



roots run deep  
WINERY

# Educated Guess

**Roots Run Deep Winery** was founded in 2005 with a single aim: to produce unparalleled wines from the Napa Valley. Grapes sourced from the best vineyards in Oakville, Rutherford, St. Helena, Oak Knoll, Yountville, and Carneros go into making wines of superb quality and unmatched value. Since our founding, Roots Run Deep has expanded its wine portfolio into the Sonoma Coast, Lake County, and Lodi searching the state for the best quality fruit in order to continue fulfilling our singular mission of delivering amazing wines at remarkable prices.

It all started with an idea, a dream, and a single wine label. No wealthy family, or big name to get his foot in the door, it all had to be done through hard work, tenacity, efficiency, and creative financing. Since no bank would lend him enough money, and having little savings of his own, the founder and proprietor, Mark Albrecht, sold his house and everything inside of it in order to get the capital to start the business. While preparing to harvest his first vintage, he would also go and visit with friends and family telling them the story of what he wanted to accomplish. Fortunately, a few handfuls of them believed enough in him and what he envisioned to turn over some of their hard-earned money to help his dream become a reality.

## 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 wines for the money? You may admire a label, recognize a name, or recall a great review. In essence you are making an educated guess on how to pick from the myriad of choices in front of you. This is exactly what goes on in the vineyards and wineries around the world. How do we best combat the effects of a wet spring? Frost? A drought? When should we pick the grapes? What kind of barrels should we buy? Yeast strains? Nutrients? How long should we barrel age? The amount of possibilities for a single grape is virtually endless. At Roots Run Deep Winery 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.” We truly believe we have done all the Guesswork for you and produced the richest, most balanced, and complex wines you can buy for the money!

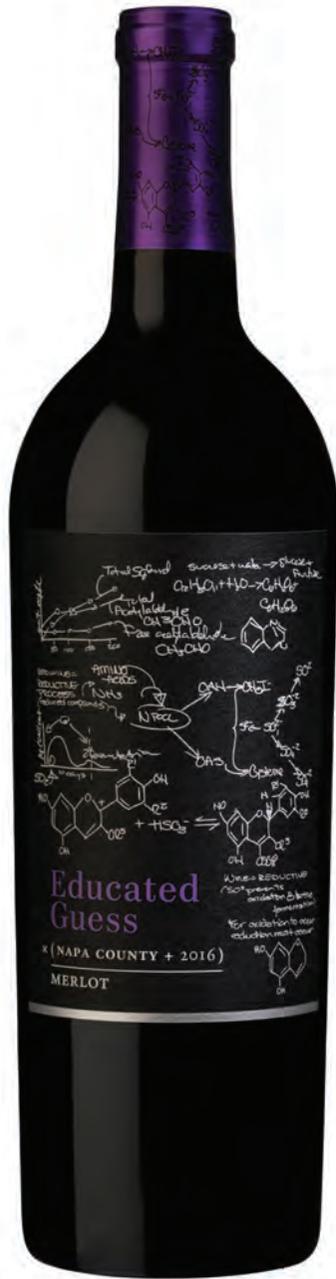
## Our Entire Team

**Mark Albrecht**—Owner, Founder, Operator, Janitor, and CEO.

**Mayda Barajas** is our Marketing Manager and has her hands in just about every aspect of our business. Primarily she handles our marketing—the tasting room, our wine club, trade hospitality, events, press, and social media.

