

JH WINE CONSULTING



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. “It’s true, I’m a perfectionist,” he says. “I don’t believe in perfection in wine but I’m going to fight my entire life to find it.” 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.

That nexus of science, business and art fascinates Jean. “It’s a constant balance,” he explains. “If anything, I lean to the art side. Ultimately decisions have to be made by a nose and a palate.” But, he adds, the wine’s eventual purchaser is always top of mind. “My role is purely to translate the site with my philosophy, which is: who do I make wine for? You have to accommodate your customers’ tastes.”

Jean Hoefliger was born and raised in Switzerland, where his first winery experience was at his godfather’s estate. He soon left for California where he worked at Michel Schlumberger and Hartford Family in Sonoma, followed by moves to Bordeaux and South Africa, where he made wine at the esteemed estates of Chateau Carbonnieux and Meerlust. After earning degrees in enology and viticulture at Switzerland’s Federal Winemaking School of Changins and in science at the Maturité Fédérale, Jean returned to Bordeaux to make wine at Chateau Lynch-Bages. Moving back to California—which he calls “the golden land” and credits with giving him opportunities not available in Europe—he spent five years as winemaker for Newton Vineyard from 2001 to 2005.

Jean was a part of the Alpha Omega team from its inception in 2006, where he was winemaker while concurrently building his global consulting business. In early 2021, he decided to wrap up his winemaking role and focus on his consulting clients. Jean has built his client wineries over the years to include: Monteverro in Tuscany, Grapeheart in Suisun Valley, V. Vineyards in Sonoma County, and in Napa Valley: AXR, The Debate, Clark-Claudon, Decades 5, Denali Estate, Harbison Estate Wines, Joseph Carr Wines, MR Michel Rolland, Theorize, and Sunshine Valley Vineyards. Jean’s consulting business includes everything he loves from managing farming, to crafting world class wines, to advising on business strategies and even building and implementing the sales structure for clients. Jean’s passion, knowledge, scientific training and innate ability put him in a unique position to take the best grapes around the world and transform them into wines and brands worthy of global standing.

Jean’s naturally ebullient joie de vivre and love of a good joke run in counterpoint to his typically Swiss discretion and analytical nature. He has an insatiable appetite for art, philosophy and a good discussion, all pursuits he enjoys indulging whether in the vineyard, at the winery, at home, or around the table with friends old and new. Jean Hoefliger lives in Novato, CA with his wife, Chelsea Bellows.

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About JH Wine Consulting At-a-Glance

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The Unfiltered Collection

The Unfiltered Collection is a portfolio of wines hand-crafted by Jean Hoefliger and sold on to market through distribution partners around the world. The goal is to maximize the potential of each client and help position their brand for success in the marketplace. The Unfiltered Collection is a comprehensive sales tool to position, market and sell a brand's wines with business administration and logistics management included.

AXR | Napa Valley, CA
Clark-Claudon | Napa Valley, CA
Decades 5 | Napa Valley, CA
Denali Vineyard Estate | Napa Valley, CA
Grapeheart Vineyards | Napa Valley & Susuin Valley, CA
Michel Rolland Napa Valley | Napa Valley, CA
Monteverro | Tuscany, Italy
Pope Valley Winery | Pope Valley, CA
S. R. Tonella Cellars | Napa Valley, CA
Sunshine Valley Vineyards | Napa Valley, CA
The Debate | Napa Valley, CA
Theorize | Napa Valley & across CA
V. Vineyards | Sonoma County, CA

Additional Clients

Chateau St. Michelle | Woodinville, Washington
Columbia Crest | Washington State
Hill Family Estate | Napa Valley, CA
Luscher-Ballard | Napa Valley, CA
Maxville Winery | Napa Valley, CA
Medlock Ames | Alexander Valley, CA
Newton Vineyard | Napa Valley, CA
Pangea | Apalta & Colchuaga Valley, Chile
Perinet | Priorat, Spain
V Madrone | Napa Valley, CA
Van Dyk Family Wines | Napa Valley, CA

Former Clients

Alpha Omega; Cultivar; Maldonado; Tolosa; Virage



2010 Monteverro – 96
 2012 The Debate | Cabernet Sauvignon To Kalon – 100
 2013 The Debate | Cabernet Sauvignon Dr. Crane – 98
 2014 MR | Cabernet Sauvignon – 96
 2014 AXR Napa Valley | Chardonnay – 94
 2015 Clark-Claudon | Cabernet Sauvignon ETERNITY – 95
 2015 MR | Cabernet Sauvignon – 96+
 2016 The Debate | Cabernet Franc To Kalon – 98
 2016 Tolosa | Chardonnay Poletti – 94
 2016 Tolosa | Pinot Noir Primera – 93+
 2016 AXR Napa Valley | AXR Napa Valley – 95
 2016 AXR Napa Valley | Cabernet Sauvignon Denali – 97+
 2016 Alpha Omega | Cabernet Sauvignon Dr. Crane – 99
 2016 Alpha Omega | ERA – 98
 2016 Alpha Omega | Cabernet Sauvignon To Kalon – 97
 2016 Hill Family Estate | Double Barrel – 95
 2016 Monteverro | Tinata - 95
 2017 AXR Napa Valley | Cabernet Sauvignon Denali – 97+
 2017 The Debate | The Ulitimate Debate - 96
 2016 V Vineyards | Cabernet Sauvignon - 93
 2018 Alpha Omega | Cabernet Sauvignon - 100
 2018 Alpha Omega | ERA - 99
 2018 AXR Napa Valley | Flagship - 96
 2018 The Debate | The Ulitimate Debate - 98

