

Unparalleled wine from the Napa Valley is what Educated Guess is all about. The Educated Guess Carneros Pinot Noir is produced from fruit grown in the prestigious Napa Carneros and Sonoma Carneros Wine Districts. Superbly crafted in winemaker Barry Gnekow's signature style—this wine takes the guesswork out of finding a great Carneros Pinot Noir at a reasonable price.

# Educated Guess

## EDUCATED GUESS

The Educated Guess Carneros Pinot Noir is crafted from grapes grown in the prestigious wine districts of Napa Carneros and Sonoma Carneros. Our Pinot Noir is handcrafted by award winning winemaker Barry Gnekow from top vineyards in the region. It is lush with plenty of ripe strawberry, red cherry, and wild berry fruit combined with hints of spice, cola and a firm finish. Created with the philosophy that superb Carneros Pinot Noir can be affordable, this wine is indistinguishable in quality from its higher-priced 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 Carneros Pinot Noir you can buy for the money.



## GOLD MEDAL!

2013 San Francisco Chronicle  
Wine Competition

(Above review is for the 2010 vintage)

# Educated Guess

## 2012 CARNEROS PINOT NOIR

### Appellation

85% Carneros  
15% Napa Valley

### Varietal

100% Pinot Noir

### Cooperage

9 months in French oak

### Production

3,500 cases

### Bottling

June 2013

### Release Date

September 2013

### Suggested Retail Price \$25

## EDUCATED GUESS 2012 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, 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 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.

