

Unparalleled wine from the Napa Valley is what Educated Guess is all about. The Educated Guess Napa Valley Cabernet is produced from fruit grown in the prestigious Yountville, Oakville and Rutherford districts. Superbly crafted in winemaker Barry Gnekow's signature style—this wine takes the guesswork out of finding a great Napa Valley Cabernet at a reasonable price.

# Educated Guess

EXCELLENT!

An excellent wine that offers rich, spicy pure Napa Cabernet flavors at a price where you can afford to buy a case.

Wine Spectator

JAMES LAUBE | UNFINED | JANUARY 2008

GOOD VALUE!

Full and rich with ripe cherry fruit.

*THE CONNOISSEUR'S GUIDE TO CALIFORNIA WINE*  
DECEMBER 2007

93 POINTS!

*JUST WINE POINTS WEEKLY*  
NOVEMBER 2007

## EDUCATED GUESS WINE

The Educated Guess Cabernet Sauvignon is crafted from grapes grown in the prestigious Napa Valley wine districts of Yountville, Oakville, and Rutherford. Two primary sources for the Educated Guess Cabernet are Beckstoffer Vineyards in Rutherford, and the Napa Wine Company in Yountville and Oakville—whose grapes are 100% organically grown. The wine is made in Oakville, California at the Napa Wine Company. Created with the philosophy that superb Napa Valley Cabernet can be affordable, this wine is indistinguishable in quality from its higher-priced Napa Valley competitors.

## WHY EDUCATED GUESS?

Have you ever found yourself in a wine shop or restaurant perusing the wines and wondering . . . how do I choose the best wine for the money? You may admire a label, recognize a name, or recall a great review . . . in essence you're making an educated guess. This is exactly what goes on in the vineyards and wineries around the world. When should we pick the grapes? How long should we barrel age in French oak? We use our knowledge, intuition and years of experience to make the best possible decisions; however at the end of the day, it still remains an "Educated Guess." At Roots Run Deep Winery we have done the Guesswork for you, and produced the richest, ripest and most complex Cabernet Sauvignon you can buy for the money.



# Educated Guess

## 2005 NAPA VALLEY CABERNET SAUVIGNON

Appellation:

100% Napa Valley

Varietal:

85% Cabernet Sauvignon 12%

Merlot

2% Petite Verdot

1% Malbec

Cooperage:

9 months French oak

3 months American oak

Alcohol: 14.1%

Bottling Date:

May 29, 2007

Production:

18,000 cases

Release Date:

August 1, 2007

Suggested Retail Price: \$20



## WINEMAKING

Barry Gnekow, winemaker for Roots Run Deep Winery and Educated Guess wines, is a graduate of UC Davis and has over 30 years experience in the wine industry, most notably with J. Lohr where he created the J. Lohr Estate Wines. Barry is involved with numerous, highly successful wine brands such as Hahn Estates, Smith & Hook, 7 Deadly Zins, Old Ghost, Earthquake, Cycles Gladiator and Rex Goliath. The San Francisco Chronicle recently hailed Barry as one of the best consulting winemakers in the industry. With the numerous accolades and medals earned by his wines through the years, Barry is one of California's most decorated winemakers.

## EDUCATED GUESS 2005 NAPA VALLEY CABERNET SAUVIGNON

Wow, what can we say about our Cabernet Sauvignon? It's rich, ripe and focused with juicy blackberry and boysenberry fruit, all tied together with a creamy smooth french vanilla middle and a finish that in a word is . . . lingering. Educated Guess fills all the requirements that a serious cabernet lover is looking for, while remaining fun, approachable, and food friendly!



Yountville Vineyards

## THE WINERY

Roots Run Deep Winery was founded in 2005 to produce unparalleled wine from the Napa Valley. Grapes sourced from some of the best producers in the Yountville, Oakville and Rutherford wine districts go into making wines of superb quality and unmatched value. Proprietor Mark Albrecht is a 15-year veteran in the wine industry and has been involved in all aspects of the industry from restaurant to retail and wholesale to supplier. He was instrumental in the creation, strategic planning and marketing of many successful brands including Red Truck, Domaine Chandon, Coppola, Bogle and Blackstone. His philosophy is that great wines can be affordable and Roots Run Deep Winery is dedicated to producing wines that can compete with \$40–50 wines for a fraction of the price.



Oakville Vineyards