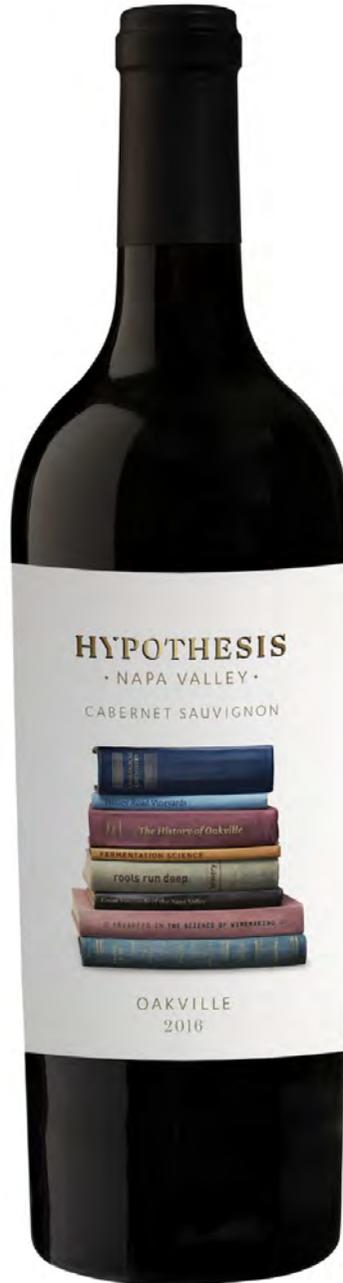
**Macario Montoya** is our new head winemaker and brings to us over 15 years of winemaking experience. For the 10 years prior to joining Roots Run Deep he was the assistant winemaker at Piña Cellars, a winery known for their highly sought-after single vineyard Cabernet Sauvignons. Macario also has his own family brand with his wife Griselda Ceja (another well-known Napa wine family) called Campesino which means “field worker” in Spanish, a tribute to the men and women who toil the land for us all.

**Mark Neville** is our Vice President of Sales and Marketing for the East Coast. Mark spent the last six years of his career working for our sales and marketing agent, Vintage Point, running the Northeastern United States. Under his leadership our business in this part of the country exploded, so when looking for the person to take on this new and important role he was the obvious choice! Prior to working for Vintage Point, Mark was the National Sales Manager for Robert Sinskey Vineyards in Napa.



## Educated Guess Napa County Merlot

Our Napa Merlot was created with a distinct mission in mind, to generate interest and excitement in a grape that years ago fell out of fashion. This noble grape produces some of world's most interesting wines, providing the vineyards are properly located and well-maintained with a focus on low yields and intense flavors. We have chosen two ideal sites for Merlot on the floor of the valley, one in the heart of Yountville and the other in Oak Knoll. We barrel ferment a significant portion of this wine to provide structure and complexity and finish the blend with a sizeable chunk of Cabernet Sauvignon to further its intensity and age-ability. Since our first vintage in 2012, major wine publications like the Wine Spectator, Wine Advocate, and Wine Enthusiast have given this wine very high marks for its quality and value! The production of this wine is fairly small, averaging about 4,000 cases a year.



## Hypothesis Oakville Cabernet Sauvignon

Our first Reserve Cabernet Sauvignon was released in 2010 and immediately garnered critical acclaim. Produced from one of the best vineyards in all of the Napa Valley (The Money Road Vineyard in Oakville), this Cabernet is small in production (400 cases) and spends at least 24 months in French Oak Barrels. The Blend is primarily Oakville Cabernet Sauvignon, but typically has a splash of Napa Valley Merlot and Malbec depending on the needs of the vintage. The wine has incredible depth and complexity, delicious black fruits and amazing opulence. Hypothesis Oakville Cabernet Sauvignon is a muscular wine that loves to be paired with food, but is sophisticated enough to stand on its own.

