

Alpha Omega Vintners Jubilant Over \$780K Contribution to Auction Napa Valley 2016 - Wine Industry Advisor

Winery Owners' Generosity Helps ANV Raise \$14.3 Million



ALPHA OMEGA

RUTHERFORD, Calif. (June 6, 2016) – Alpha Omega vintners Robin and Michelle Baggett enthusiastically supported Auction Napa Valley 2016 as both donors and successful bidders to help bring in more than \$780,000 to the world’s most celebrated charity wine event. The 36th edition of ANV, which took place June 2-5, 2016, raised \$14.3 million for community health and children’s education nonprofits.

Between the Napa Valley Barrel Auction on Friday and the Live Auction Celebration on Saturday, the Baggetts and their boutique winery in legendary Rutherford played a part in the delivery of \$781,950 to the Napa Valley Vintners. The nonprofit trade association organizes the four-day event.

In the Live Auction Celebration, Alpha Omega’s Lot #20, **A World of Wonder**, sold for \$230,000. The spectacular lot includes a 14-night voyage for two couples aboard *The World*, the largest, privately-owned residential mega-yacht on earth, a private wine blending session for four at Alpha Omega with winemaker Jean Hoefliger and consultant Michel Rolland, 12 magnums of Alpha Omega wine and a three-day/two-night stay at Alpha Omega’s private vineyard estate.

Alpha Omega also partnered on two other lots:

Lot #6 — The Rutherford Dust Society’s **Immerse Yourself in Rutherford Dust** sold for \$120,000 and includes 38 magnums of Rutherford Dust Society members’ wines, accommodations at Auberge du Soleil and winery visits. Michelle Baggett is president of the Rutherford Dust Society.

Lot #12 — **Evenings with Michel Rolland: Here and There** sold for \$110,000 and includes dinner for eight at Alpha Omega with the Rolland, dinner for eight at Le Bon Pasteur in Pomeroy, France with the French winemaker, and 17 bottles of Napa Valley wine.

“Giving back to the community that has given us so much is an honor,” said Michelle Baggett, whose winery celebrates its 10th anniversary with festivities on July 16. “Every year, Robin and I are excited to offer one magical live auction lot in addition to teaming up with other wineries for exclusive experiences. We were ecstatic to offer *The World*, literally, this year. We wanted to bid on it ourselves!”

As bidders, in addition to pledging \$11,000 to NVV's Fund-A-Need, the Baggetts paid \$80,000 for Lot #18, **Lexus and the Ryder Cup**, a trip for six people to this year's Ryder Cup in Minnesota and 48 magnums of Napa Valley wine offered by NVV and its longtime car company partner.

The Alpha Omega owners joined other philanthropic vintners on buying the following lots:

Lot #7 — Chateau Montelena Winery & Stag's Leap Wine Cellars' **Commemorating the 40th Anniversary of the 1976 Judgment of Paris – Then and Now**, \$110,000

Lot #24 — Arietta's **20th Anniversary Celebration**, \$90,000

"As vintners, it doubles the fun to donate and to bid," Robin Baggett said. "I'm an avid golfer so I can't wait until the Ryder Cup. The best thing is all of this is for a great local cause. What's raised here, stays here."

At the Napa Valley Barrel Auction, Alpha Omega's Lot #202, **ERA 2014**, sold for \$30,950. Hoefliger created a magnificent blend of 89% Cabernet Sauvignon, 6% Cabernet Franc, 3% Petit Verdot and 2% Merlot from Beckstoffer To Kalon, Thomas, Beckstoffer Dr. Crane, Newton and Stagecoach vineyards.

The Baggetts and Alpha Omega look forward to strongly supporting next year's Auction Napa Valley, scheduled to take place June 1-4, 2017.



Alpha Omega vintner Robin Baggett congratulates the successful bidder of Alpha Omega's Lot #20, A World of Wonder, at Auction Napa Valley 2016. Credit: Briana Marie Photography for Napa Valley Vintners

Please click [here](#) to view the complete set of Live Auction Celebration images.

About Alpha Omega

Founded in 2006, Alpha Omega was a direct to consumer pioneer. Located on Highway 29 in the legendary

Rutherford Bench of Napa Valley, Alpha Omega produces world-class, Bordeaux-style, handcrafted wines made with grapes from prized, historic vineyards by talented Swiss-born winemaker Jean Hoefliger and superstar winemaking consultant 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. Vintners Robin and Michelle Baggett's acclaimed winery and land is Napa Green-certified. To learn more, please visit www.aowinery.com