



JH WINE CONSULTING

FOR IMMEDIATE RELEASE

Maxville Winery Taps JH Wine Consulting for Leadership Role
Jean Hoefliger and team to usher this hidden gem of Chiles Valley to the next level

ST. HELENA, CA, March 30, 2022—JH Wine Consulting, Inc., led by Jean Hoefliger, has joined Maxville Winery as the new general management team to advise and lead all aspects of the winery's business including winemaking, operations, tasting room, wine club, distribution and more. Hoefliger originally joined Maxville as consulting winemaker in 2020 and will remain in that role.

"We are delighted to be expanding Jean's role at Maxville Winery, with the support of his leadership team," says CEO Anthony Hsu. "When we met Jean, we could immediately feel his enthusiasm for the property and for what we can still learn from it. His team shares that energy and is a great fit for us as we continually strive to innovate and explore."

Nestled among breathtaking panoramic views of the native hillsides and lakes just 15 minutes from Silverado Trail in Chiles Valley, Maxville sits on a 1000-acre property—100 acres of which are planted to estate vineyards, including historic 50-year-old Cabernet Sauvignon vines. Guests enjoy idyllic views of the estate's natural ponds, orchards, gardens, and occasionally spot wildlife only found off the beaten path in Napa Valley. These unique tasting experiences and corporate events are by appointment, in a fully solar-powered, state-of-the-art facility.

"From the moment I set foot on the property, I was immediately struck by the beauty and the history," says Hoefliger. "Maxville is truly a hidden gem and has all the essential ingredients to become one of the next iconic wineries in Napa Valley. My team and I are proud to join the Maxville family and are excited to share this brand with many more friends and wine lovers here and across the globe in the years to come."

About JH Wine Consulting: At JH Wine Consulting, world-renowned consulting winemaker and entrepreneur Jean Hoefliger works with high-quality, small production wineries to maximize the potential of each wine and bring its true expression forward. As 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. Clients include AXR, The Debate, Denali Estate, Harbison Estate Wines, Joseph Carr, Maxville Winery, Sunshine Valley Vineyards, Theorize, V. Vineyards and more. For more information, please visit jhwineconsulting.com.

...continued...

About Maxville Winery: Maxville Winery, a hidden gem in the heart of Chiles Valley, was founded in 2014. Its historic 1000-acre estate is home to 100 acres of vineyards planted to Bordeaux varietals and natural ponds, orchards, gardens and wildlife, transporting guests into a peaceful, serene oasis just 15 minutes from Silverado Trail. The winery has a state-of-the-art, solar-powered winemaking facility, as well as a tasting room and event space with stunning views of the land Maxville is so honored to steward. Guests can enjoy carefully prepared private, curated wine and culinary experiences, and corporate events. For more information, please visit maxvillelakewines.com.

Note to Editors: For images and copies of this release in Word and PDF form please go to <https://app.box.com/s/933bg2m5qzqd4hg71ghvkgfrmn0g2hz8>. Photo credit: Courtesy of Maxville Winery.

Media Contact:

Mia Malm

Malm Communications LLC

(707) 266-1320

mia@malmcomm.com