**e<sup>g</sup>**

**Educated Guess**  
x (NORTH COAST + 2016)  
**RED WINE BLEND**

Wine = REDUCT  
(SO<sub>2</sub> prevents oxidation & bottle fermentation)

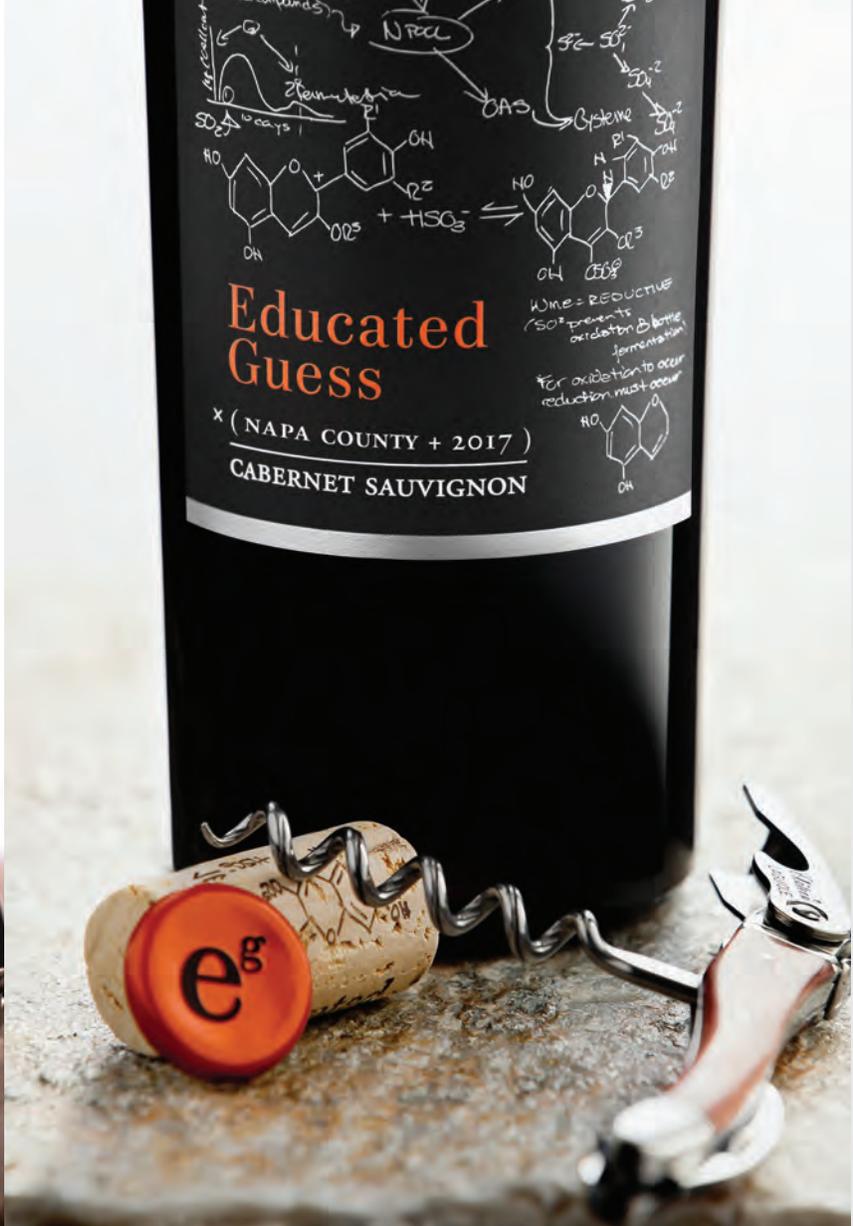
## EG by Educated Guess North Coast Red Wine Blend

This wine is our answer to summer barbeque and Sunday night football! A unique blend of Cabernet Sauvignon, Petite Sirah, and Merlot, the wine is rich and full bodied with incredible flavors of dark fruits, mocha, herbs, and vanilla. At only 5,000 cases produced each vintage, this is a great opportunity for a retailer or restaurant to corner the market on a delicious, structured, Cabernet-centric blend that delivers juicy fruit-forward flavors that red wine drinkers have come to love.



