



ALPHA OMEGA

**FOR IMMEDIATE RELEASE**

## **Rhett Gadke Joins Alpha Omega as Brand Strategist**

*Wine industry whiz brings experience and expertise to Rutherford winery*

**RUTHERFORD, Calif. (Dec. 21, 2017)** – Alpha Omega, a family-owned winery in the legendary Rutherford Bench of Napa Valley, has announced the hiring of Rhett Gadke as its Brand Strategist. In this newly-created marketing position, Gadke reports directly to Alpha Omega vintners Robin and Michelle Baggett and leads the efforts to further enhance the 11-year-old luxury brand.

Gadke comes to Alpha Omega from a vice-president position at Bounty Hunter Rare Wines & Spirits, where he managed the buying team and ran the wine program during his 18-year stint. He is credited with developing the identities of countless domestic and international wine brands through his knack for marketing and relationship development with both consumers and wineries. Gadke also spearheaded the majority of the concepts and execution for Bounty Hunter’s proprietary brands, which elevated the company from a retailer to a producer.

“Rhett is one of Napa Valley’s best marketing experts,” Robin Baggett said. “What he accomplished at Bounty Hunter is truly amazing. We are privileged to have him on our Alpha Omega team.”

“Rhett Gadke joined me on an 18-year adventure in building Bounty Hunter from a very small wine catalog to a consumer-direct leader in fine and rare wines,” said Bounty Hunter founder Mark Pope, who sold the company in 2014. “He has consistently demonstrated a keen intellect, writing skills like no other that I have seen in this business and a true commitment to the cause, which I find uncommon for such a young man.”



Rhett Gadke

Courtesy Alpha Omega

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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 95% of its wine through this channel. Located on Highway 29 in 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 by Swiss-born winemaker Jean Hoefliger and consulting winemaker Michel Rolland. 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, please visit [www.aowinery.com](http://www.aowinery.com).

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