

2005

It all started with an idea, a dream,
and a single wine label.

roots run deep

—
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to produce unparalleled wines from the Napa Valley.*



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WINERY



*It all started with an idea, a dream,
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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.

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, and Howell Mountain 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.

OUR TEAM

Mark Albrecht

Owner, Founder, Janitor, and CEO.

Mayda Barajas

Marketing Manager and oversees our tasting salon, wine club, trade hospitality, events, press, and social media.

E: mayda@rootsrundeep.com

Macario Montoya

Head Winemaker and brings to us over 15 years of winemaking experience.

E: macario@rootsrundeep.com

Mark Neville, CSW

Senior Vice President of Sales - Broad Market

P: 707-363-4124

E: markneville@rootsrundeep.com

Kerri Chappell, CSW

Director of Sales for California.

P: 707-309-1459

E: kerri@rootsrundeep.com

Sean Salene, WSET Level II

Vice President of National Chain Retail.

P: 206-518-1607

E: sean@rootsrundeep.com

Logan Laubach

Regional Sales Manager for the Southeast (VA, WV, TN, NC, SC, MS, AL, GA, and FL).

P: 707-339-0102

E: logan@rootsrundeep.com

Will Williams, WSET Level II

Director of Sales for the Central States

(TX, CO, KS, MO, NM, OK, AR, and LA).

P: 707-339-1207

E: will@rootsrundeep.com

Educated Guess

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!



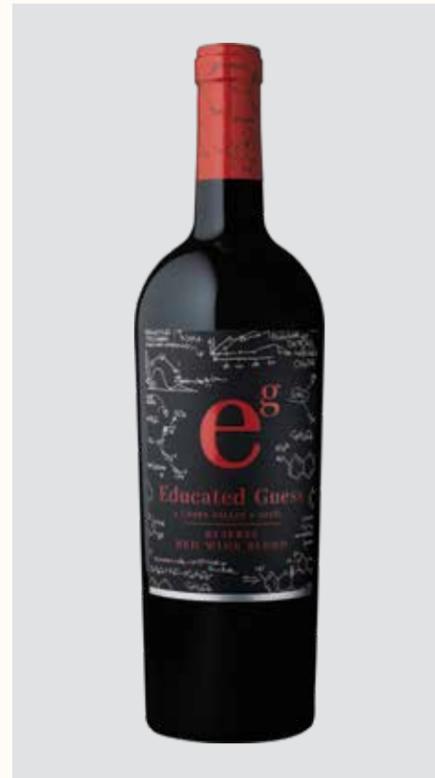
EDUCATED GUESS Chardonnay Sonoma Coast

Our Chardonnay production is about 2000 cases annually from two great vineyard sites in Russian River Valley. 100% of the fruit is barrel fermented, some in new oak and some in older barrels, which gives the wine richness, texture, and flavors of spice, vanilla, and pear, while retaining the natural acidity and delicious tropical fruit flavors. This wine is an incredible value and we believe indistinguishable in quality from its higher-priced competitors!



EDUCATED GUESS Pinot Noir Sonoma Coast

Our Pinot Noir production is about 5,000 cases annually from three great vineyard sites and includes the top clones of this finicky grape—Martini, Pommard, and Dijon Clones that all bring unique colors, flavors and aromas to the final blend. Two of the vineyards are located in Sonoma Gap and one new and exciting vineyard block is located in the Russian River Valley, both areas are 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 Reserve Red Wine Blend Napa Valley

This wine is our answer to summer barbecue and Sunday night football! A unique blend of Merlot, Cabernet Sauvignon, and Petite Sirah, the wine is rich and full bodied with incredible flavors of dark fruits, mocha, herbs, and vanilla. At around 10,000 cases produced each vintage, this is a great opportunity for a retailer or restaurant to corner the market on a delicious, structured, Merlot-centric blend that delivers juicy fruit-forward flavors that red wine drinkers have come to love.



EDUCATED GUESS Merlot Napa Valley

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 Oakville and the other in Oak Knoll. We barrel ferment a portion of this wine to provide structure and complexity and finish the blend with a sizable 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 2,000 cases a year.

**EG BY EDUCATED GUESS
CABERNET SAUVIGNON
NORTH COAST**

...a wine that is luscious and full bodied, excites the senses, and is packed with exotic flavors...

One of the newest members 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 skyrocket throughout the Napa Valley, this wine is an amazing value for a retailer or restaurant by the glass program.

