partnered with Calistoga's founder Mark Bates and this month the pair will open two artisan sandwich shops in Derby City. The first will open to the public on Wednesday, October 15. Annette Schnatter will be a third partner at this location. The second Calistoga Artisan Sandwiches will open in the UofL Outpatient Center in downtown Louisville later in the month. Both Louisville locations will donate a portion of proceeds for the first month of business to the Zoo Kids Inc., a program at the Louisville Zoo.

Named after a small town nestled in the Upper Napa Valley of California, Calistoga has a warm rustic atmosphere with a modern twist. The 4,000 square foot restaurant seats up to 195 people. Decorated using soothing earth tones, the restaurant displays rustic features including hardwood-inspired ceramic tile floors, high ceilings with pendulum and recessed lighting as well as a few casual chandeliers. Table sizes vary from cozy booths to large party working tables.

A sitting area boasting oversized leathered armchairs faces a double-sided fireplace which also warms the patio. Beyond the fireplace, guests on the patio can enjoy a peaceful fountain and several heaters, making outdoor dining possible nearly year-round.

Calistoga offers a variety of convenient technology including complimentary high-speed wireless internet, plenty of electrical outlets for plugging in laptops, and flat screen televisions featuring the latest news, sports and weather. Video menu boards and a state-of-the-art stereo system are also featured in the new restaurants.

Calistoga Artisan Sandwiches serves creative sandwiches and "pressatas," which is Italian for sandwiches stuffed with fresh ingredients and pressed on a hot grill. Favorites include the Turkey Artichoke Pressata made with smoked turkey, spinach artichoke spread, Asiago-parmesan cheese, caramelized onions and tomato, on herb focaccia and the Chicken Pesto Cordon Blue which is grilled chicken breast, black forest ham, melted Swiss and creamy pesto aioli served on herb focaccia. Calistoga also serves artisan breads, gourmet soups, salads, pastries, custom roasted coffees and espresso.

Calistoga Artisan Sandwiches will also help give back to the community by partnering with Zoo Kids Inc. Through donations, the program helps fulfill the wishes of children who otherwise would be unable to visit the Louisville Zoo.

Calistoga Artisan Sandwiches currently have three locations in Florida and one in Lexington, Ky. All locations are open daily. Calistoga serves breakfast, lunch and dinner and offers catering, call-ahead ordering, a children's menu and complimentary high-speed wireless internet access. For more information on Calistoga visit [www.calistogacafe.com](http://www.calistogacafe.com).

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