



roots run deep

Napa Valley



*Founded in 2005 with a single aim:
to produce exceptional wines at remarkable value.*

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WINERY



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

That insight became the winery's founding idea, and its first wine: Educated Guess Napa County Cabernet Sauvignon. To fund that first vintage, Mark sold his house and nearly everything in it. Friends and family who believed in the vision helped turn that leap into a working winery.

More than twenty years later, Roots Run Deep sources fruit primarily from Napa Valley vineyards, while also working with exceptional growers in Sonoma and across California – always in pursuit of the same thing: wines that overdeliver on quality, character, and value.

Roots Run Deep Winery was founded in 2005 by Mark Albrecht – a wine industry veteran who had spent decades working across every level of the business, from boutique wine bars and retail shops to high-end restaurants and national chains. What he kept seeing was a gap: customers who wanted great wine but found the best bottles either out of budget or made to feel out of reach.

OUR TEAM

Mark Albrecht
Owner, Founder, Janitor, and CEO

Samantha Newman, *WSET Level III*
Marketing & Operations Manager
Oversees marketing, tasting salon, ecommerce, wine club, trade hospitality, events, press, and social media.
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Macario Montoya
Head Winemaker and brings to us over 20 years of winemaking experience.
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MARK ALBRECHT

Mark Albrecht is a 25-year veteran of the wine industry, having worked across every corner of the business – from boutique wine bars and retail shops to high-end restaurants and national chains. Before founding Roots Run Deep, he helped build the national wine program at Cost Plus World Market as the company expanded across the country. He founded Roots Run Deep in 2005 on a single conviction: that exceptional Napa Valley wine should be both accessible and affordable. That belief shaped the first wine he ever made and remains at the core of everything the winery produces today.

MACARIO MONTOYA

Macario Montoya joined Roots Run Deep in 2017 bringing with him over two decades of winemaking experience. As Head Winemaker, Macario oversees all aspects of winemaking and vineyard partnerships, bringing a balance of scientific rigor and instinct to every vintage. His work has earned consistent recognition from major wine publications and helped define the character of the Roots Run Deep portfolio.

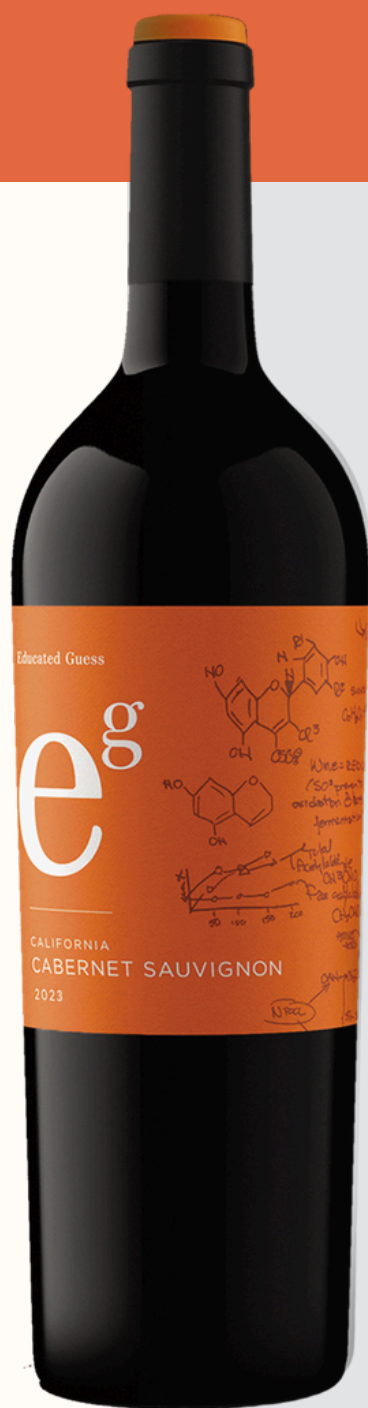
e^g by Educated Guess

*Curious by nature.
Overdelivering by design.*

EG BY EDUCATED GUESS Cabernet Sauvignon CALIFORNIA

Our California Cabernet Sauvignon draws on the extraordinary diversity of the state deliberately – pulling from exceptional growing regions including Beckstoffer Crimson Ridge Vineyard in Lake County and celebrated Lodi vineyards, and aged 12 months in French oak. Petite Sirah adds depth and spice, while splashes of Petit Verdot and Malbec round out the finish. Bright, fruit-forward, and approachable from the very first pour.

