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Barrel Program



Step into the realm of winemaking wizardry and embark on the ultimate adventure of crafting your very own barrel of wine! Picture this: you, surrounded by an array of select barrels, with our team of master winemakers as your trusty guides, ready to whisk you away on a journey to concoct a blend that sings with your personal style and tantalizes your taste buds like never before. Let the magic of winemaking ignite your senses as you dive into a world of endless possibilities and create a masterpiece that's uniquely yours.

It's not just winemaking; it's a voyage to build your very own brand!

Take the experience of Winemaking to the ultimate level by blending your very own barrel of wine. Choosing from select barrels, our winemaking team will be your guide on journey to create a blend that reflects your unique style and taste preferences. Throughout the process, you'll gain insight into the art and science of winemaking, learning from our experienced team and gaining a deeper appreciation for this passionate craft. Whether you're a wine aficionado looking to create your signature blend, a philanthropist looking to donate a one of a kind lot or a newcomer to the world of wine, our AXR Napa Valley Barrel Program offers a truly unique and unforgettable experience.



Discovery: This is your initial meeting, think of this as a first date but wine style. You'll meet our team who will discuss wine varietals and barrel types to get an idea of what your palette prefers. We'll also walk through and discuss your vision for the wine, including flavor profiles, aging potential, and label design. This discovery meeting can be done in person at the estate or via Zoom.

Winemaking Session: During this step you'll participate in a blending session, where you'll experiment with different wine components to create the perfect blend, think of this as a winemaker for a day. These components will be hand selected by Jean Hoefliger utilizing your preferences that were made during our 'Discovery Meeting'. The team will provide guidance and feedback throughout this process to help you refine your creation. Afterwards you'll enjoy a family style luncheon.

Creative Brainstorm and Art Direction: Meet with our creative team and start the dynamic process of designing your custom bottle including label artwork, and capsule choices (including waxing). Our designer will help you along the way visualize your new label come to life. In this process we will help you look for design inspiration, choose colors that reflect yourself, pick a unique font and polish up the final design.

Final Approval: In the final approval process, you'll revisit your blend and make any last adjustments before it is aged to perfection and bottled. During this meeting we will also have a fully packaged sample for you to sign-off on. This Final Approval meeting can be done in person at the estate or via Zoom.

Final Destination: The day has arrived for your wines to make their way to you, or to any family and friends that you wish to share with.

Barrel of Estate Collection

Starting at \$40,000

Includes:

- * Estate Collection quality of wine blending components
- * Bottle, Cork, Capsule (style to be decided in design process)
- * Label Design
 - * Round 1: Inspiration and Mood Board
 - * Round 2: 3 Label Designs
 - * Round 3: 3 Label Designs of First Choice
 - * Round 4: Final Design and Printing
- * 24 - 9L cases of wine in your choice of bottle sizes (750mL, 1.5L, 3L, 6L, 9L)
- * Corrugated 9L boxes, and option to use AXR Napa Valley branded gift boxes for gifting
- * Excludes Shipping
- * Excludes upgraded packaging

Barrel of Single Vineyard Collection

Starting at \$80,000

Includes:

- * Single Vineyard Collection quality of wine blending components
- * Bottle, Cork, Wax Closure (style to be decided in design process)
- * Label Design and Printing of your choice
 - * Round 1: Inspiration and Mood Board
 - * Round 2: 3 Label Designs
 - * Round 3: 3 Label Designs of First Choice
 - * Round 4: Final Design and Printing
- * 24 - 9L cases of wine in your choice of bottle sizes (750mL, 1.5L, 3L, 6L, 9L)
- * Corrugated 9L boxes, and option to use AXR Napa Valley branded gift boxes for gifting
- * Shipping Included