



SEGUIN MOREAU NAPA COOPERAGE NAMES CHRISTOPHER HANSEN GENERAL MANAGER

Napa, CA—July 26, 2012 — Seguin Moreau President & CEO Nicolas Mähler-Besse has promoted Christopher Hansen to General Manager of Seguin Moreau Napa Cooperage.

“Christopher brings his know-how of the market,” Mähler-Besse said. “He has been in the cooperage business for more than eight years, and in addition to his thorough knowledge of the market, he is very customer-oriented and service-focused.”

Hansen will be in charge of day to day operations of the cooperage. He will continue to manage sales, which he has done since 2010.

Hansen, who graduated from the University of California, San Diego, began his cooperage career in 2004 and joined Seguin Moreau Napa Cooperage in 2008. After covering Napa and Oregon sales, he was promoted to Sales Manager in 2010.

When not at the cooperage, Hansen makes critically acclaimed Syrah from the historic [Four Cairn Vineyard in St. Helena](#), in a partnership with his father-in-law John Mitchell.

About Seguin Moreau

Set up in 1870 and 1838 respectively, the Seguin and Moreau cooperages were joined in 1972. The cooperage builds on nearly two centuries of tradition and more than three decades of pioneering oenological research, consistently delivering top-quality oak for wineries’ barrel programs. In 1994, the company established the [Seguin Moreau Napa Cooperage](#) to support United States wineries and bring cooperage operations closer to local winemakers. Classically trained in France and Scotland, Seguin Moreau coopers manufacture barrels ranging from 225L Bordeaux and Burgundy Export to 500L barrels to casks and tanks.

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