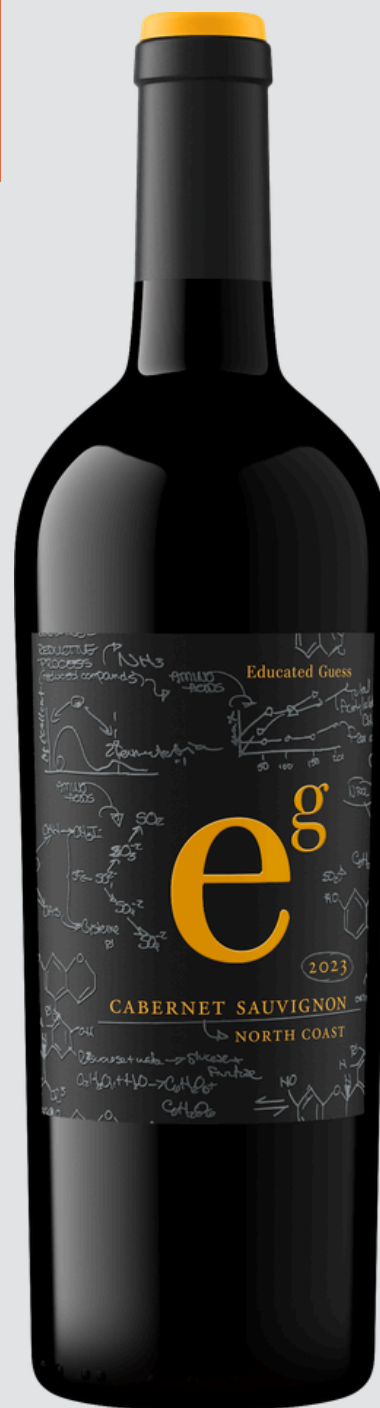
Since its launch, this wine has become one of our fastest-growing SKUs – a million-dollar wine nationally, ranked #83 in the \$10–\$15 all-varietal category, with over 80% growth in Nielsen 52-week data. Awarded 91 points and a Best Buy from Wine Enthusiast.



EG BY EDUCATED GUESS Cabernet Sauvignon NORTH COAST

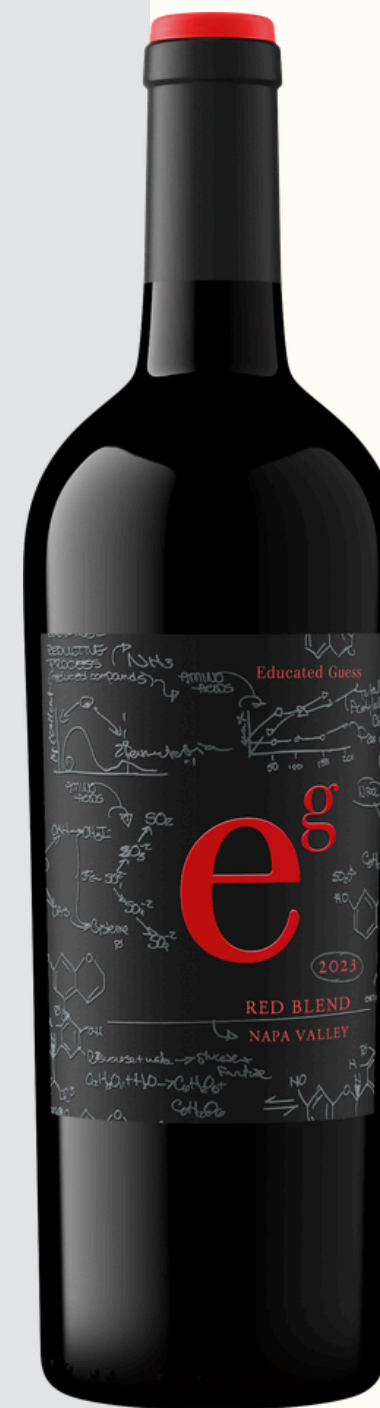
Don't let the appellation fool you. Our North Coast Cabernet draws on fruit from some of California's most respected growing regions – anchored by Beckstoffer Crimson Ridge Vineyard in Lake County, known for its volcanic soils and extended hang time, and blended with Cabernet from Oakville and Rutherford for the elegance and polish that Napa Valley delivers at its best. Aged 12 months in French oak, the result is luscious and full-bodied, with a depth and complexity that competes well above its tier.

