

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.*



# roots run deep

WINERY



**R**oots 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.

*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.*

## 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@rootsrundeeep.com](mailto:mayda@rootsrundeeep.com)

Macario Montoya  
Head Winemaker and brings to us over  
20 years of winemaking experience  
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### MARK ALBRECHT

Proprietor Mark Albrecht is a 25-year veteran in the wine industry and has been involved in all aspects of the industry from restaurant to retail, and wholesaler to supplier. Mark was instrumental in the creation, strategic planning and marketing of many successful wine brands and brings that passion to Roots Run Deep. His philosophy is that great wines can be affordable and Roots Run Deep Winery is dedicated to producing wines that can compete with \$100+ wines for a fraction of the price.

### MACARIO MONTOYA

Macario Montoya, was hired in 2017 to be the new head Winemaker for Roots Run Deep Winery. Prior to joining Roots Run Deep, Macario spent the last 10 years of his winemaking career as the Assistant Winemaker of Piña Winery in Rutherford. Since joining us he has elevated the quality of our already exceptional wines as well as received numerous accolades and recognition from major wine publications. As winemaker, Macario oversees all aspects of winemaking as well as our vineyard management and grower relations.

# 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 2,000 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!



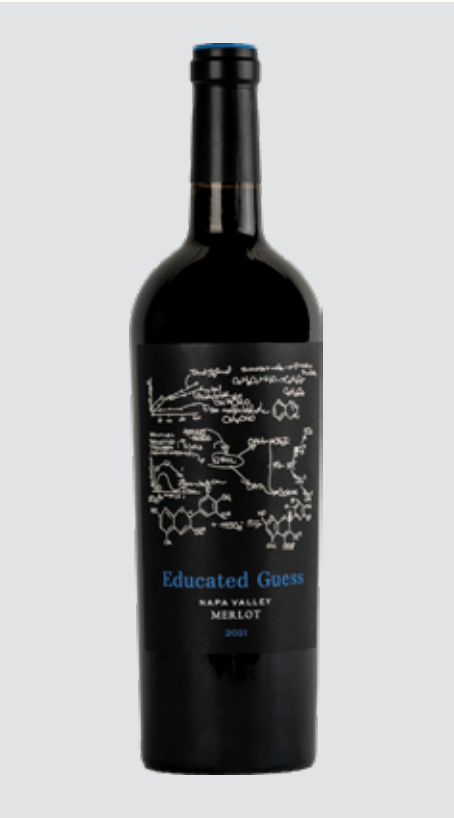
### EDUCATED GUESS Pinot Noir Sonoma Coast

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 Petaluma 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

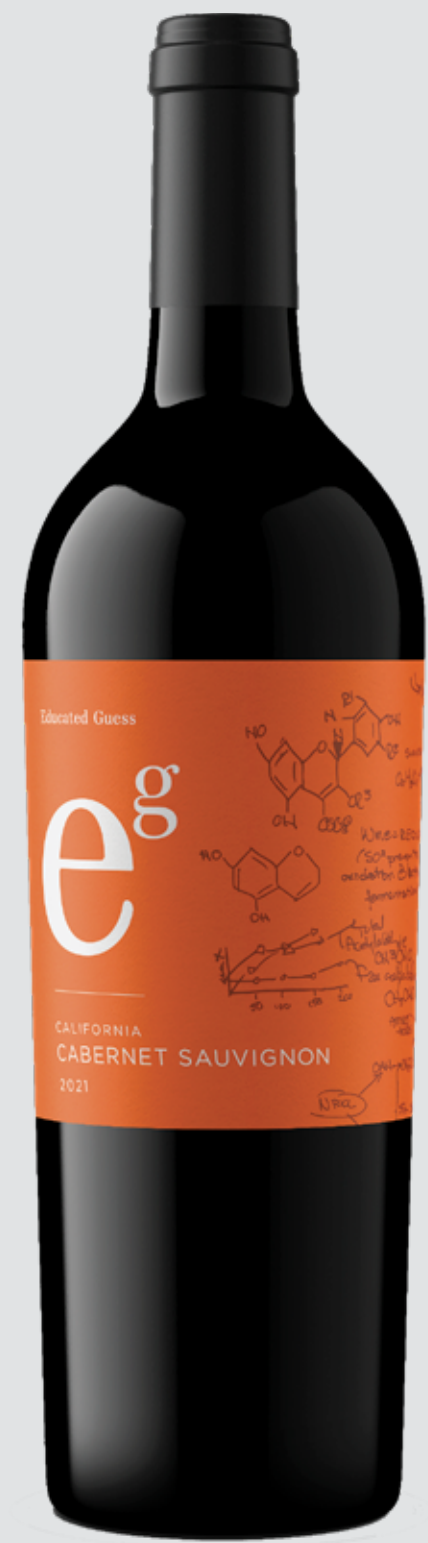
Our Napa Merlot was created with a distinct mission in mind, to generate interest and excitement in a grape that years ago fell out of fashion. This noble grape produces some of world’s most interesting wines, providing the vineyards are properly located and well-maintained with a focus on low yields 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  
CALIFORNIA

