



Total Acetylaldehyde  $\text{CH}_3\text{CHO}$   
 Free acetylaldehyde  $\text{CH}_3\text{CHO}$   
 Cysteine  $\text{C}_3\text{H}_7\text{NO}_2$   
 Amino acids  
 Reductive process (reduced compounds)  
 Nucleophilic  
 Oxidation  
 Reduction  
 Flavonoid  
 HSO<sub>3</sub><sup>-</sup>  
 Educated Guess  
 PINOT NOIR

## EDUCATED GUESS

## WHY EDUCATED GUESS?

# Try our newly released 2010 vintage!



# GOLD MEDAL!

# 2012 San Francisco Chronicle Wine Competition (2009 vintage)

ROOTS RUN DEEP WINERY 83 ZINFANDEL LANE, BLDG C, ST. HELENA, CA 94574  
707-945-1045 EDUCATEDGUESSWINE.COM

# Educated Guess



## 2010 CARNEROS PINOT NOIR

### Appellation:

85% Carneros  
10% Russian River  
5% Napa Valley

### Varietal:

100% Pinot Noir

### Cooperage:

12 months in French oak  
(medium toast)

### Production:

2,880 cases

### Bottling:

January 2012

### Release Date:

May 2012

Suggested Retail Price: \$25

## EDUCATED GUESS 2010 CARNEROS PINOT NOIR

Our Pinot Noir is truly a labor of love. Handcrafted in every way to insure that our wine has plenty of lush fruit to balance out the bright acidity that Carneros is known for. Our Educated Guess Carneros Pinot Noir is deep, rich, and concentrated in color and texture with ripe strawberry, red cherry and wild berry fruit. Hints of spice and cola with firm tannins in the finish.



Carneros Vineyards

## THE WINERY

Roots Run Deep Winery was founded in 2005 to produce unparalleled wine from the Napa Valley. Grapes sourced from the best producers in Oak Knoll, Yountville, St. Helena, Mount Veeder, Carneros 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 \$50+ wines for a fraction of the price.

## 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 7 Deadly Zins, Old Ghost, Earthquake, and Cycles Gladiator. 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.

