



*...our finest wine
...from our finest
vineyards*

The label of Musée is an original daguerreotype of Merlot grapes from Bedell's vineyards, executed by artist Chuck Close in 2007. The work was produced exclusively for this wine.



MUSÉE 2006

This is the second vintage of the Musée and a very special production - our finest wine, from our finest vineyards. Musée is produced from the best grapes of harvested in that vintage. This year the wine is constructed of 75% Merlot, 13% Cabernet Sauvignon and 12% Petit Verdot from our Wells Road and Bedell Estate vineyards. The finished wine is extraordinarily complex and compelling. Aromatically it is redolent with black and red plums, black-berry, currant, pomegranate, toast, vanilla, cocoa and lightly fragrant exotic spice. With aeration, the nose changes and gains every few minutes and provides a fascinating study in aromatics. The wine is silky in texture, especially full in the mid-palate and mouth-filling, with a medium to medium-full body and lovely, long finish of roses, berry and cedar. Musée is well balanced enough to be aged successfully for up to 15 years or more, while improving for the first 10 years. Musée bottles are wrapped in tissue to protect the artwork, and packed six to a case, in a branded wood box.

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.

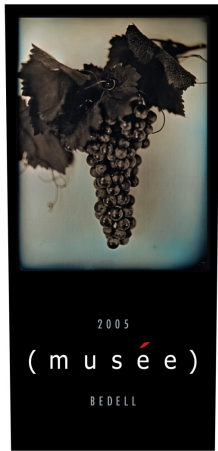
75% MERLOT, 13% CABERNET SAUVIGNON 12% PETIT VERDOT . AVA: NORTH FORK OF LONG ISLAND (NEW YORK)
WINEMAKERS: KELLY URBANIK, WITH PASCAL MARTY . 900 (6-BTL) CASES
AGED 15 MONTHS IN FRENCH OAK, 50% NEW . COOPERS: A. FOUQUET, SEGUIN MOREAU, DAMY, CADUS
ALC. BY VOL 12.9% . HARVESTED: VARIOUS OCT AND NOV DATES 2006
RELEASE DATE: NOVEMBER 10, 2008



Perfecting the art of wine

BEDELL
CELLARS

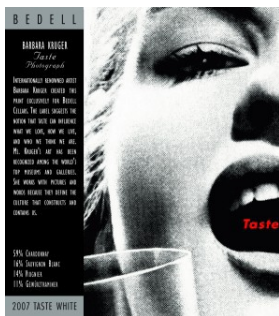
36225 MAIN ROAD
CUTCHOGUE, NY 11935
631.734.7537



BEDELL 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.

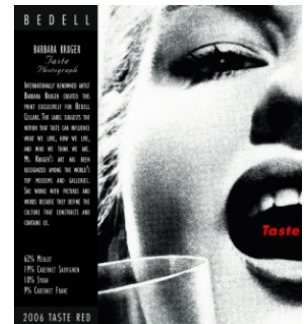
Gallery is a blend of Chardonnay, Sauvignon Blanc and Viognier.



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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