

first crush
north fork of long island

2007

bedell

*...this is your
kind of wine...*

THE FIRST CRUSH IS OUR TRUE "SECOND-LABEL" WINE,
HENCE THE LOWER-CASE FONT. WE HAVE DESIGNED A CONTEMPORARY PACKAGE
THAT IS AS CLEAN AND WELL-DEFINED AS THE WINE ITSELF.

FIRST CRUSH WHITE 2007

This is the debut vintage of the First Crush White. It is produced of 82% Chardonnay and 18% Viognier, entirely in stainless steel—free from oak aging. The nose is primary and full of bright, green apple-y aromas, as well as a floral, lightly spicy, and fresh citrus notes. The wine is mouth-filling, with lovely softness and zesty acidity.

The wine tastes of fresh citrus and melon fruit, white peach, lychee and orchid flowers.

First Crush is designed for the table and for the everyday enjoyment of white wine fans everywhere, and especially for those who have a bit of a crush on young wines. The winemakers employ only stainless steel and very cold conditions for aging to bring a brightness to the fruit. As this is a true second wine by nature, we use the fruit of our young vines and of the declassified growths from the estate vineyards.

First Crush is our first inclination of the vintage's quality, and our first look into the wine's personality.

It's the first time many will get to try a Bedell, and hopefully they will develop that same crush.

If your First Crush on wine was anything like ours, this is your kind of wine.

With vines planted in 1980, Bedell Cellars has been owned since 2000 by Michael Lynne, a film executive and art collector.

His commitment to producing world-class wines from the North Fork of Long Island is evident in the bottle.

Visit our website at www.bedellcellars.com.

88% CHARDONNAY, 12% VIOGNIER . AVA: NORTH FORK OF LONG ISLAND (NEW YORK)
WINEMAKERS: KELLY URBANIK, WITH PASCAL MARTY . CASES PRODUCED: 1900 (12-BTL) CASES
AGED ENTIRELY IN STAINLESS STEEL . ALC. BY VOL. 12.0% . HARVESTED: THROUGHOUT SEPTEMBER, 2007
RELEASE DATE: MARCH 1, 2008

B E D E L L

Perfecting the art of wine

B E D E L L
C E L L A R S

36225 MAIN ROAD
CUTCHOGUE, NY 11935
631.734.7537



BEVELL PRODUCES PRESTIGE CUVEES

Not every year, but in those years where the conditions are right, we are proud to present a red and a white blend of the finest quality we can achieve in that vintage. The red Musée and the white Gallery are produced in very small quantities, and designed for a most discriminating table.

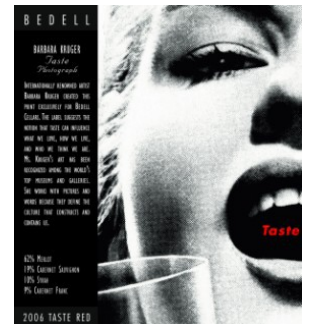
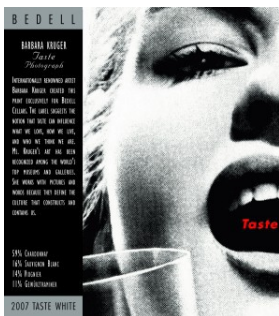
Gallery is a blend of Chardonnay, Sauvignon Blanc and Viognier.



HERE'S TO YOUR GOOD TASTE!

The Barbara Kruger label communicates a spirit of defiance of the status quo. Viognier and Riesling elevate Chardonnay, while Syrah is added to Merlot like spice. Here is our unorthodox take on exciting blended wines that elicit a visceral and emotional response—and hopefully inspires us to explore our individual Taste.

Taste Red is a Bordeaux style blend that includes an aromatic Syrah lot.



TERRIOR, THE ESTATE

AND THE WORLD'S GREAT GRAPES

Bedell proudly produces limited quantities of barrel-aged estate-grown Chardonnay and Merlot. The finest lots become our Reserves. Our attention to detail includes the isolating vineyard plots based on the vine clone, careful study of the terrior, and a gravity-fed winery where all grapes are hand sorted and gently handled.

The B on the label is our identity, the wine is our soul.



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