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Napa's Folklore café and store grows business with SBA funding

Jennifer Huffman

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A view of the record store and bar at Folklore in downtown Napa on Saturday, April 13.

Nick Otto, Register

Jennifer Huffman

Bay Area Development Company announced it has completed Administration (SBA) funding for Folklore in Napa.

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6, 12, 18, 24 month loan

The financing allowed the company to create 10 new, local jobs and to purchase a 2,709 square foot building located at 1226 Third St., Unit 4 in Napa, said a news release.

Faith and Steven Ventrello have owned and operated Vintage Wine Marketing — a wine marketing, distribution, and import company — together since 2002, said the release.

"The two have deep roots in the wine, marketing and entertainment industries, and have leveraged that experience to launch their latest venture; Folklore. Located in downtown Napa, the space is half bar/café serving up local wines and a small food menu, and half vinyl shop featuring new and used vinyl records and CDs."

When the Ventrellos decided to create this new business, one of their first steps was to purchase a building that would become Folklore's home, said the release.

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Working with Redwood Credit Union and with Bay Area Development Company's Bob Thompson, they secured SBA 504 funding to make the purchase.

Owning the building locks in their occupancy costs for the long term and provides a permanent location for a destination that has already become popular with locals and tourists alike, said the release.

Info: bayarea504.com; folklore-napa.com.

By Jennifer Huffman

Business Editor
