



*...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 RED  
2008**

This vintage of the First Crush Red, is produced with 77% Merlot and 23% Cabernet Franc, almost entirely in stainless steel. The nose is primary and full of bright, purple fruit aromas of crushed grapes, sweet plums, bing cherries and raspberry. The wine is mouth-filling, with lovely softness, light tannins and zesty acidity. This new style of wine tastes of freshly crushed red berries, and is slightly spicy.

First Crush is designed for the table and for the everyday enjoyment of red wine fans everywhere, and especially for those who have a bit of a crush on young wines. The winemakers employ a partial carbonic maceration (as in Beaujolais) to bring a lushness 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](http://www.bedellcellars.com).

77% MERLOT, 23% CABERNET FRANC . AVA: NORTH FORK OF LONG ISLAND (NEW YORK)  
WINEMAKERS: KELLY URBANIK WITH PASCAL MARTY . CASES PRODUCED: 2055 (12-BTL) CASES  
AGED IN STAINLESS STEEL . ALC. BY VOL. 12.0% . HARVESTED: THROUGHOUT OCTOBER, 2008  
RELEASE DATE: MAY 23, 2009



*Perfecting the art of wine*

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

3 6 2 2 5 MAIN ROAD  
CUTCHOGUE, NY 11935

6 3 1 . 7 3 4 . 7 5 3 7