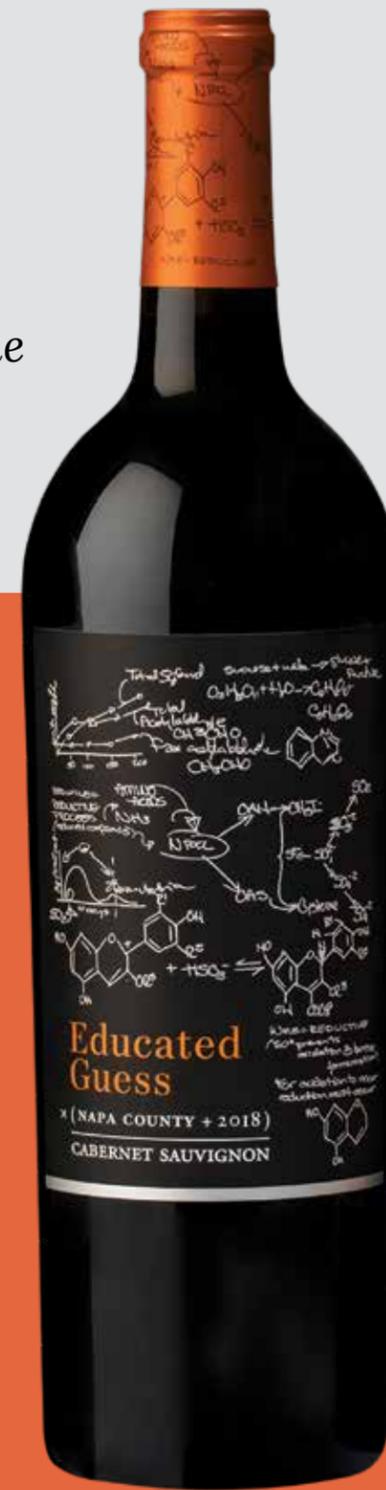
- 85% Lake County and Oakville Cabernet Sauvignon
- 8% Lodi Petite Sirah
- 7% Napa Valley Merlot
- 12 Months in French Oak Barrels
- 14.5% Alcohol by Volume
- \$20 Suggested Retail Price
(UPC Code 8-98079-00108-6)



Educated Guess Napa Cabernet Sauvignon was created to upset the status quo and deliver an amazing wine...

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 Oakville 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!

**EDUCATED GUESS
CABERNET SAUVIGNON
NAPA COUNTY**



- 85% Cabernet Sauvignon
- 7% Merlot
- 5% Petit Verdot
- 3% Cabernet Franc
- 12 Months in French Oak Barrels
- 14.5% Alcohol by Volume
- \$30 Suggested Retail Price
(UPC Code 8-98079-00100-0)

Educated Guess

CABERNET SAUVIGNON
COLUMBIA VALLEY



Truth Be Told

Two great wineries, two amazing wine regions—one exceptional Washington Cabernet Sauvignon: Truth Be Told.

The result of a partnership between Napa Valley's Roots Run Deep and Columbia Valley's Goose Ridge, Truth Be Told Cabernet Sauvignon brings together the best fruit from hillside portions of Goose Ridge's vineyards, otherwise known as Goose Gap, America's newest AVA, Goose Gap has gained global attention for its quality Cabernet, Merlot, and Malbec. Roots Run Deep Winemaker Macario Montoya and the team from Goose Ridge can't wait for you to taste the wines from this incredible collaboration.

Truth Be Told Cabernet Sauvignon comes out of the gate roaring. An intoxicating nose of vividly bright fruits, wet stone and hints of tobacco notes all leap from the glass. A well-structured wine with juicy acidity is balanced by tiers of rich ripe berries, plum and licorice. A touch of new oak adds texture while layers of shaved chocolate and ripe tannins meld together to create a long, luxurious finish.

100% Goose Gap AVA – the newest AVA in America!
100% Goose Ridge Estate Vineyards
88% Cabernet Sauvignon
6% Merlot
6% Malbec
15 Months French Oak Barrels
14.5% Alcohol by Volume
\$18 Suggested Retail Price
(UPC Code 8-98079-00105-5)

CABERNET SAUVIGNON
NAPA VALLEY



Bound & Determined

...we are driven, some might say hell-bent, and at the very least, persistent in our desire to make the best possible wines...

Our Bound and Determined Cabernet Sauvignon is named after a concept that is central to the founding practice of Roots Run Deep Winery. Since our inception we have been focused on a single goal, to produce outstanding wines of substance and quality that compete with wines significantly more expensive. At Roots Run Deep Winery we are driven, some might say hell-bent, and at the very least, persistent in our desire to make the best possible wines period.