*A bright, fruit forward wine  
with supple tannins makes  
this a crowd pleaser.*

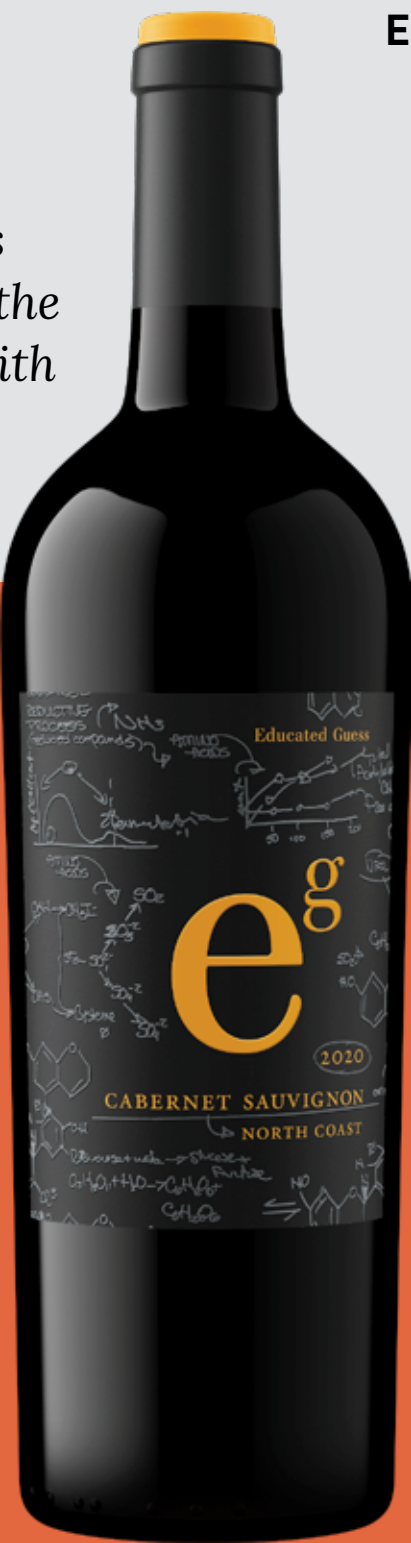
We are excited to introduce the latest addition to our Educated Guess family, the EG by Educated Guess California Cabernet Sauvignon. This wine is sourced from two exceptional vineyards in Northern California: Crimson Ridge Vineyard in Lake County, and a historic family vineyard in Lodi famous for growing exceptional Cabernet Sauvignon and Petite Sirah. This wine showcases Cabernet Sauvignon's versatility, highlighting both fantastic winegrowing regions. A bright, fruit forward wine with supple tannins makes this a crowd pleaser. Petite Sirah contributes beautiful color and spice, while splashes of Petit Verdot and Malbec round out the mouthwatering finish.



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...*

Our North Coast Cabernet Sauvignon opens with concentrated aromas of dark berries, plums, and a hint of cracked peppercorn. The primary source for the Cabernet fruit is from the famed Beckstoffer Crimson Ridge Vineyard. This vineyard is known for its volcanic soils and has a western facing orientation, which provides the wine with amazing structure and depth due to its extended hang time. The Napa portion of the blend comes from vineyards in Oakville and Rutherford. The Napa Cabernet Sauvignon brings to the blend a perfect sense of elegance and smooth velvety tannins. The final blend is luscious and full bodied, excites the senses, and is packed full of exotic flavors of tea spice, dark chocolate, and fruit preserves.



