



CHAPPELLET

Alexa Chappellet Flagler Owner, Board Member

Like all of Donn and Molly Chappellet's children, Alexa grew up playing in the vineyards of Pritchard Hill, picking grapes during harvest and spending time in the winery absorbing the alchemy of winemaking. The first of the family's second generation to officially work for the winery, Alexa began her career at Chappellet as a cellar hand in 1981. In this capacity, she worked with winemakers Tony Soter, Cathy Corison and then assistant winemaker, Phillip Corallo-Titus. Learning from this trio of acclaimed winemakers, Alexa established a comprehensive knowledge of the Chappellet portfolio that was reinforced by 5 a.m. shifts doing pump-overs and running the press.

Utilizing her knowledge of the winery and the Chappellet winemaking program, Alexa shifted gears, applying her talents working with Chappellet's Texas distributor. Within a single month, Alexa was able to increase sales in Dallas by 50 percent. Based on this success, Donn invited Alexa to join the sales team fulltime where she quickly excelled, establishing new accounts and building relationships with key restaurant and retail accounts.

In 1985, Alexa left Chappellet with Donn's encouragement to pursue her own entrepreneurial venture, designing and manufacturing sports apparel under the Electra Sports label. Begun as a mail-order business, Alexa soon established placements of Electra apparel within several high-profile industry accounts. After a successful five-year run, Alexa dissolved Electra, eager to once again work on behalf of Chappellet.

For the next 16 years, Alexa dedicated herself to representing Chappellet in Southern California, Nevada, Arizona, Oklahoma, Indiana and Chicago, before taking a step back from her day-to-day role in 2006 to spend more time with her family. She continues to be actively involved in Chappellet as a member of the family-run board of directors, contributing her strong voice and valuable insights to all major decisions. "Chappellet is an important part of my identity," says Alexa. "I am proud of what we have accomplished, and what our name has come to stand for in the wine world."

Alexa lives in the Los Angeles area with her husband J.P. Flagler and their three children, Aubrey, Brooke and Zach. She continues to enjoy representing Chappellet at local winemaker dinners and tastings.