

Distribution Brand Story

Elevator Pitch



The AXR Napa Valley estate is located in St. Helena, just north of downtown, where the region's past meets the vision of its future. Guided by one of the world's most respected winemakers, Jean Hoefliger, we craft world-class wines that are high-end yet approachable, always rooted in balance as the truest expression of style. Our philosophy honors the legacy of Napa Valley's pioneering spirit while embracing innovation in vineyard and cellar. With our founding partners, the FAB 4, we believe wine is about connection, creativity, and celebrating life's most meaningful moments. AXR delivers wine defined by history, soul, and balance.

Our Story

At AXR Napa Valley, our story is one of history, passion, and vision. Our historic St. Helena estate carries a rich sense of sanctuary, a place where the past is honored while the future is thoughtfully shaped. Guiding this evolution is Jean Hoefliger, whose creative freedom allows him to craft what he envisions as the ultimate expression of Napa Valley wine. Jean's dedication to quality aligns seamlessly with AXR's founding partners, Kelly Trevethan, Mark Schratz, and Don Van Laeken, known as the FAB 4. This dynamic team blends hard work with joy, seriousness with playfulness, and inspires one another to reach new heights.

Rooted in Napa Valley's rich history yet driven by innovation, AXR Napa Valley stands as a trailblazing winery built on a foundation of connection, creativity, and shared passion. As Jean Hoefliger reflects, "Enjoy the moments that truly matter, with those who matter most." This guiding philosophy shapes everything we do, from the wines we craft to the experiences we create, each one designed to inspire joy and celebrate life's meaningful moments.

Namesake

We take our name from the creation of Victor Ganzin, a French horticulturist, who greatly impacted viticulture by developing the AxR1 (Aramon x Rupestris) rootstock in 1879 amid the phylloxera plague in both Europe and the United States. Post-Prohibition, during the Napa Valley wine revival of the 1970's, there was a surge in plantings, many using the AxR1 rootstock. However, by the mid-1980's, it became clear that AxR1 was not phylloxera-resistant, causing widespread vine destruction and economic loss for the second time.



Jean Hoefliger

Jean Hoefliger is a Swiss-born artisan who continually challenges perceptions of winemaking. His resume speaks to international tutelage, from Switzerland to Bordeaux, South Africa to California, Jean was trained by renowned masters. He studied oenology at Switzerland's École d'Ingénieurs de Changins, then worked at Lynch-Bages, the most famous of the Pauillac Grand Cru Classé estates. But California kept calling. He returned to Napa Valley, working at Newton for five years before spending fifteen years establishing Alpha Omega. Driven to push the envelope, Jean thrives when creativity and passion are unbound by convention. So when approached to help launch a new winery, he eagerly accepted. Jean's singular winemaking acumen makes AXR a delicious intersection of past and future. Each day, with the crunch of gravel underfoot, Jean breathes easier saying, "I define AXR Napa Valley as the center of happiness of my life's work."



*"Enjoy the moments that truly matter,
with those who matter most."*

A handwritten signature of Jean Hoefliger in black ink.

jean hoefliger, winemaker/partner



Origin

Rather than giving up after the phylloxera outbreak, Napa Valley embraced new technology, learning which varieties to plant across its microclimates and examining the impact of rootstocks on wine quality. It also bridged the gap between cellar and vineyard, redefining the winemaker's role and emphasizing that quality begins in the vineyard. This era of innovation solidified Napa Valley's reputation for high-quality wine, particularly its renowned Cabernet Sauvignon. The rise and fall of the AxR1 rootstock proves the need for adaptability and ongoing research in viticulture. This legacy shapes modern practices, guiding development to ensure vineyard sustainability. AXR Napa Valley honors those whose impact spans decades, especially the rootstock that transformed winemaking. We embrace our predecessors' lessons and innovative spirit, striving for excellence in winemaking, and reminding us to persevere through adversity.



2024 SAUVIGNON BLANC

varietal: 88% sauvignon blanc, 12% semillon
fermentation: 100% puncheons, 75% maceration,
25% whole cluster
aging: 5 months, 30% new french oak
vineyards: ryans, oak glen

2021 CHARDONNAY

varietal: 100% Chardonnay
fermentation: 100% barrel fermented
aging: 12 months, 25% new french oak
vineyards: toyon, vella, kiser

2021 PROPRIETARY RED

Varietal: 75% cabernet sauvignon, 15% malbec,
7% cabernet franc, 3% petit verdot
fermentation: 80% stainless steel,
20% barrel fermented
aging: 12 months, 40% new french oak
vineyards: oak knoll, yountville, coombsville

2021 CABERNET SAUVIGNON

varietal: 100% cabernet sauvignon
fermentation: 50% barrel fermented,
50% stainless steel
aging: 19 months, 80% new french oak
vineyards: bennett, furtado, terra solis

2021 AxR1

varietal: 100% Cabernet Sauvignon
fermentation: 100% barrel fermented
aging: 22 months, 100% new French oak
vineyards: all single vineyards



2021 PROPRIETARY RED

75% cabernet sauvignon, 15% malbec, 7% cabernet franc, 3% petit verdot

fermentation is 16 days on skin
80% tank & 20% barrel

aged for 12 months in
40% new french oak

UNMISTAKABLY NAPA VALLEY.

From the very beginning, the vision for AXR's Proprietary Red was simple: pleasure. I wanted to create a wine that people could open any day of the week, a wine that delivers joy without pretense. To achieve this, we focus on younger vines that bring vibrant fruit, freshness, and juiciness. The tannins are soft, the texture is inviting, and the style is one of approachability. It is a wine made for sharing, for celebrating, and for everyday enjoyment. While many wines at this quality level carry a serious price tag, Proprietary Red is the opposite. It proves that a wine can be both exceptional and accessible. At its core, it is about one thing above all else, pleasure.

Crafted by Winemaker/Partner
Jean Hoefliger