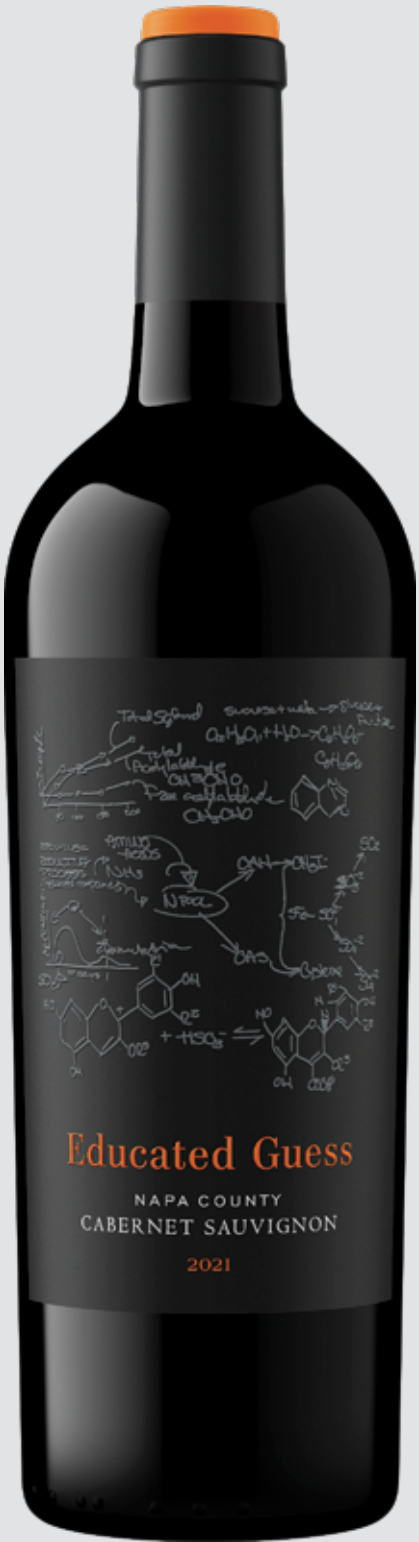
Educated Guess

# Educated Guess

Since our inception in 2005, we have been producing Educated Guess Cabernet Sauvignon as an answer to Napa Cabs that are two, three, or four times its price.

Educated Guess's quality equals its value—sourced from some of Napa's best vineyards (think Beckstoffer Georges III, Bettinelli, and Laird Money Road), using only the best grapes. Though this wine is consistently lauded—having received Best Buy, Top Value, or Best of Class from every major wine publication every year since 2005, including #1 Selling Napa Cabernet under \$50—the depth of consumer loyalty is what makes us most proud. This wine is rich, ripe, and focused with flavors of sweet black currant and juicy blackberry intermingled with hints of shaved chocolate and tobacco. Delicious flavors framed by toasty oak and silky tannins, meld together throughout the wine's lingering finish.