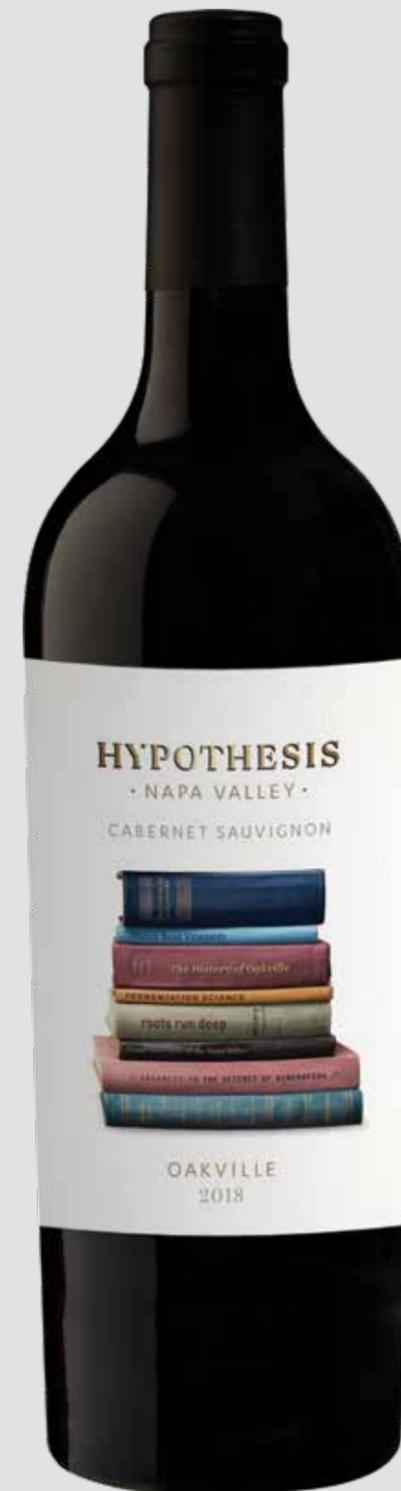
Our Bound and Determined Napa Valley Cabernet Sauvignon is produced from top vineyard sites in Oakville and Rutherford and exhibits an abundant perfume of black currant and Bing cherry, intermingled with intoxicating notes of lilac, wild spices and wet slate. The wine shows incredible depth and has tiers of mouthwatering flavors of black cherry, vanilla, cassis and oak.

90% Cabernet Sauvignon
3% Merlot
3% Malbec
3% Petite Verdot
18 Months in French Oak Barrels
14.8% Alcohol by Volume
\$50 Suggested Retail Price
(UPC Code 8-98079-00109-3)

Hypothesis

The wine has incredible depth and complexity, delicious black fruits and amazing opulence.

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 Sauvignon is small in production (less than 1400 cases) and spends at least 18 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. Hypothesis Oakville Cabernet Sauvignon is a muscular wine that loves to be paired with food, but is sophisticated enough to stand on its own.



CABERNET SAUVIGNON
OAKVILLE

96% Oakville Cabernet Sauvignon
2% Napa Valley Malbec
2% Napa Valley Merlot
18 Months in French Oak Barrels
2,468 6-Packs Produced
15% Alcohol by Volume
\$75 Suggested Retail Price
(UPC Code 8-98079-00103-1)

Higher Education

RESERVE CABERNET SERIES

With each exceptional vintage we explore various high elevation Howell Mountain vineyard sites and showcase its uniqueness, finesse, and power. 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. This series allows our wine club members and special guests to enjoy something incredibly delicious, amazingly unique, and extremely rare. An excellent gift for recent grads, educators and wine aficionados who love to learn about different wines and micro sites. Exclusive to our wine club members and tasting salon guests. Less than 300 6-pack cases produced of all 4 wines collectively.



THE SCHOLAR

Howell Mountain | Cabernet Sauvignon

The Scholar is a wonderful wine that begins our reserve wine series. It is 95% Howell Mountain Cabernet Sauvignon and 5% Malbec and Merlot. A beautifully crafted wine that bursts from the glass with intense black cherry, currant liquor, mocha, and crushed violets. Concentrated flavors of exotic spice and roasted sage pair amazingly well with tiers of freshly crushed 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.



THE GRADUATE

Howell Mountain | Cabernet Sauvignon

The Graduate is always a favorite in our blending sessions. It is 90% Howell Mountain Cabernet Sauvignon and 5% each of Malbec and Merlot. It offers seductive aromas of wild fruits, cassis and warm blackberry pie that invites you in for more. Hints of freshly shaved chocolate, pencil shavings, and ripe fruit compote mesh well with soft, robust tannins that provide for a mouthwatering finish.



THE VALEDICTORIAN

Howell Mountain | Cabernet Sauvignon

The Valedictorian is a fantastic blend of 85% Howell Mountain Cabernet Sauvignon, 15% Malbec and 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. A splash of Merlot provides a satin-like finish.



THE PH.D.

Howell Mountain | Cabernet Sauvignon

The Ph.D. is the pinnacle of our reserve wine series. It is 90% Howell Mountain Cabernet Sauvignon and 10% Malbec. This is a muscular wine that 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 hits of oak grace the palate as tiers of rich, exotic flavors unfold, providing a satisfying backbone.

roots run deep

WINERY