Consistently recognized with 90+ scores from major publications, this is the wine that bridges everyday California Cabernet and luxury Napa Valley – serious pedigree at an accessible price.



EG BY EDUCATED GUESS Red Blend NAPA VALLEY

The kind of red blend that makes the whole table happy – and that's entirely by design. Merlot brings generous fruit and softness, Cabernet Sauvignon adds structure and depth, and Petite Sirah delivers the richness and full-bodied character that completes the blend. Together they produce something more complete and more interesting than any single variety could achieve on its own. Sourced from premium Napa Valley fruit – a rarity at this price point for a red blend – and consistently recognized by major publications. Broad cross-consumer appeal and equally at home on a restaurant wine list, a retail shelf, or a backyard table.



The logo isn't just a logo – it's an equation. E to the power of g. In mathematics, raising something to a power doesn't just increase it – it amplifies it exponentially. That's the whole idea behind EG by Educated Guess: everyday California quality, amplified. Wines that exceed what the price tag suggests by a factor that doesn't make obvious sense until they're in your glass.

EG by Educated Guess is our entry tier and our highest-volume line – the wines most broadly available across retail and on-premise accounts nationwide. Built for velocity, priced for accessibility, and made with the same curiosity and craft that defines everything we produce.

Educated Guess

WHY EDUCATED GUESS?

Choosing wine shouldn't feel like a test. But between the labels, the vintages, and the endless variables, it can. Truthfully? We face the same thing in the vineyard and the cellar every single day. Great winemaking lives at the intersection of science and instinct – combining data, chemistry, and experience with the kind of human intuition that no formula can fully replace. Despite all of it, every vintage still comes down to a series of high-stakes educated guesses. We've spent years obsessing over those variables – the sun, the oak, the timing – so that when you pull the cork, there's no guesswork left. Just great wine.



EDUCATED GUESS Sauvignon Blanc SONOMA VALLEY

Fresh, bright, and genuinely versatile, this Sonoma Valley Sauvignon Blanc is fermented in equal parts stainless steel and neutral oak barrel – a deliberate split that preserves the variety's natural acidity and citrus-driven character while adding a subtle roundness and texture that sets it apart. A white wine that works as hard at the dinner table as it does anywhere else.

The science of great wine,
simplified.



EDUCATED GUESS Chardonnay SONOMA COAST

Sourced from fog-cooled vineyards in the Russian River Valley along the Sonoma Coast, this Chardonnay is 100% barrel fermented – some in new oak, some in older barrels – building richness, texture, and depth while retaining the natural acidity and tropical fruit character the appellation is known for. The mix of new and neutral oak adds complexity without overwhelming the wine's natural character. Indistinguishable in quality from its higher-priced competitors.



EDUCATED GUESS Pinot Noir SONOMA COAST

Our Pinot Noir is sourced from carefully selected vineyard sites in the Russian River Valley and Petaluma Gap – two of California's most celebrated appellations for the variety. Blended from four distinct clones – Martini, Pommard, and Dijon 115 and 777 – each chosen for what it contributes to the finished wine, it's a Pinot that consistently earns more attention than it asks for. Aged 12 months in French oak. This wine sells out of the winery the fastest and is a great addition to any restaurant wine list or independent retailer's shelf.



EDUCATED GUESS Merlot NAPA VALLEY

Our Napa Merlot was created with a distinct mission: to generate interest and excitement in a grape that years ago fell out of fashion. This noble variety produces some of the world's most interesting wines – provided the vineyards are properly located and well-maintained, with a focus on low yields and intense flavors. We've chosen two ideal sites on the valley floor, one in the heart of Oakville and the other in Oak Knoll. A portion is barrel fermented to provide structure and complexity, finished with Cabernet Sauvignon to further its intensity and age-ability. Named a Top 100 Wine of the Year by Wine Enthusiast, and consistently recognized by major publications since our first vintage in 2012. The production of this wine is fairly small, averaging about 2,000 cases a year.

