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Hopscotch & Bark to Open at First Street Napa This June
A heartfelt new retail concept from local entrepreneur Susan Melendez expands on a beloved downtown presence

NAPA, CA (May 2026) — First Street Napa continues its dynamic evolution with the late-May opening of Hopscotch & Bark, a thoughtfully curated boutique for children and their four-legged companions. The new concept comes from local business owner Susan Melendez, the force behind The Bennington Napa Valley, and reflects both her entrepreneurial spirit and deep-rooted connection to the downtown Napa community.

Melendez is no stranger to First Street Napa. As the owner of The Bennington Napa Valley—a charming boutique known for its elevated mix of home décor, gifts, and lifestyle goods—she has become a familiar and dedicated presence in the district. Her hands-on approach, tireless work ethic, and genuine love for retail have made her an integral part of the neighborhood's fabric, embodying the independent spirit that defines First Street Napa.

Building on that success, Hopscotch & Bark represents a natural evolution.
Hopscotch & Bark is a retail concept created to celebrate the joy of family—both two-legged and four. Curated with little ones and their furry companions in mind, the shop offers a warm, stylish, and playfully sophisticated experience designed to foster community and serve as a welcoming destination for families and pet lovers alike.

The concept is deeply personal, inspired by Melendez's sister, Dr. Allison Fedash, a passionate veterinarian whose love of animals helped shape the vision behind the brand. Together, that inspiration comes to life through a collection of thoughtful, design-forward goods for children and pets, paired with an inviting, interactive atmosphere that encourages connection, discovery, and delight.

The opening of Hopscotch & Bark comes at a time of continued momentum for First Street Napa, downtown Napa's premier walkable retail and lifestyle destination. With six new businesses slated to open in 2026, the district is experiencing a notable upswing, further enhancing its mix of curated retail, dining, and experiential offerings for both locals and visitors.

"Hopscotch & Bark is exactly the kind of concept that makes First Street Napa special," said Todd Zapolski of First Street Napa "It's personal, it's local, and it brings something truly unique to the community. As both an expansion of an existing tenant and a reflection of Melendez's continued investment in downtown Napa, Hopscotch & Bark underscores the importance of supporting locally owned businesses that bring character, authenticity, and heart to our district."

Set to open at the end of May, Hopscotch & Bark invites guests to explore a space where style meets play, and where community is always at the center.

About First Street Napa
Located in the heart of downtown Napa, First Street Napa is a vibrant, mixed-use destination offering curated retail, exceptional dining, tasting rooms, and immersive lifestyle experiences. Designed as a walkable hub for locals and visitors alike, First Street Napa brings together the best of Napa Valley in one dynamic setting.