

*...the acidity is uplifting
...this is a long,
complex wine...*



THE B LABEL IS RESERVED FOR OUR ESTATE BOTTLED WINES, SOURCED FROM THE BEDELL VINEYARDS, THE COREY CREEK VINEYARDS, AND THE WELLS ROAD VINEYARD, ALL PART OF THE BEDELL ESTATE.

RESERVE MERLOT 2006

Merlot is arguably the most important grape grown on the North Fork. Our conditions here are favorable to producing a balanced, rich and complex wine similar to European versions rather than some higher alcohol, less complex California Merlots. The excellent 2006 vintage produced a wine of medium-full body and intense color. The nose is solid, more four-square than round in its impression. The Reserve is deep, brooding and powerful. It is a little backward, promising a huge age-ability. It is full of intense black plum, blackberry, briar, buttered toast, light cedar and a light vanilla, dark chocolate and cherry note. There are very fine medium tannins, and a full mid-palate.

The acidity is uplifting and refreshing, and balances a dense core of red and black fruit flavors.

This is a long, complex wine—sleeker, and more refined than in years past.

It should be noted that a quantity of wines originally intended for the Musee (only a small amount made in 2006) are now providing a dynamic component to the Reserve Merlot.

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.

100% MERLOT . AVA: NORTH FORK OF LONG ISLAND (NEW YORK)
WINEMAKERS: KELLY URBANIK, WITH PASCAL MARTY . CASES PRODUCED: 300 (12-BTL) CASES
AGED 15 MONTHS IN FRENCH OAK, 33% NEW . COOPERS: A. FOUQUET, SEGUIN MOREAU, DAMY, CADUS
ALC. BY VOL. 13.0% . HARVESTED THROUGHOUT COTOBER, 2006 . RELEASE DATE: JUNE 1, 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 Musee and the white Gallery are produced in very small quantities, and designed for a most discriminating table.

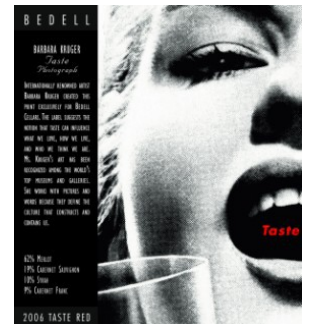
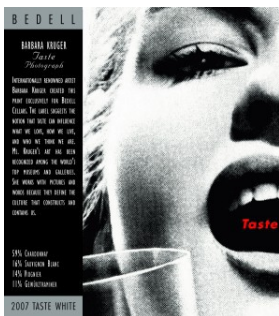
Gallery is a blend of Chardonnay, Sauvignon Blanc and Viognier.



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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