

JH WINE CONSULTING

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Jean Hoefliger Steps Down from Winemaking Role at Alpha Omega, Remains an Owner

NAPA VALLEY, CA, January 31, 2021—Noted wine consultant and entrepreneur Jean Hoefliger announces he is stepping down from his position as consulting winemaker at Alpha Omega. “After 15 years of successful vintages at Alpha Omega,” he explains, “I decided it’s time to distance myself from the winemaking side and enjoy just being an owner.”

Hoefliger was a part of the Alpha Omega team since its inception in 2006, where he was Winemaker and General Manager while concurrently building his global consulting business. At Alpha Omega he ran the business along with the production, specializing in Direct-to-Consumer strategy and National Sales. “I’ve worn a lot of hats at Alpha Omega and at the end of the 2018 vintage, I began stepping back from the winemaking,” he notes. “So this is a natural progression. I welcome incoming wine consultant Andy Erickson and look forward to seeing him bring his talents to the team at Alpha Omega.”

About Jean Hoefliger: Jean Hoefliger is a man with a quixotic mission: He is inspired and driven by the quest for creative perfection while knowing full well that it can never be achieved. An artisan who has always been motivated to push the envelope, he relies on a commitment to constant scientific research matched by an open-minded, entrepreneurial creativity. With his background in international finance and decades of wine industry experience—from Bordeaux and South Africa to Spain, Italy and California—Jean brings to his clients a rare combination of expertise in winemaking, viticulture and real-world business acumen.

Note to Editors: For a high-resolution photo of Jean Hoefliger and copies of this release in Word and PDF form please go to <https://app.box.com/s/9j2xurb2l3ugusphuoxhniqvwmzofgg>

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