

roots run **deep** winery

PROUD PRODUCERS OF

Educated Guess

NAPA VALLEY

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.

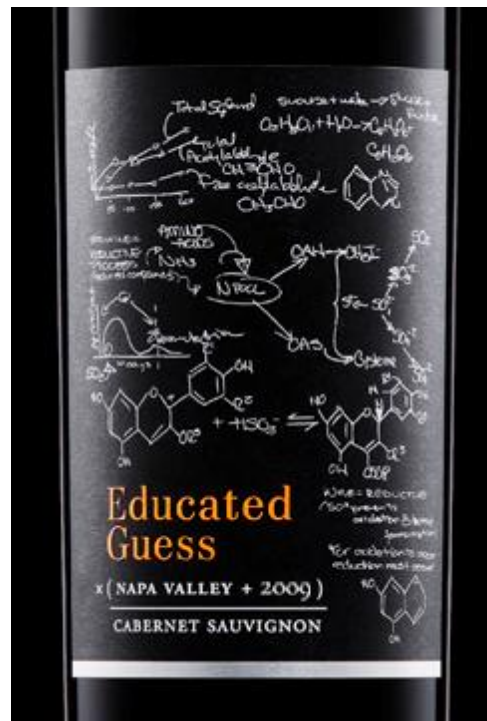
WINEMAKING

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.

WHY EDUCATED GUESS?

The name "**Educated Guess**" came about during a lively, second bottle of wine conversation about winemaking styles, vineyard sites, and the progressive escalation of wine prices without comparable increases in quality. The discussion then proceeded to the "art vs. science" aspect of winemaking and after a few more glasses of wine... "**Educated Guess**" was born!!!

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



Educated Guess

NAPA VALLEY

RAVE REVIEWS FROM TOP WINE PRESS

Educated Guess Napa Valley Cabernet Sauvignon

90 Points!

JustWinePoints.com | September 2011

88 POINTS & TOP VALUE!

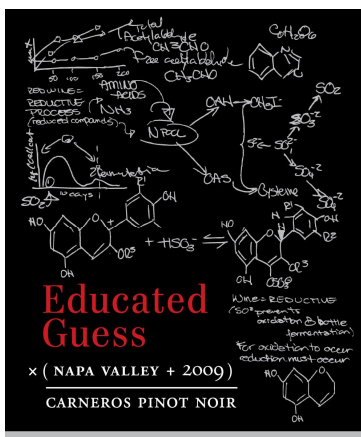
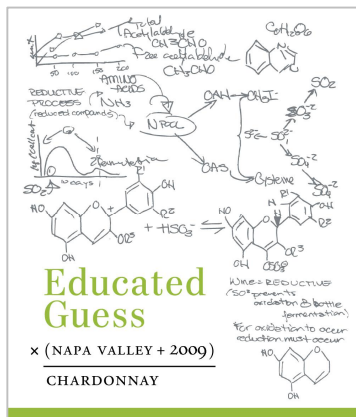
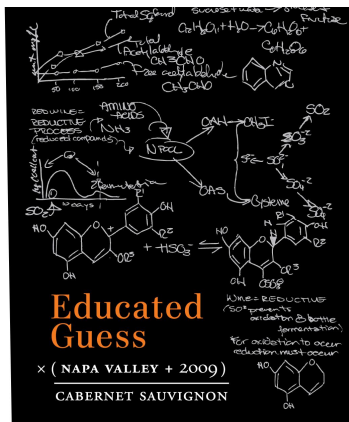
Wine Spectator | November, 2010

TOP WINE VALUE OF THE YEAR!

Wine Spectator | January 31, 2009

BEST CABERNET VALUE FROM THE NAPA VALLEY!

Food & Wine | October 2008



Educated Guess Napa Valley Chardonnay

91 Points!

JustWinePoints.com | September 2011

87 Points! Good Value!

Connoisseurs' Guide, January 2010

90 Points & Editor's Choice!

Wine Enthusiast | November 2009

87 Points!

Wine Spectator | November 30, 2009

Educated Guess Napa Valley Pinot Noir

94 Points!

JustWinePoints.com | September 2011

87 Points and Best Buy!

Wine Enthusiast | February 2010

TAKE THE GUESSWORK OUT OF FINDING GREAT NAPA VALLEY WINES AT REASONABLE PRICES.

For Sales and Distribution information visit www.vintagepoint.com/educatedguess

Or www.EducatedGuessWine.com