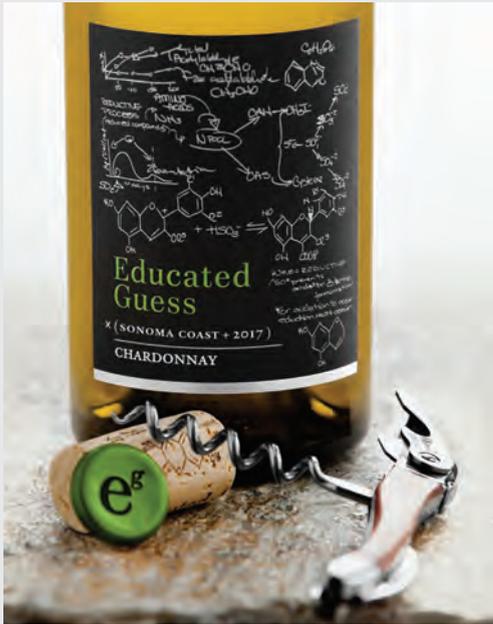
## EG by Educated Guess North Coast Cabernet Sauvignon

The newest member of the Roots Run Deep family of wines, the EG Cabernet Sauvignon hails from two top vineyards in Northern California! The first is a vineyard owned and farmed by the Beckstoffer Family. The Crimson Ridge Vineyard, in the Red Hills AVA of Lake County, is known for its volcanic soils and western facing slope, which provide the wine with amazing structure and depth due to its extended hang time. The second vineyard and equally important is a site on Money Road in Oakville, the heart of the best area for Cabernet in the Napa Valley. This vineyard brings to the blend a perfect sense of elegance and structured, velvety tannins. The final result is a wine that is luscious and full bodied, excites the senses, and is packed with exotic flavors of tea, spice, dark chocolate and fruit preserves. As Cabernet Sauvignon grape prices continue to sky rocket throughout the Napa Valley, this wine is an amazing value for a retail or restaurant by the glass program.



## Educated Guess Napa County Cabernet Sauvignon

The first wine we produced in 2005 and what we have built our winery around since that time. Napa Valley has long been known for producing some of the best and now most expensive wines in the world, particularly Cabernet Sauvignon. Educated Guess Napa Cabernet Sauvignon was created to upset the status quo and deliver an amazing wine that competes with wines that are two, three, and even four times its price! Sourced from some of the best Cabernet Vineyards in the Napa Valley (think Beckstoffer Georges III, Bettinelli and Laird) and blended with a chunk of Yountville Merlot and touches of Cabernet Franc and Petite Verdot. This wine has received a Best Buy, Top Value, or Best of Class award from every major wine publication each and every year since 2005! We are proud that the wine press has regaled us with many great reviews over the past decade, but what is even more important to us is the loyal consumers who enjoy our wine with such passion and share it with friends and family! Our Cabernet Sauvignon is rich, ripe and focused with flavors of sweet black currant and juicy blackberry intermingled with hints of shaved chocolate and tobacco. Layers of delicious flavors are balanced by toasty oak, silky tannins and a lingering finish!



## Sangiacomo Vineyards

Small production and vineyard specific is what separates our Sonoma Coast Chardonnay and Pinot Noir from the rest of the pack. Forged from a key partnership with a single grower family, the **Sangiacomos**, these wines are amazing in quality, and affordably priced. Handcrafted then carefully blended by our winemaker to ensure incredible complexity while still retaining the fruits' natural acidity, these wines are elegant and layered.

