



ALPHA OMEGA

Collective

TOLOSA ALPHA OMEGA PERINET

FOR IMMEDIATE RELEASE

Alpha Omega Collective Tasting Room Opens in Downtown Napa

Rock a bottle of terroir-driven Alpha Omega, Tolosa and Perinet wines during pop-up BottleRock brunch on vibrant First Street

NAPA, Calif. (May 22, 2019) – Alpha Omega Collective, the umbrella brand for Alpha Omega, Tolosa and Perinet wineries, proudly announces the opening of its new tasting room in the heart of lively downtown Napa and a pop-up brunch during BottleRock Napa Valley, May 24-26. Alpha Omega Collective, a timeless tasting room in a historic building at 1245 First Street, is perfectly-situated at the corner of Randolph Street and across from the Archer Hotel.

Offering an inviting interior setting that exudes residential warmth and enticing al fresco sidewalk seating, Alpha Omega Collective showcases critically-acclaimed Bordeaux-inspired releases from Alpha Omega in Napa Valley, Burgundian varietals Pinot Noirs and Chardonnays from Tolosa in San Luis Obispo's Edna Valley and Mediterranean reds from Perinet in Spain's Priorat. The terroir-driven wines are available in flights as well as by the glass and bottle.

During BottleRock Napa Valley, guests can create their own backstage pass to wines from the Alpha Omega Collective cellar and enjoy brunch bites prepared in the onsite, commercial kitchen by Napa-based Pennington Provisions, whose Chef Brent Pennington sources locally and cooks organic. Brunch will be served from 11:00 A.M. to 3:00 P.M. Limited indoor and outdoor brunch seating will be available on a first-come, first-served basis. Special tasting room hours during the music festival are 11:00 A.M. to 6:00 P.M. In June, Alpha Omega Collective will introduce its regular culinary program featuring farm-to-table fusion dishes that complement the Collective's portfolio.

"We are very excited to be a part of reviving downtown Napa alongside pioneers who are putting downtown on the Napa wine trail map," said Vintner Robin Baggett, who oversees the Alpha Omega Collective brand. "Napa Valley was founded on community and hospitality. We are thankful to have neighbors support our new downtown tasting room and to have a location on vibrant First Street."

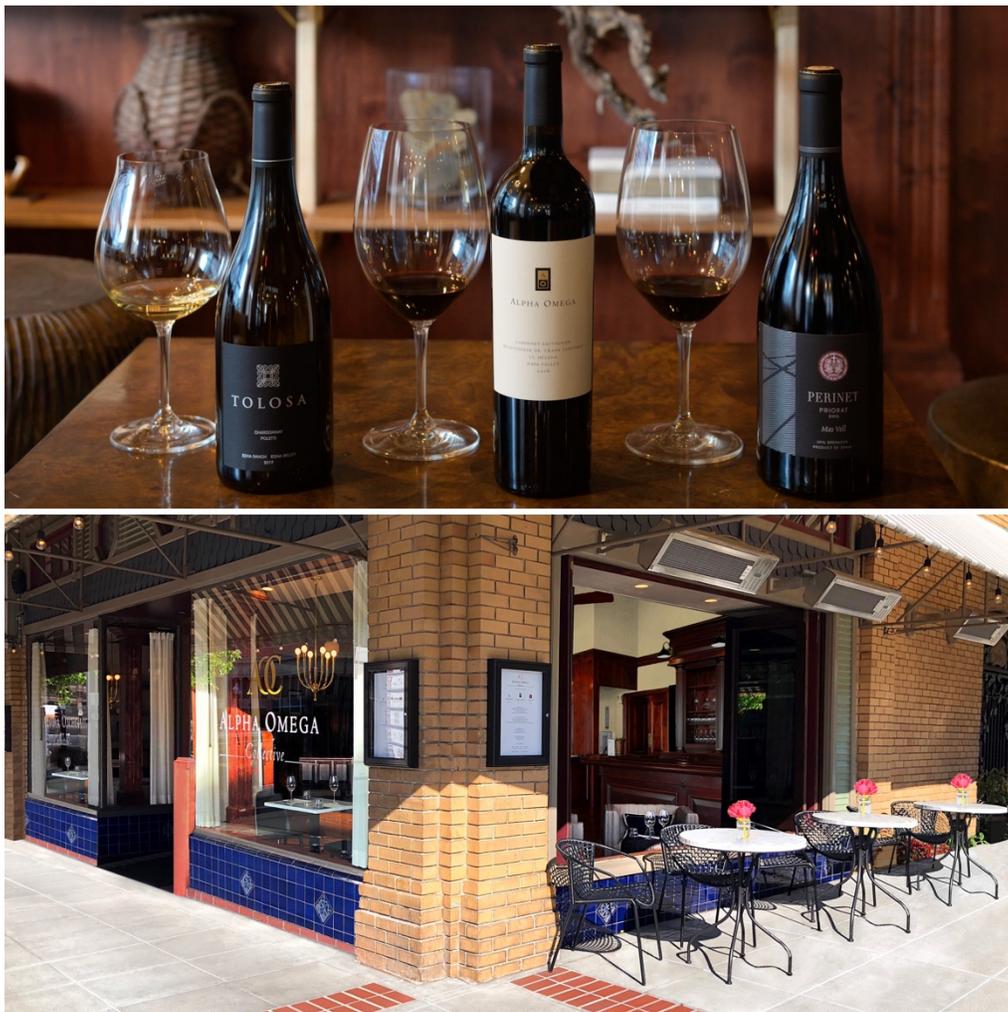
Vintner Michelle Baggett, Robin's wife, added, "The allure of the Alpha Omega Collective wine experience is the mystique of the pairing of varietals native to three distinct regions' terroirs with coastal influences."

The distance from Alpha Omega in Napa Valley to Tolosa in San Luis Obispo to Perinet in Spain's Priorat may be immense, yet common threads bind these three boutique wineries together to form a cohesive and complementary triangle.

“This palatable experience of the three terroirs of Napa Valley, Edna Valley and Spain express the uniqueness of the terroir of each region. To do so in this historic setting adds to the downtown Napa wine tasting experience,” Michelle Baggett said.

The focal point of the new tasting room is the original mahogany bar with a brass footrail that was in the Carriage House Restaurant, a companion structure to the legendary Noyes Mansion, which was built in 1902 and now serves as the Napa headquarters for *Wine Spectator*. Inspired by the warm and welcoming interiors of Spain, the Alpha Omega Collective features high ceilings, leather belt fans and rustic wood floors. Fresh white walls properly showcase the contrasting, statement-making bar and emphasize its historical importance. Accordion windows and outdoor seating on the Randolph Street side offer dynamic views of lively downtown Napa while large picture windows on the First Street side allow for unparalleled people watching during wine tastings.

Except during BottleRock, Alpha Omega Collective is open Sunday through Thursday from 1:00 P.M. to 7:00 P.M. and Friday and Saturday from 2:00 P.M. to 9:00 P.M. to walk-in guests. For more information, visit www.AOCNapa.com or call 707-294-6960.



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About Alpha Omega Collective

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 Edna Valley in San Luis Obispo, Calif., and Perinet, 90 minutes southwest of Barcelona 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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