

Unparalleled wine from the Napa Valley is what Roots Run Deep Winery is all about. The Hypothesis Napa Valley Cabernet Sauvignon is produced from a new and innovative wine making technique called *Flash Détente* that our winemaker was instrumental in bringing to the United States wine community. This Reserve Cabernet Sauvignon is produced from some of the best vineyards in Yountville, Rutherford, and Calistoga and shows how innovation can continue to raise the quality of wines without dramatically increasing their costs!

# HYPOTHESIS

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Hypothesis Napa Valley Cabernet Sauvignon is the *first* wine of its kind. 100% produced from a brand new winemaking technique called *Flash Détente* (translation = “instant relaxation”) that was created in Europe in the early 1990’s, yet was only recently introduced in the United States with the help of our winemaker in 2009. Widely used in France by winemakers in Bordeaux and the Rhone (Chateau Beaucastel being the most famous of them), *Flash Détente* is an all natural and organic pre-fermentation process that simply involves quickly heating and cooling the skins of the fruit before beginning fermentation. The results from this process are incredible color, flavor, and tannin extraction from the grapes as well as many other positive benefits.

## WHY HYPOTHESIS?

We have been dreaming of and contemplating how we would produce our *Reserve* Cabernet Sauvignon for years. Through trial and error, educated guesses, and hypotheses we discovered that *barrel fermentation* and *Flash Détente* were the keys to uncovering what we had long been searching for. Our goal was to produce a wine with incredible structure, depth of fruit, and complete oak integration, without being overdone. The Hypothesis Napa Valley Cabernet Sauvignon is rich and complex, but still has incredible finesse. We believe our *Reserve* Cabernet can go up against some of the big boys in the game, but still leaves a little money in your pocket! Don’t take our word for it and decide for yourself. Drink. Think. Hypothesis

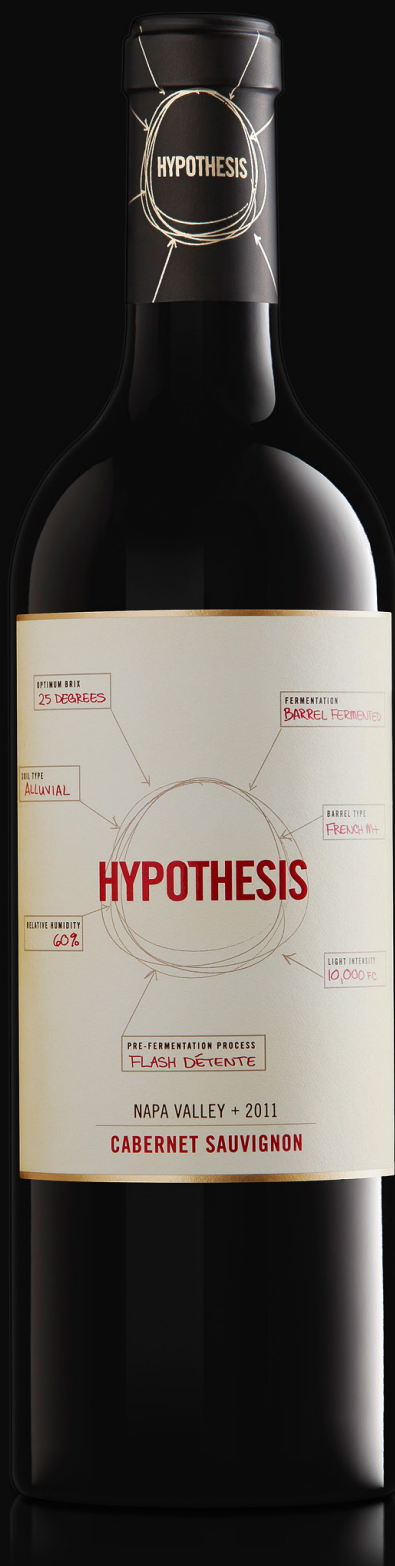
# 92 points!

“Ripe, smooth and flashy, this Cabernet easily stands beside more expensive bottlings.

It has that Napa Valley quality of elegant complexity and dryness. The cool vintage has resulted in intense blackberry and currant flavors, while preserving vital acidity and brisk tannins. Oak adds the perfect touch of smoky wood sweetness.”

**Wine Enthusiast / December 2012**

(Above review is for the 2010 vintage.)



# HYPOTHESIS

## 2011 NAPA VALLEY CABERNET SAUVIGNON

### Appellation

100% Napa Valley

### Varietal

90% Cabernet Sauvignon  
7% Cabernet Franc  
3% Petit Verdot

### Vineyard Composition

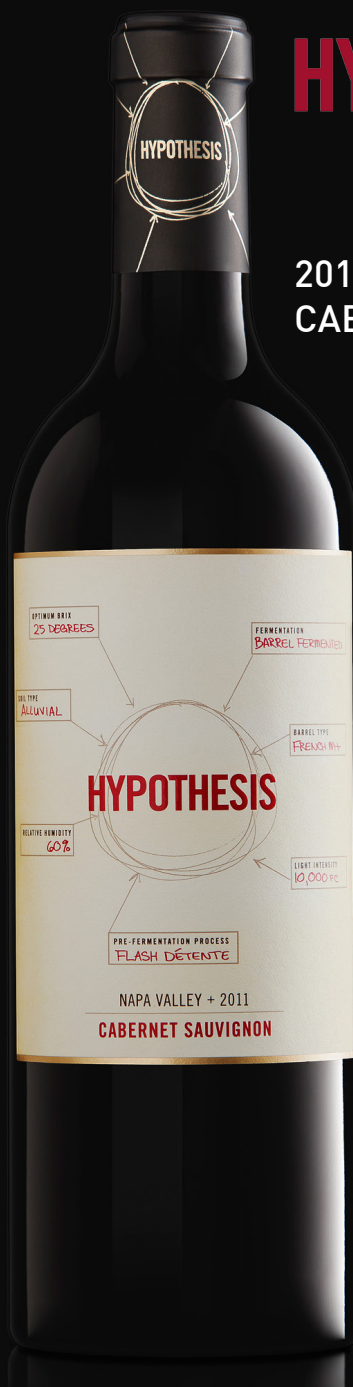
Yountville, Rutherford,  
and Calistoga

### Cooperage

15 months in French Oak

### Suggested Retail Price

\$40



## HYPOTHESIS 2011 NAPA VALLEY CABERNET SAUVIGNON

We are thrilled to release our 2nd vintage of Hypothesis Reserve Napa Valley Cabernet Sauvignon. We learned so much in our inaugural year and firmly believe that our latest release is even better than the first! This Cabernet Sauvignon has incredible depth and complexity, delicious black fruits and amazing opulence. The 15 months in French oak gives the wine sensuous aromas of spice and dark chocolate and silky textures. This wine is for the serious Cabernet lover, but can easily please a crowd!



Rutherford 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, Carneros and Rutherford wine districts go into making wines of superb quality and unmatched value. Proprietor Mark Albrecht is a 20-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, 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 Hypothesis 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.

