



ALPHA OMEGA

Collective



TOLOSA



ALPHA OMEGA



PERINET

FOR IMMEDIATE RELEASE

## **Alpha Omega Collective Wineries Merge, Unveil New Napa and Paso Robles Tasting Rooms**

*Alpha Omega, Tolosa and Perinet wineries expand footprint and social responsibility commitment*

**RUTHERFORD, Calif. (February 20, 2023)** – Alpha Omega winery in Napa Valley, Tolosa winery in the San Luis Obispo Coast and Perinet winery in Spain’s Priorat announced their official merger today, strengthening the three brands to formally create the Alpha Omega Collective. The union coincides with Alpha Omega Collective expanding and upgrading its downtown Napa tasting room, debuting a Paso Robles location and soon-to-be-opened Healdsburg location and launching Alpha Omega Collective Cares to reinforce its sustainability pledge.

“Combining our three wineries under one corporate structure allows our teams to work together to create best in class operations, from winemaking to hospitality to sustainability initiatives,” said Robin Baggett, Managing Partner of the Alpha Omega Collective. “The ultimate beneficiaries are our customers and the communities in which we live.”

In 2018, Robin and his wife, Michelle Baggett, created the Alpha Omega Collective umbrella brand for Alpha Omega, which they established together in 2006, Tolosa, co-founded by Robin in 1998, and Perinet, which the couple purchased a sizable interest in nearly six years ago, to bring to market a unified yet diverse portfolio offering the utmost in ultra-premium wine and hospitality – a world of terroir.

Alpha Omega became among the first UpValley wineries to open a tasting room in downtown Napa when the Alpha Omega Collective tasting room in downtown Napa opened across the street from the Archer Hotel on First Street in 2019. Due to the strong, favorable response from guests, AOC Napa recently unveiled a beautifully designed, new adjacent space. AOC Paso, on the square in San Luis Obispo County’s Paso Robles, opened in January. AOC Healdsburg, in Sonoma County, is slated for a spring debut.

The new Alpha Omega Collective Cares program was designed to serve as a vehicle to support the Alpha Omega Collective Foundation, whose mission is to inspire and encourage charitable giving in the next generation of wine community leaders. Through the program, AOC employees receive up to 40 hours of paid time off annually to volunteer at charitable organizations of their choice in the community in which they live or work.

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A steward of Alpha Omega’s giving back to community, Michelle Baggett founded the AOC Foundation, a 501(c)(3), in 2016. “AOC Cares emphasizes a message that I often say about everyone having value to nonprofits,” says Michelle, the Foundation’s President and Chief Executive Officer. “We’re proud to offer this new company benefit to encourage our employees to donate their time, experience and skills to helping their communities.”



Michelle and Robin Baggett (top left), Alpha Omega Collective Paso Robles (bottom), Courtesy Alpha Omega Collective

[To download images](#)

### **About the Alpha Omega Collective**

Founded by Robin and Michelle Baggett, the Alpha Omega Collective includes Alpha Omega in Napa Valley, Tolosa in California’s San Luis Obispo Coast and Perinet in Spain’s Priorat region. Each winery showcases its deep regional roots where the influence of the sea and rich, rock-laden soils combine to produce world-class wine with unique accents. The individual personalities are unmistakable, but the Alpha Omega Collective stands as one. For more information, visit [www.alphaomegacollective.com](http://www.alphaomegacollective.com).

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