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.

Choosing wine shouldn't feel like a test. But between the appellations, the vintages, and the often \$80+ bottles staring you down – it can. We get it. We've been making those same high-stakes calls in the vineyard and cellar since 2005, obsessing over every variable so the answer in the glass is never in doubt.

Educated Guess Napa County Cabernet Sauvignon is the wine that started it all. Sourced from premier Napa Valley vineyards – including Beckstoffer Georges III, Bettinelli, and Laird Money Road – it has earned Best Buy, Top Value, and Best of Class recognition from major publications every year since its first vintage, including the #1 selling Napa Valley Cabernet under \$50.

We've done the guesswork for you. All that's left is the wine.

CABERNET SAUVIGNON
NAPA COUNTY



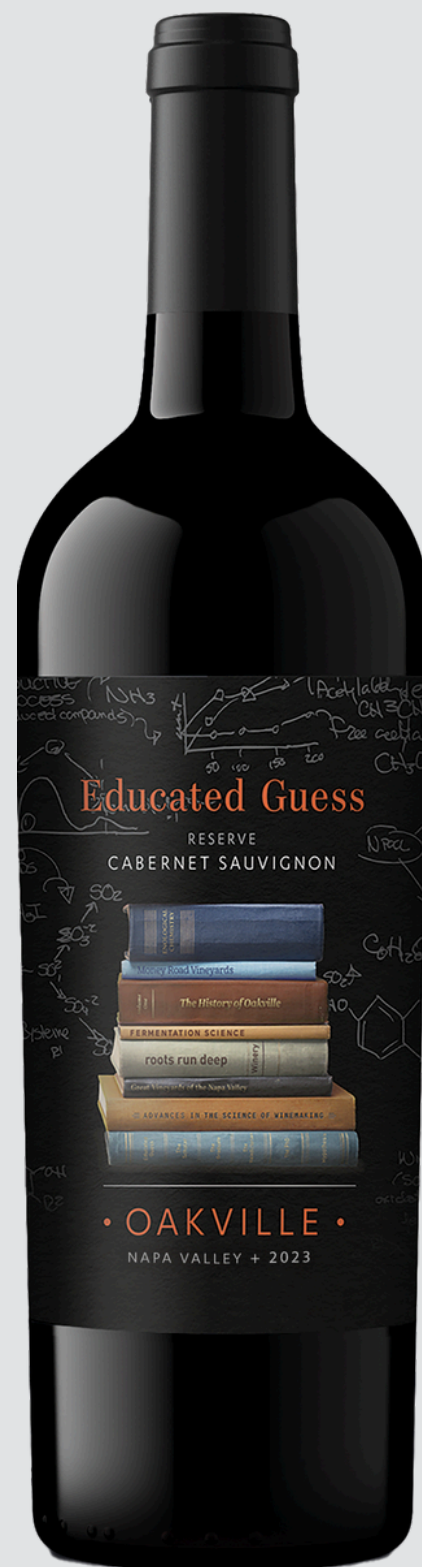
Educated Guess

The Reserve Collection

Twenty years of relationships. Two bottles that show it. Napa Valley, at its most deliberate.

Anchored by fruit from Money Road Vineyard – one of Oakville's most respected addresses – and aged 15 months in French oak, this is a Cabernet built with the kind of intention that shows up in every pour. Oakville's combination of warm days, cool evenings, and benchland soils produces fruit with a depth and concentration that commands some of the highest prices in California viticulture. Roots Run Deep has been sourcing from these vineyards for over twenty years. This Reserve is the direct result of those relationships.

CABERNET SAUVIGNON
OAKVILLE



CHARDONNAY
ESTATE NAPA VALLEY



There's a reason the classics become classics. Estate grown in Napa Valley and aged 10 months in French oak, this is Napa Valley Chardonnay made exactly the way it was always meant to be – rich, layered, and confident. 100% barrel fermented, 100% malolactic fermentation, and the kind of structure and depth that define the style at its best. The cool nights and varied soils of the valley preserve the natural acidity that keeps everything in balance, even as the oak and malo build richness and texture. Recognized with 94 points from the Tasting Panel and 92 points from Wine Enthusiast.