CABERNET SAUVIGNON  
NAPA COUNTY



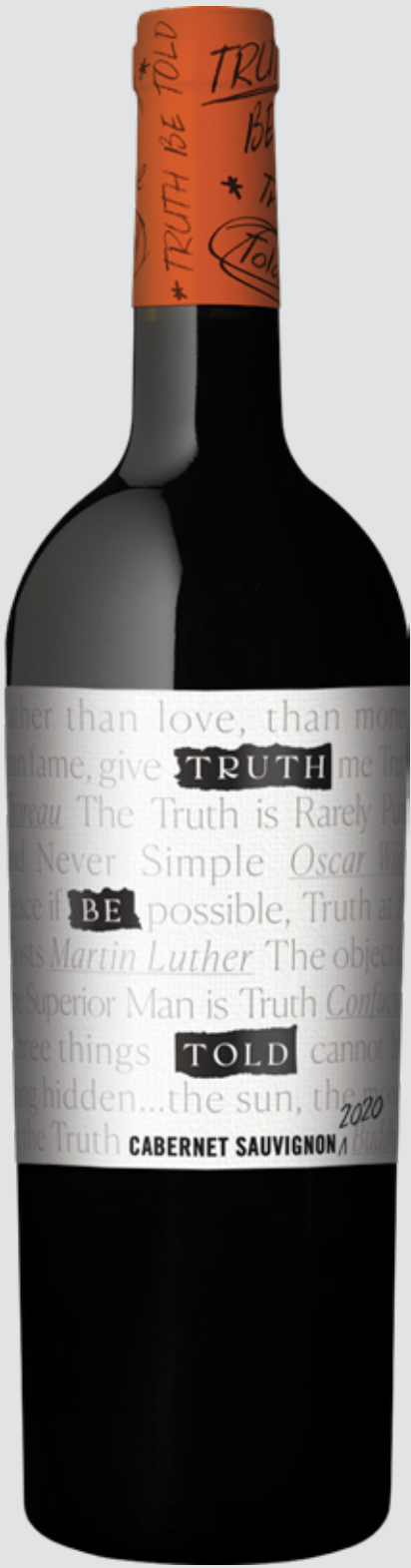
# Truth Be Told

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

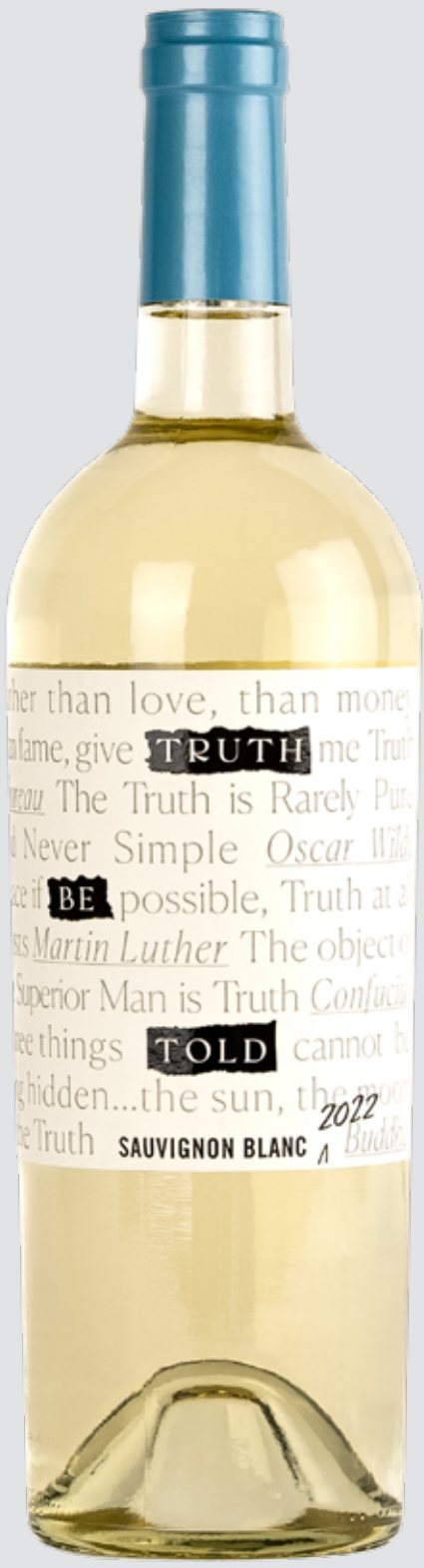
The result of a partnership between Napa Valley's Roots Run Deep and Columbia Valley's Goose Ridge, Truth Be Told Cabernet Sauvignon brings together the best fruit from hillside portions of Goose Ridge's vineyards, otherwise known as Goose Gap, America's newest AVA. Goose Gap has gained global attention 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.

CABERNET SAUVIGNON  
COLUMBIA VALLEY



SAUVIGNON BLANC  
COLUMBIA VALLEY



Our latest wine, Truth be Told Sauvignon Blanc, is inspired by the classic white Bordeaux bottlings from France. A blend of 77% Sauvignon Blanc and 23% Semillon, this wine was barrel-fermented in neutral oak and has a vividly fresh nose of starfruit, sliced melon and seashells intertwined with expressive floral notes. A well-balanced wine with layers of citrus fruits bursts from the glass, and the crisp finish and mouth-watering acidity will have you asking for more.

