



ALPHA OMEGA

**FOR IMMEDIATE RELEASE**

## **Alpha Omega Toasts Return of Winemaker Henrik Poulsen**

*Veteran winemaker comes back to lead the winery he helped put on the Napa Valley map*

**RUTHERFORD, Calif. (April 2, 2019)** – Alpha Omega, a family-owned winery in the legendary Rutherford Bench of Napa Valley, today proudly welcomes Henrik Poulsen back to the winery as head winemaker. Poulsen, who spent seven years as Alpha Omega’s Assistant Winemaker working with Alpha Omega Winemaker Jean Hoefliger, steps into the lead position as Hoefliger shifts to consulting winemaker for all three brands in the Alpha Omega Collective.

For nearly 14 years, Poulsen and Hoefliger made wine together, working side-by-side at Newton Vineyard for six years then jointly arriving at Alpha Omega to launch vintners Robin and Michelle Baggett’s winery in 2006. The duo handcrafted critically-acclaimed wines which quickly placed Alpha Omega among Napa Valley’s upper-echelon labels.

In 2010, Poulsen founded his own label, which is produced at Alpha Omega, and a wine consulting business. He departed Alpha Omega in 2013 for Acumen Wines, reuniting him with Denis Malbec, Acumen’s founding winemaker and Alpha Omega’s former consulting winemaker. Poulsen was selected as Director of Winemaking and Executive Manager at Acumen.

Through the years, Poulsen has remained close to Hoefliger and the Alpha Omega family.

“I have always considered Alpha Omega my second home,” Poulsen said, “When the amazing reunion opportunity presented itself, I did not hesitate. At Alpha Omega, I was privileged to work with some of the most highly-acclaimed vineyards and fruit sources in Napa Valley, which must be any winemaker’s dream. I’m very excited to be a part of this once again.”

Hoefliger said, “Henrik is a man of honor, heart and trust that I am proud to count as my friend. I cannot wait to resume our collaboration of making great wines together. He intimately knows our vineyards and production facilities; plus, a lot of the Alpha Omega team he previously worked with is still here.”

Alpha Omega will continue to use master blender Michel Rolland, who has consulted for the winery since the first vintage and collaborated with Poulsen and Hoefliger at Newton, for final blends of its red wines. Hoefliger’s move to consulting winemaker for Alpha Omega matches the role that he already held for the

other two brands under the Alpha Omega Collective, Tolosa in San Luis Obispo, California's Edna Valley and Perinet in Spain's Priorat.

“Our original family is back together again. I couldn't be more pleased,” Robin Baggett said. “We are excited to have Henrik back as part of the Alpha Omega family. Henrik and Jean's synergy as a winemaking team is evident in the highly-regarded handcrafted wines they have created together.”

A native of Denmark, Poulsen arrived in Napa Valley in 2000 after working at Château de Haux in Bordeaux and meeting Newton Vineyard Founder Su Hua Newton in Paris. At Newton, Poulsen enhanced his winemaking knowledge working alongside the esteemed Luc Morlet and then the soon-to-be discovered Hoefliger.



Henrik Poulsen, Credit: Jason Tinacci

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## **About Alpha Omega**

Founded in 2006 by Robin and Michelle Baggett, Alpha Omega began as a direct-to-consumer pioneer and now sells 90% of its wine through this channel. Located on the legendary Rutherford Bench of Napa Valley, Alpha Omega produces world-class, Bordeaux-style, handcrafted wines made with prized grapes from its own vineyards and historic vineyards throughout Napa Valley. With its landmark fountains, tranquil pond and stunning views of the Mayacamas Mountains and vineyards, the winery exudes a sense of place and offers hospitality reflective of the farming community. Alpha Omega's land and winery are Napa Green certified. To learn more, visit [www.aowinery.com](http://www.aowinery.com).

### **Alpha Omega Media Contact:**

Kelly E. Carter

Alpha Omega Director of Communications

Main: 707-963-9999

Mobile: 707-339-1527

[kelly@aowinery.com](mailto:kelly@aowinery.com)

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