



ALPHA OMEGA

Collective

TOLOSA ALPHA OMEGA PERINET

FOR IMMEDIATE RELEASE

Vintners Robin and Michelle Baggett Unveil Alpha Omega Collective

New Umbrella Brand Strengthens Connection Between Three Wineries and Propels Future Growth

RUTHERFORD, Calif. (March 5, 2018) – Vintner Robin Baggett, managing partner of Alpha Omega winery in Napa Valley and Tolosa winery in San Luis Obispo, and his vintner wife Michelle, today unveiled the Alpha Omega Collective, a new umbrella brand for those two enterprises and their Spanish winery, Perinet. This newly-formed group marks an exciting milestone for the Baggetts and strengthens the connection between all three brands while propelling future growth.

“After my wife, Michelle, and I purchased a sizeable interest in Perinet last summer, we knew it was time to bring all our wine labels under a single brand name,” Baggett said. “As we expand our vision as vintners, we are looking to follow the model of impeccable hospitality and singular wines established by our flagship brand, Alpha Omega. From there, it was natural to call our master brand the Alpha Omega Collective.”

The Alpha Omega Collective also replaces Tolosa Direct as the direct-to-trade wholesale component for Alpha Omega, Tolosa and Perinet. The staff remains the same.

With the creation of the Alpha Omega Collective comes the U.S. launch of Perinet, the jewel of the prestigious Priorat, one of Spain’s two DOQ regions. Located 90 minutes southwest of Barcelona in Catalonia, the estate vineyard and modern, architecturally-designed winery, which was completed in 2003, specializes in ultra-premium Grenache and Carignan, as well as international varietals, grown on picturesque, terraced slopes. Perinet is the essence of the Priorat, handcrafting deep, concentrated wines with structure and balance. Alpha Omega Winemaker Jean Hoefliger serves as the consulting winemaker at Perinet, where Toni Sánchez-Ortiz is the winemaker, and at Tolosa.

Alpha Omega, on Napa Valley’s Rutherford Bench, farms prized grapes from its own vineyards and from historic vineyards throughout Napa Valley, including 1155 Vineyard, Thomas Vineyard and Beckstoffer Georges III in Rutherford, Drew Vineyard in Mt. Veeder, Sunshine Valley in Oak Knoll District, Beckstoffer To Kalon in Oakville, Beckstoffer Dr. Crane and Beckstoffer Las Piedras in St. Helena and Stagecoach in Atlas Peak. Utilizing fruit from nearly every appellation in the valley, Hoefliger and consulting winemaker Michel Rolland blend the essence of these exceptional terroirs to bring complexity, depth and aromatic profiles to the handcrafted wines, which have garnered critical acclaim and a devoted following for opulent, fruit-driven, Bordeaux-inspired releases.

Tolosa, Baggett's first winery and established in 1998, is in Edna Valley, California's coolest appellation and its closest to the ocean with an average distance of five miles. Nestled amongst the northwest-southeast running hills of San Luis Obispo County, Edna Valley is where the cold Pacific wind sweeps down the coast, creating a microclimate ideal for ripening sensitive Pinot Noir and Chardonnay grapes. A myriad of soil types – remnants of volcanic eruptions fueled by clashing continental plates, calcium-rich sediments from tiny shells deposited on an ancient ocean floor and estuary, and the holy grail for Pinot Noir: limestone – all share the landscape from which Winemaker Frédéric Delivert handcrafts wines that are nuanced, complex and balanced.



Vintners Robin and Michelle Baggett Credit: Suzanne Becker Bronk

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About the Alpha Omega Collective

The Alpha Omega Collective, founded in 2018, is the umbrella brand for vintners Robin and Michelle Baggett's wineries, which include Alpha Omega on the Rutherford Bench of Napa Valley, Tolosa in San Luis Obispo, Calif., and Perinet in Spain's Priorat region. Each winery showcases its deep regional roots where the influence of the sea and stunning, 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.

www.aowinery.com

www.tolosawinery.com

www.perinetwinery.com

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