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.

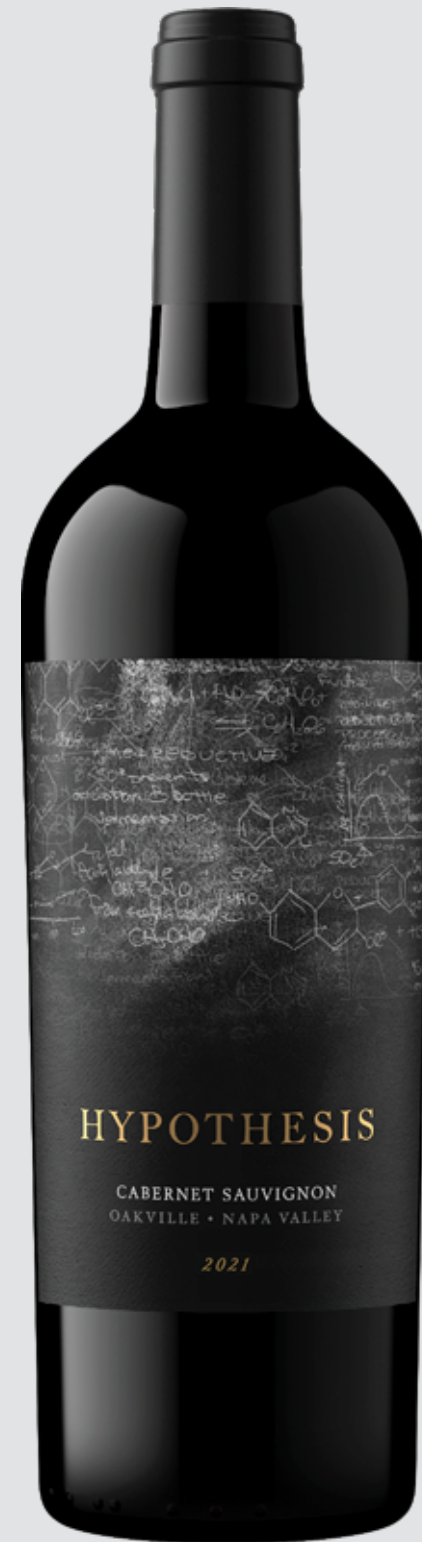
Our Bound and Determined Napa Valley Cabernet Sauvignon is produced from top vineyard sites in Oakville and Rutherford and exhibits an abundant perfume of black currant and bing cherry, intermingled with intoxicating notes of lilac, wild spices and wet slate. The wine shows incredible depth and has tiers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



# 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 1,400 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



# 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. 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 touch of Merlot provides 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 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 PH.D.

Howell Mountain | Cabernet Sauvignon

*The Ph.D. is the pinnacle of our reserve wine series. 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.*



### THE VALEDICTORIAN

Howell Mountain | Cabernet Sauvignon

*The Valedictorian is a fantastic blend showcasing 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.*



# Tasting Salon

*Tastings occur: Friday through Monday from 12 pm to 7 pm – appointment is necessary.*

*After over a decade of producing some of the most sought after and highly acclaimed wines in the Napa Valley, Roots Run Deep Winery is thrilled to have opened the doors to our tasting salon in Downtown Napa! For those of you have been loyal champions of our wines, please come visit us and experience first hand*

*our exceptional hospitality. For those of you who have heard of us but have not yet had the opportunity to taste our wines, this is your chance to experience what Robert Parker of the Wine Advocate called "Simply one of the best value wineries in all of the Napa Valley".*



1607 FIRST STREET  
CORNER OF SEMINARY



*Our tasting salon is conveniently located in the heart of Downtown Napa at 1607 First Street. This historic 120 year old craftsman home provides the perfect backdrop to showcase our amazing wines from both the Napa and Sonoma Valleys.*

*To book your reservation visit our website [rootsrundeepp.com/wine-tastings](https://rootsrundeepp.com/wine-tastings) or call (707) 945-1045.*



# roots run deep

WINERY



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