### Educated Guess Sonoma Coast Chardonnay

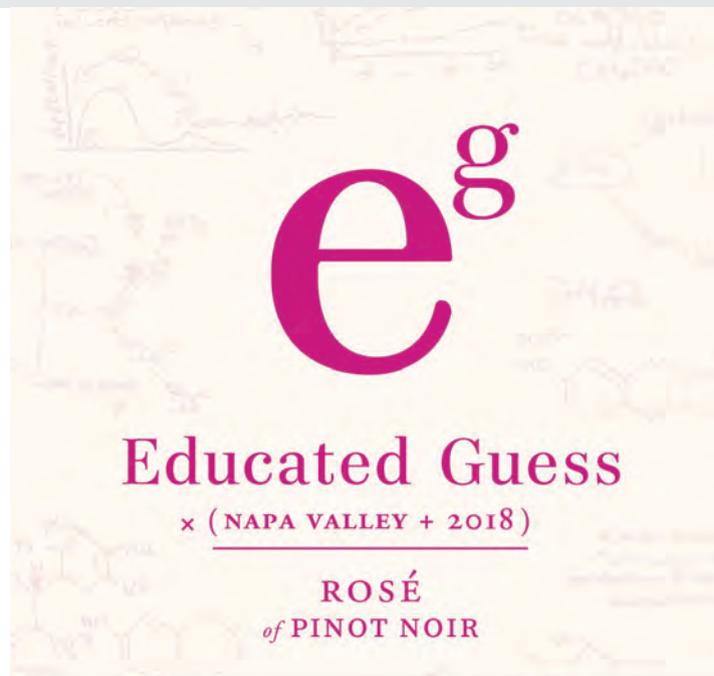
Our Chardonnay production is about 4,500 cases annually from four great vineyard sites and includes the famed Old Wente and Robert Young Clones. The majority of the fruit is barrel fermented, some in new oak and some in older barrels, which gives the wine richness, texture, and flavors of butterscotch, spice, vanilla, and pear. The remainder of the fruit is fermented in tank in order to retain the natural acidity and delicious tropical fruit aromas and flavors. Combining these two styles is an art and one we work very hard on each and every vintage. This wine is an incredible value and we believe indistinguishable in quality from its higher-priced competitors!

### Educated Guess Sonoma Coast Pinot Noir

Our Pinot Noir production is about 4,000 cases annually from five great vineyard sites and includes the top clones of this finicky grape—Swan, Pommard, and Dijon Clones all bring unique colors, flavors and aromas to the final blend. Four of the vineyards are located in Sonoma Carneros and one new and exciting vineyard block is located in the Petaluma Gap, an area widely recognized for some of the top Pinot Noirs from California. Aged 12 months in French Oak with delicious flavors of ripe strawberry, red cherry, spice, and cola this wine sells out of the winery the fastest and is a great addition to any restaurant wine list or independent retailers shelf.

## EG by Educated Guess Napa Valley Rosé of Pinot Noir

Who doesn't love a crisp glass of Rosé on a hot summer day? But it seems everyone is making one now. What makes our Rosé so unique is its pedigree of fruit. Farmed by one of the great wine grower families in the Napa Valley, this vineyard's fruit goes in to some of the most well-known Pinot Noirs in the valley. Our Rosé is 100% whole cluster pressed and crafted in an elegant Provence style. A beautiful pale pink color, with delicious flavors of ripe strawberry and hints of raspberry, the wine finishes with crisp acidity. Our Rosé is dry and refreshing, and immediately received glowing reviews from the press and major wine competitions. With only about 1,500 cases produced, this wine is a perfect complement to a retailer's summer selection or restaurants by the glass program.



## Higher Education Reserve Cabernet Series

With each exceptional vintage we explore a specific sub-appellation in the Napa Valley and showcase its uniqueness, finesse, and power. For the 2014 vintage we focused on Howell Mountain, specifically a vineyard located at one of its highest elevations. These wines champion the balanced expression of Howell Mountain, where smooth structured tannins, excellent natural acidity, and layered complexity add sophistication to the intensity of the mountain fruit. Each was aged in French Oak Barrels for two years and

then spent one year in the bottle before release. Future vintages will explore the great regions of Oakville and Rutherford. This wine is sold in a gorgeous wood box that contains one of each of the unique blends and allows the customer to enjoy something incredibly delicious, amazingly unique, and extremely rare. An excellent gift for recent grads, educators, wine aficionados who love to learn about different wines and micro sites.



