

*...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 WHITE 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 Chardonnay, a great deal of the character is emanating from the lush and aromatic Gewurztraminer and Viognier components, with the Sauvignon Blanc lending acidity, structure and brightness. The wine is a pale straw color, with a cool lemon cream, citrus peel and floral, vanilla and spice nose. There is more to follow on the palate, with an array of juicy, intense white fruit, crystalline, apricot, star fruit, and lanolin flavor. The finish is tight, crisp and very clean—really suited to a grilled red snapper or a chilled Carpaccio dish. Taste will age gracefully for up to five years, improving for the first two or three 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](http://www.bedellcellars.com).

58% CHARDONNAY, 16% SAUVIGNON BLANC 15% VIOGNIER, 11% GEWURZTRAMINER . AVA: NORTH FORK OF LONG ISLAND (NEW YORK)  
WINEMAKERS: KELLY URBANIK, WITH PASCAL MARTY . CASES PRODUCED: 1097 (12-BTL) CASES  
AGED 8 MONTHS IN FRENCH OAK, 30% NEW . COOPERS: A. FOUQUET, SEGUIN MOREAU, DAMY, CADUS  
ALC. BY VOL. 13.0% . HARVESTED THROUGHOUT SEPTEMBER AND EARLY OCTOBER, 2007  
RELEASE DATE: APR 25, 2008



*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



## 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.

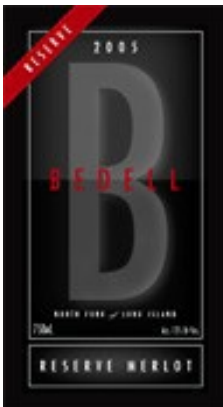
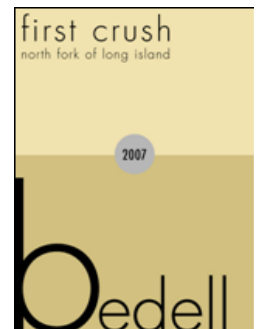
Gallery is a blend of Chardonnay, Sauvignon Blanc and Viognier.



## INTRODUCING THE FIRST CRUSH

The first inclination a winemaker has to the quality of a harvest—the first time we taste the finished wine—the first time you really fall in love with wine. Your First Crush is a passionate one, and hard to forget. For your everyday drinking pleasure we've created an un-oaked series of young wines, beautifully fruity, easy to drink—impossible to resist!

Taste White is a Chardonnay-based blend that includes aromatic Viognier.



## 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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