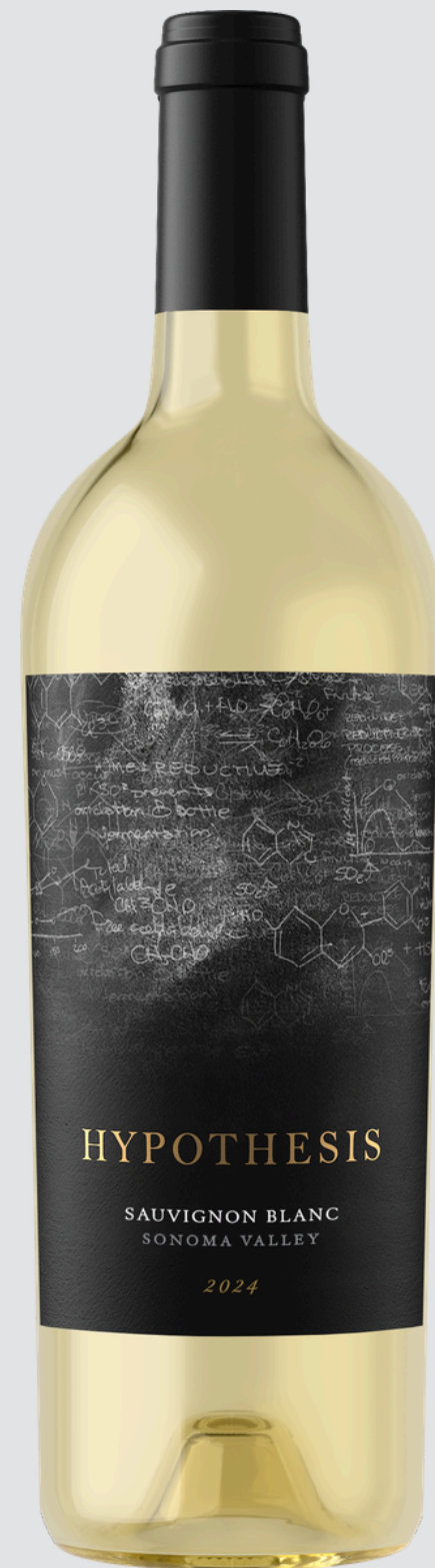
Hypothesis

THE PURSUIT

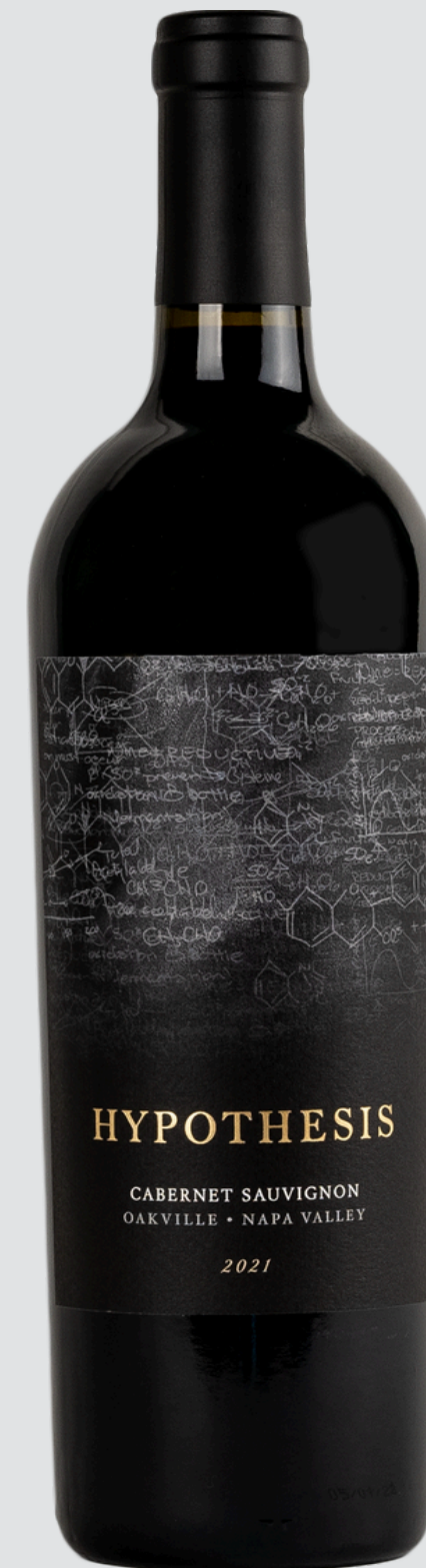
Every bottle in the Hypothesis collection is an independent discovery. These are site-specific wines built around a single question: what does this place, this vintage, this variety have to say? We source from vineyards with a specific and undeniable energy – from the tension and brightness of Sonoma Valley Sauvignon Blanc to the structure and depth of Oakville Cabernet – and let the land lead the way. The result is a collection where no two wines tell the same story.