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2013 Monteverro | Toscana – 96+
 2014 AXR Napa Valley | Chardonnay – 94
 2015 The Debate | Cabernet Sauvignon To Kalon – 100
 2015 AXR Napa Valley Flagship – 96+
 2015 MR | Cabernet Sauvignon – 96
 2015 Alpha Omega | ERA – 98
 2015 Alpha Omega | Cabernet Sauvignon Georges III – 97+
 2015 Sunshine Valley Vineyard | Jubilee - 97
 2016 Hill Family Estate | Double Barrel– 95
 2016 The Debate | Cabernet Franc To Kalon - 99
 2016 Alpha Omega | Cabernet Sauvignon To Kalon – 99
 2016 Alpha Omega | Cabernet Sauvignon Dr. Crane – 99
 2016 Alpha Omega | ERA – 98
 2016 Alpha Omega | Reserve Chardonnay – 96
 2016 Perinet Priorat | 1194 - 95
 2016 AXR Napa Valley Flagship – 96
 2016 AXR Napa Valley | Cabernet Sauvignon Sleeping Lady – 96+
 2016 AXR Napa Valley | To Kalon – 97
 2016 MR | Cabernet Sauvignon – 96+
 2017 The Debate | The Ulitimate Debate - 98
 2017 The Debate | Cabernet Sauvignon Sacrashe Vineyard - 97
 2017 Medlock Ames | Cabernet Sauvignon Kate's & B's - 94
 2017 AXR Napa Valley | Chardonnay Ritchie Vineyard - 94
 2018 Tolosa Winery | Pinot Noir Hollister Vineyard - 94

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2013 MR | Cabernet Sauvignon – 95
 2013 Monteverro | Monteverro – 96
 2014 Monteverro | Monteverro – 96
 2014 Monteverro | Chardonnay – 92
 2014 The Debate | Cabernet Sauvignon Dr. Crane – 95
 2014 Clark-Claudon | Cabernet Sauvignon ETERNITY – 94
 2015 Perinet | Perinet – 95
 2015 Alpha Omega | AOX – 97
 2016 AXR Napa Valley Flagship – 95
 2016 AXR Napa Valley | Cabernet Sauvignon To Kalon – 98
 2016 AXR Napa Valley | Cabernet Sauvignon – 94
 2016 MR | Cabernet Sauvignon – 97
 2016 AXR Napa Valley | Cabernet Sauvignon V Madone – 97
 2016 Alpha Omega | Cabernet Sauvignon Las Piedras – 99
 2016 Alpha Omega | Cabernet Sauvignon Dr. Crane – 98
 2016 Alpha Omega | Cabernet Sauvignon To Kalon – 98
 2016 Alpha Omega | Cabernet Sauvignon Thomas – 97
 2016 Hill Family Estate | Cabernet Sauvignon Atlas Peak – 94
 2017 Monteverro | Monteverro – 97
 2017 Hill Family Estate | Sauvignon Blanc – 93
 2017 AXR Napa Valley | Cabernet Sauvignon To Kalon – 96
 2018 AXR Napa Valley | Proprietary Red – 97
 2018 Tolosa Winery | Pinot Noir Apex Vineyard – 95
 2019 S.R. Tonella | Sauvignon Blanc – 92



2008 Monteverro | Tinata Red – 94
 2012 Decades 5 – 92
 2013 Grapeheart | The Beat Cabernet Sauvignon – 93
 2013 Monteverro | Terra di Monteverro – 90
 2013 Alpha Omega | Cabernet Sauvignon Stagecoach – 99
 2013 Alpha Omega | Proprietary Red – 98
 2014 Grapeheart | Cabernet Sauvignon – 93
 2014 AXR Napa Valley | Cabernet Sauvignon – 94
 2014 Alpha Omega | ERA – 95
 2014 Alpha Omega | Cabernet Sauvignon Sunshine – 97
 2015 AXR Napa Valley | Cabernet V Madrone – 94
 2015 V. Vineyards | Cabernet Sauvignon – 93
 2015 SVV | Cabernet Sauvignon – 95
 2015 Theorize | Cabernet Sauvignon – 90
 2015 Theorize | Chardonnay – 91
 2015 Alpha Omega | Cabernet Sauvignon Dr. Crane – 96
 2015 Alpha Omega | Cabernet Sauvignon To Kalon – 95
 2015 Alpha Omega | Proprietary Red – 95
 2015 Alpha Omega | Cabernet Sauvignon – 95
 2016 Tolosa | Pinot Noir Solomon Hills – 94
 2017 Tolosa | Pinot Noir Primera – 94

Wine Spectator

2004 Newton | Unfiltered Chardonnay – 93
 2007 Alpha Omega | Chardonnay – 94
 2008 Decades 5 | Petit Verdot – 95
 2009 Monteverro | Terra di Monteverro – 91
 2012 Clark-Claudon | Cabernet Sauvignon ETERNITY – 94
 2014 Alpha Omega | Cabernet Sauvignon Thomas – 93
 2015 Perinet | 1194 – 94
 2015 Alpha Omega | ERA – 94
 2015 Alpha Omega | Cabernet Sauvignon Georges III – 94
 2015 AXR Napa Valley | Ganzin Chardonnay – 92
 2015 AXR Napa Valley Flagship – 93
 2015 The Debate | Cabernet Franc Dr. Crane – 93