### THE SCHOLAR

HOWELL MOUNTAIN  
CABERNET SAUVIGNON

A blend of 90% Howell Mountain Cabernet Sauvignon, 5% Coombsville Merlot, and 5% Napa Valley Cabernet. The first wine in the series is meant to be the most approachable. Beautifully crafted, it bursts from the glass with intense black cherry, currant liquor, mocha, and crushed violets. Concentrated flavors of exotic spice and roasted sage blend seamlessly with tiers of black and blue fruits. The small touches of Merlot provide just the right amount of grace and softness to create refined tannins and a long-lasting finish. 121 cases produced.



### THE GRADUATE

HOWELL MOUNTAIN  
CABERNET SAUVIGNON

Composed of 95% Howell Mountain Cabernet Sauvignon, 3% Coombsville Merlot, and 2% Napa Valley Cabernet Sauvignon. Always our favorite in our blending sessions, this wine offers seductive aromas of wild fruits, cassis, and warm blackberry pie that invites you in and leaves you wanting more. Hints of freshly shaved chocolate, pencil shavings, and ripe fruit compote mesh well with soft tannins and a mouthwatering finish. 127 cases produced.



### THE VALEDICTORIAN

HOWELL MOUNTAIN  
CABERNET SAUVIGNON

A fantastic blend of 85% Howell Mountain Cabernet Sauvignon, 10% Napa Valley Cabernet Sauvignon and 5% Coombsville Merlot. Deep brooding flavors of preserved plum and blackberry pie are accented perfectly with hints of cedar and mocha. Layers of minerality, graphite, and wild berries make this a rich and full-bodied wine with an incredible finish and has amazing ageing potential. 133 cases produced.



### THE PH.D.

HOWELL MOUNTAIN  
CABERNET SAUVIGNON

A wine for the purist, the Ph.D. is 100% Howell Mountain Cabernet Sauvignon. This muscular wine is the pinnacle of our Reserve Wine Series and offers a bounty of both fruit and earth-driven aromatics. Bursts of black currant and blackberry fruit leap from the glass. Notes of chocolate, graphite, and wild fruit layer themselves together seamlessly. Cocoa and a hint of beautiful oak grace the palate as tiers of rich exotic flavors unfold. A firm backboned wine with a lingering finish. 125 cases produced.

# What the Press Says About Roots Run Deep Winery

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

**Wine Spectator**

"Best Cabernet value from the Napa Valley"

**Food and Wine Magazine**

"This winery figured out the formula for great \$20 Cabernet years ago and has hewed close to that style. The current release, like its predecessors, is dry, rich and balanced, offering classic Napa Cabernet ripe fruit character and is a great value for the quality."

**WINEENTHUSIAST**

"This brilliantly conceived bottling proves that, even in difficult times, there are opportunities to produce price worthy wines when one takes the time and effort to do it!"

**Connoisseurs' Guide to California Wine**

"Top value Cabernet Sauvignon – 10 years in a row"

**Wine Spectator**

"This simply must be one of the best buys in all of Napa Valley"

*Robert Parker*  
WINE ADVOCATE

"Top value Merlot"

**Wine Spectator WINEENTHUSIAST**

"Editor's Choice Chardonnay"

**WINEENTHUSIAST**

"An amazing value Chardonnay from this winery and a heck of a bargain at this price point."

*Robert Parker*  
WINE ADVOCATE

"Gold Medal – 3 years in a row – Carneros Pinot Noir"

**San Francisco Chronicle Wine Competition**

"This Hypothesis Cabernet easily stands beside much more expensive bottlings"

**WINEENTHUSIAST**

"One of the best Rosés of the year!"

**WINEENTHUSIAST**



8 Best of Class, 9 Double Golds, and 15 Gold Medals

**San Francisco Chronicle Wine Competitions  
2008-2018**

## roots run deep

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