A California answer to the Bordeaux Blanc style. Blended with Semillon for body and depth, co-fermented to fully integrate the two varieties from the very beginning of the process, then aged entirely in French oak barrels with extended time on the lees. Every decision here was made in deliberate pursuit of a Sauvignon Blanc that rewards the attention you give it – richer, more textured, and more complex than the variety typically delivers. Sourced from the warmer days and fog-cooled evenings of the Sonoma Valley, which bring a generosity and aromatic depth that suits this approach naturally. Awarded 91 points by James Suckling.

**SAUVIGNON BLANC
SONOMA VALLEY**



**CABERNET SAUVIGNON
OAKVILLE**



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 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.

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

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...



CABERNET SAUVIGNON
NAPA VALLEY

OUR CONVICTION

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

Sourced from top vineyard sites in Oakville and Rutherford and aged 15 months in French oak, this is a structured, polished Cabernet that never tips into heaviness. Consistently recognized with 90+ scores across Wine Enthusiast, James Suckling, and Wine Advocate – and one of the wines our customers often credit with bringing them into the Roots Run Deep family.

Pop N' Pour

WINE FOR RIGHT NOW

Not every great wine needs a special occasion. Pop N' Pour was built around a simple idea: that Russian River Valley Pinot Noir – one of California's most celebrated and sought-after expressions of the variety – should feel as easy to open on a Tuesday as it does at a dinner party. No pretense. No homework. Just seriously good wine.



PINOT NOIR
RUSSIAN RIVER VALLEY

Sourced from two of Russian River Valley's finest vineyard sites, this Pinot captures everything the appellation does best – the fog-cooled mornings, the slow ripening, the natural tension between richness and freshness that defines the valley's most compelling wines. Light-bodied, complex, and built for the kind of drinking that doesn't require an occasion. The anti-intimidation Russian River Pinot – and one of the most approachable, repeat-purchase wines in the portfolio.

Pop. Pour. Enjoy.

Innovations

GUESSWORK Chardonnay

Napa Valley

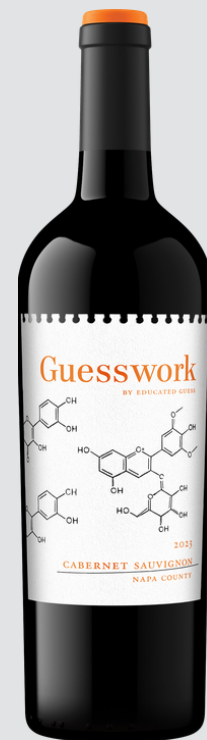


Some things in wine take a little guesswork—but this one's an easy call. Our 2023 Guesswork Chardonnay captures the bright, layered character of Napa Valley fruit with effortless balance. Rich but never overdone, it's the kind of Chardonnay that makes pairing feel intuitive—seafood, roast chicken, or just a quiet evening and a full glass. No need to overthink it—just pour, sip, and let the guessing stop there. Approximately 2,400 cases produced annually.

GUESSWORK Cabernet Sauvignon

Napa County

In Napa, there's an art to balance — and this Cabernet nails it. Crafted from select lots across Napa County and aged 12 months in French oak, it delivers the depth and structure the appellation is known for at a price that makes it an easy everyday choice. Serious Napa Cabernet without the ceremony. Approximately 5,200 cases produced annually.



