

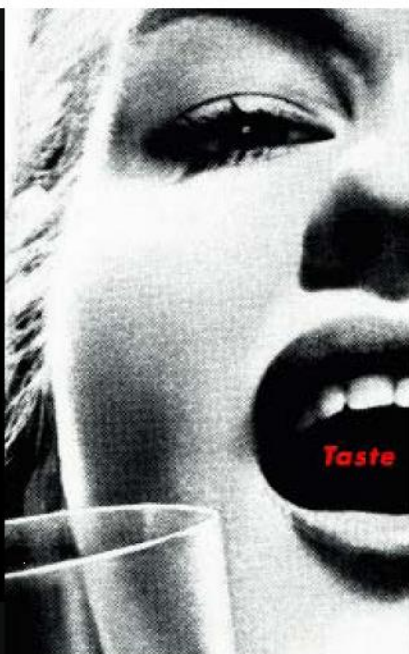
BEDELL

BARBARA KRUGER
Taste
Photograph

INTERNATIONALLY RENOWNED ARTIST BARBARA KRUGER CREATED THIS PRINT EXCLUSIVELY FOR BEDELL CELLARS. THE LABEL SUGGESTS THE NOTION THAT TASTE CAN INFLUENCE WHAT WE LOVE, HOW WE LIVE, AND WHO WE THINK WE ARE. MS. KRUGER'S ART HAS BEEN RECOGNIZED AMONG THE WORLD'S TOP MUSEUMS AND GALLERIES. SHE WORKS WITH PICTURES AND WORDS BECAUSE THEY DEFINE THE CULTURE THAT CONSTRUCTS AND CONTAINS US.

62% MERLOT
19% CABERNET SAUVIGNON
10% SYRAH
9% CABERNET FRANC

2006 TASTE RED



*...blends are
the best way
to express
the terror...*

The label of Taste is an original work by artist Barbara Kruger, whose work with photographs and words appears in galleries and museums around the world.

TASTE RED 2007

The two Taste wines we produce are meant to communicate a spirit of defiance of the status quo—a break from the tyranny of varietal labeling! The truth is, we feel blends are the best way to express the beauty of the North Fork's terror. It brings out the best in the wines—certainly more aroma, more flavor, more complexity, and more excitement. Here in this handsomely packaged bottle is a blend of estate fruit, mostly from the Bedell Vineyards and our Corey Creek vineyards. While mostly Merlot, a great deal of the character is emanating from the lush and aromatic Syrah components, with the Cabernet Sauvignon lending structure and tannins. The wine is a solid purple black color, with a cool black plum, black raspberry, cedar, vanilla, earth and mineral flavor. The finish is tightly wound, firm and very clean—really suited to a grilled sausage dish on the deck, as well as roasted rack of venison with juniper. Taste will age gracefully for up to eight years, improving for the first several years.

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.

56% MERLOT, 25% CABERNET SAUVIGNON 19% SYRAH. AVA: NORTH FORK OF LONG ISLAND (NEW YORK)
WINEMAKERS: KELLY URBANIK, WITH PASCAL MARTY . CASES PRODUCED: 750 (12-BTL) CASES
AGED 9 MONTHS IN FRENCH OAK, 15% NEW, FINISHED IN 30% NEW FRENCH OAK FOR 3 MONTHS . COOPERS: A. FOUQUET, SEGUIN MOREAU, DAMY, CADUS
ALC. BY VOL. 13.0% . HARVESTED THROUGHOUT OCTOBER, 2007
RELEASE DATE: JUNE 17, 2009



Perfecting the art of wine

BEDELL
CELLARS

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