

# *Napa Valley* **Register**

[www.napaValleyregister.com](http://www.napaValleyregister.com)

Year 145

**Friday, October 5, 2007**

## **Bel Aire evolves**

*New tenants, new openings mark new era for Napa shopping center*

By Jennifer Huffman

While all attention may be on the Whole Foods market as it readies to open on Dec. 5, other merchants are spurring changes to the shopping mix of Bel Aire Plaza.

Upscale pharmacy Pharmaca opened in the mall at the end of September.

According to Craig Semmelmeier of Main Street Property Services, "(Pharmaca) targets the same upscale, more discerning customer that we pursue for Bel Aire Plaza that is consistent with Traders Joe's, Whole Foods Market, Copperfield's Books and Cost Plus World Market.

"They're a daily-needs business. They drive a lot of daily traffic to the shopping center. It was a natural fit for both of us."

Next to Copperfield's Books, Firewood Cafe will serve up California and Mediterranean cuisine. This is the first location of the cafe to open outside of San Francisco, where the chain has three sites.

"We are very excited about them, we think they are the right fit for the shopping center," said Semmelmeier.