THE EXPERIMENTS

Not every great wine fits neatly into an established lineup. Some of our most interesting bottles are born from moments of inspiration — whether we're experimenting with a new style, collaborating with partners, or simply following a great idea wherever it leads. Sometimes curiosity takes us somewhere unexpected, and the result is something worth sharing. Honest, expressive wines with no rigid roadmap. Just great wine in the glass.

SACRED SOIL Sauvignon Blanc

Sonoma Valley



There are places where the earth seems to understand what it's meant to grow. Sacred Soil begins there. Sourced from exceptional vineyard sites across the Russian River Valley and Sonoma, including fruit from the historic Bedrock Vineyard, this is a Sauvignon Blanc of genuine depth, elegance, and polish — rich and layered, bright and refined, with the kind of complexity that rewards the attention you give it. Consistently recognized by major publications. Approximately 900 cases produced annually.

*Following the idea
wherever it leads.*

SCIENTIFIC METHOD Cabernet Sauvignon

Napa County

Every great wine starts with a process. Scientific Method is a Napa County Cabernet Sauvignon built on the premise that precision and intention in the cellar produce something worth paying attention to. Approachable in price, serious in character — a Napa Cabernet that delivers exactly what the name promises.



Higher Education

THE MASTERCLASS

With each exceptional vintage, we explore various high-elevation Howell Mountain vineyard sites and showcase their 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.

The heart of the collection is a study in how winemaking decisions shape what ends up in the glass. All four wines share the same foundation: Howell Mountain Cabernet Sauvignon. From there, the four classic Bordeaux blending grapes – Malbec, Cabernet Franc, Petit Verdot, and Merlot – are adjusted in percentage with each bottling to create four wines that are distinct in character despite sharing the same origin. It's not about which bottle is better. It's about what changes when you shift the variables.

Crafted for the wine-curious who value detail over pretense, these wines are meant to be studied, debated, and – most importantly – celebrated. Fewer than 75 cases of each. Exclusive to wine club members and tasting salon guests.



THE PH.D.

Howell Mountain | Cabernet Sauvignon

The Ph.D. represents the pinnacle of the reserve collection, a study in precision, patience, and power. Dense, structured, and built for the long haul, this is the wine that makes the case for everything Howell Mountain Cabernet can achieve at its absolute best.

Profound and unapologetic – a master class in mountain Cabernet.

RESERVE CABERNET
SERIES



THE SCHOLAR

Howell Mountain | Cabernet Sauvignon

The Scholar marks the beginning of the Higher Education reserve series, a wine that celebrates curiosity, structure, and balance. It is where the study begins: a beautifully composed Howell Mountain Cabernet with the kind of precision and polish that makes you want to keep going deeper.

Elegant, complex, and confident – the foundation of higher learning in Napa Cabernet.



THE GRADUATE

Howell Mountain | Cabernet Sauvignon

The Graduate builds on The Scholar's foundation, offering greater depth and gravitas. Where The Scholar invites you in, The Graduate rewards patience. A wine that sits at the intersection of mountain intensity and Napa Valley refinement, opening up beautifully with time in the glass.

Poised and powerful. The next step in mastering the art of Napa Cabernet.



THE VALEDICTORIAN

Howell Mountain | Cabernet Sauvignon

The Valedictorian stands at the top of the class: commanding, elegant, and unmistakably Howell Mountain. A wine of intensity and finesse in equal measure, structured enough to age gracefully and polished enough to impress immediately.

Complex, focused, and beautifully structured. Excellence defined.

Our Tasting Salon

Tastings by appointment - exclusively for wine club members and trade guests.

Set in a 125-year-old Craftsman home in downtown Napa, the Roots Run Deep tasting salon offers a more intimate, residential-feeling alternative to the valley's larger tasting room experiences. Guests are welcomed into a warm, design-forward space for guided tastings featuring the full portfolio – including the widely recognized Educated Guess wines and select limited-production bottlings.

The salon feels polished but relaxed, with a distinctly modern Napa sensibility and subtle science-inspired details that reflect the personality of the brand. An experience that feels less like a formal tasting bar and more like a stylish, locally rooted place to slow down and connect over wine.



1607 FIRST STREET
CORNER OF SEMINARY



Open to wine club members and trade guests by appointment. To book email info@rootsrundeep.com or call (707) 945-1045.

roots run deep

WINERY

