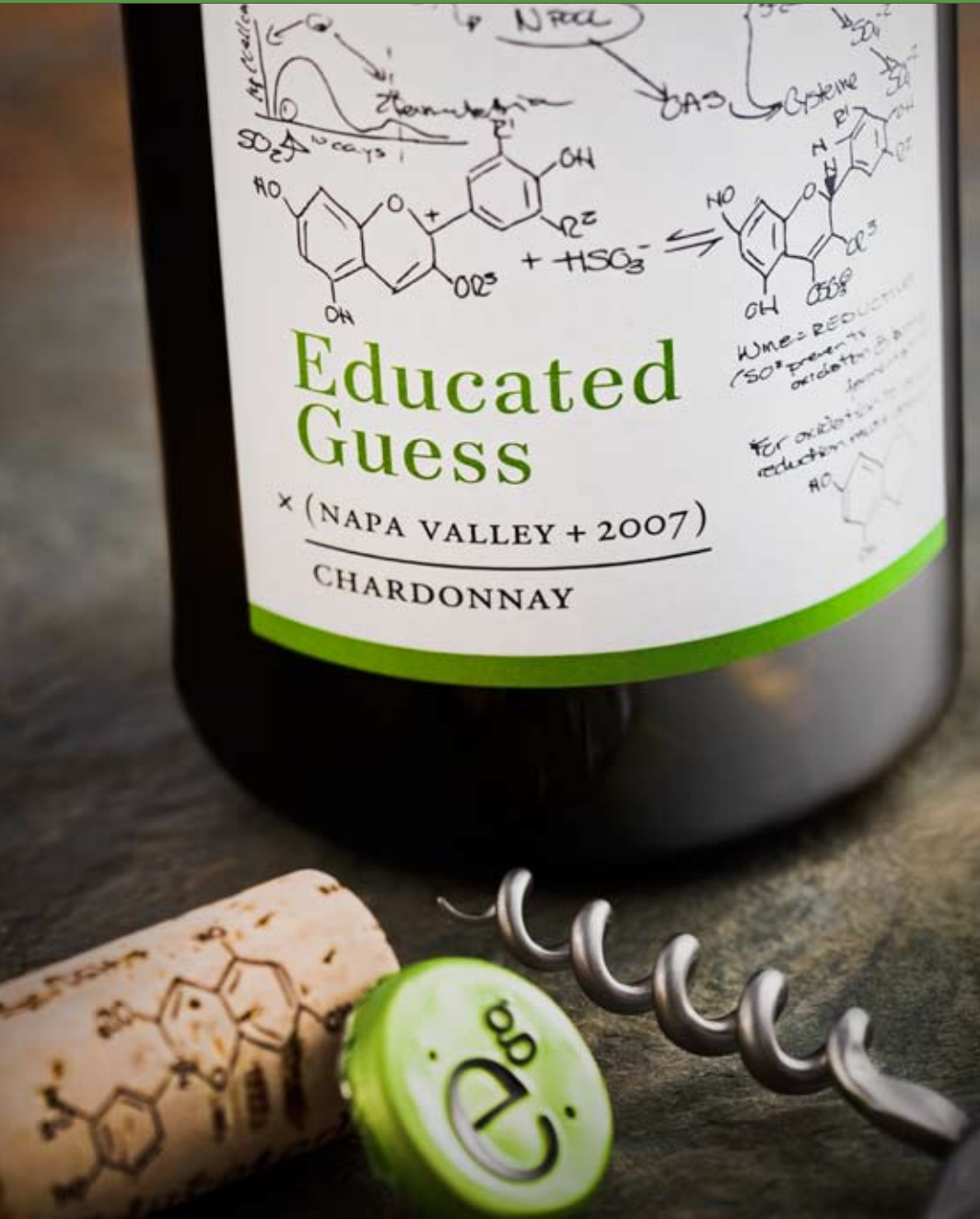


Unparalleled wine from the Napa Valley is what Educated Guess is all about. The Educated Guess Napa Valley Chardonnay is produced from fruit grown in the prestigious Oak Knoll and Mt. Veeder districts. Superbly crafted in winemaker Barry Gnekow's unique style—this wine takes the guesswork out of finding a great Napa Valley Chardonnay at a reasonable price.

# Educated Guess



## EDUCATED GUESS

The Educated Guess Chardonnay is crafted from grapes grown in the prestigious Napa Valley wine districts of Oak Knoll and Mount Veeder. Our Chardonnay was produced in two distinct ways using both traditional barrel fermentation as well as stainless steel fermentation. Our goal is to provide you a delicious crisp Chardonnay that is not the typical over-oaked and heavily weighted style that is so common today. Our Chardonnay showcases delicious ripe pear, melon, and green apple fruit characteristics, while retaining bright acidity and creamy vanilla notes. Created with the philosophy that superb Napa Valley Chardonnay can be affordable, this wine is indistinguishable in quality from its higher-priced Napa Valley 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 most drinkable and food friendly Chardonnay you can buy for the money!

**90 Points & Editor's Choice!**

*Wine Enthusiast* | November 2009

**87 Points! Good Value!**

*Wine Spectator*, November 30, 2009 | *Connoisseurs' Guide*, January 2010

# Educated Guess



## 2007 NAPA VALLEY CHARDONNAY

Appellation:  
100% Napa Valley

Varietal:  
100% Chardonnay

Vineyard Composition:  
85% Oak Knoll  
15% Mt. Veeder

Cooperage:  
12 months in French oak barrels

Production:  
4,000 cases

Bottling:  
February 2009

Release Date:  
April 2009

Suggested Retail Price: \$17

## EDUCATED GUESS 2007 NAPA VALLEY CHARDONNAY

This is not your typical Napa Chardonnay. By combining the characteristics that both traditional barrel fermentation and stainless steel ferment provide, we were able to retain the delicious tropical fruit flavors, while also giving the customer what they have come to love in Chardonnay—creamy notes, toast, spice and vanilla without being overdone in any way. “No stick of butter and a 2 x 4 Chardonnay here!” Very food friendly and crowd pleasing!



Oak Knoll 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, Mount Veeder, Carneros and Rutherford wine districts go into making wines of superb quality and unmatched value. Proprietor Mark Albrecht is a 15-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, Domaine Chandon, 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.

