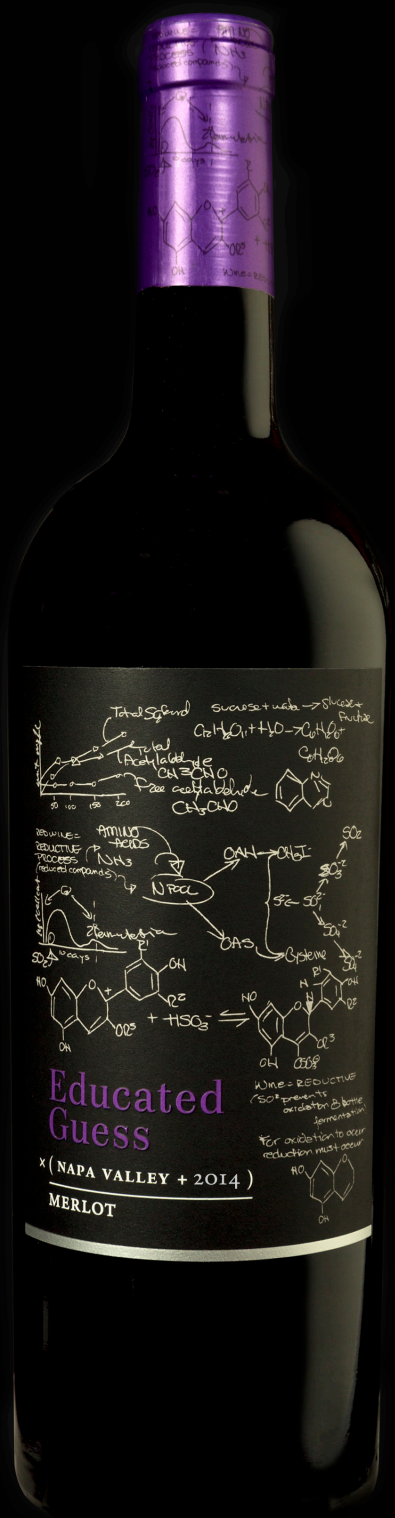
Unparalleled wine from the Napa Valley is what Educated Guess is all about. The Educated Guess Napa Valley Merlot is produced from fruit grown in the prestigious Oak Knoll and Yountville districts. Superbly crafted in winemaker Barry Gnekow's signature style—this wine takes the guesswork out of finding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

Educated Guess



88 Points!

"The Educated Guess Merlot shows delicious toffee, black cherry, berry fruit, low acidity, ripe and pure fruit. This is a lusty, fruity, sex-bomb to drink over the next 3-4 years and is a great value as well!"

The Wine Advocate | Robert Parker
December 2015

(Above review is for the 2013 vintage)

EDUCATED GUESS

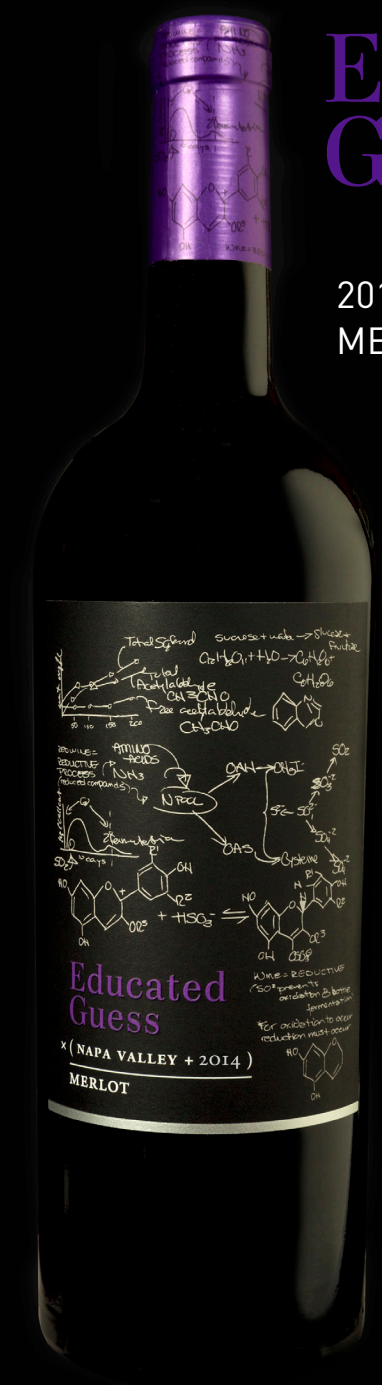
The Educated Guess Merlot is crafted from grapes grown in the prestigious Napa Valley wine districts of Yountville and Oak Knoll. Created with the philosophy that superb Napa Vaalley Merlot can be affordable, this wine is indistinguishable in quality from its higher-priced Napa Valley competitors. We encourage you to taste our Merlot against wines that are twice the price and decide for yourself!

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 richest, ripest and most complex Merlot you can buy for the money.

Roots Run Deep Winery
707-945-1045
www.educatedguesswine.com

Educated Guess



2014 NAPA VALLEY MERLOT

Appellation:
97% Napa Valley
3% Lake County

Varietal:
90% Merlot
10% Cabernet Sauvignon

Vineyard Composition:
97% Yountville and Oak Knoll,
3% Lake County

Cooperage:
15 Months in French Oak

Cases Produced:
5332

Bottling:
May 2016

Suggested Retail Price: $25

EDUCATED GUESS 2014 NAPA VALLEY MERLOT

What can we say about the latest addition to the delicious wines of Educated Guess? Flavor of dark plum, wild berries, cassis and dark chocolate abound! This Merlot is rich, ripe and textured with incredible weight and complexity from a varietal that has become best known for producing fruity and simple wines. There are still many great Merlots produced in the Napa Valley, and our plan is to stand amongst them...but with a more appealing price tag! You will find our Merlot has the depth and complexity to stand up well with foods, but remains approachable and delicious on its own!

Rutherford 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, Carneros and Rutherford wine districts go into making wines of superb quality and unmatched value. Proprietor Mark Albrecht is a 20-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, 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.

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