



*...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 WHITE
2008**

This vintage of the First Crush White is produced of 82% Chardonnay and 18% Viognier, entirely in stainless steel—free from oak aging. The nose is primary and full of bright, green apple-y aromas, as well as a floral, lightly spicy, and fresh citrus notes. The wine is mouth-filling, with lovely softness and zesty acidity.

The wine tastes of fresh citrus and melon fruit, white peach, lychee and orchid flowers.

First Crush is designed for the table and for the everyday enjoyment of white wine fans everywhere, and especially for those who have a bit of a crush on young wines. The winemakers employ only stainless steel and very cold conditions for aging to bring a brightness 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.

88% CHARDONNAY, 12% VIOGNIER . AVA: NORTH FORK OF LONG ISLAND (NEW YORK)
WINEMAKERS: KELLY URBANIK, WITH PASCAL MARTY . CASES PRODUCED: 1600 (12-BTL) CASES
AGED ENTIRELY IN STAINLESS STEEL . ALC. BY VOL. 12.0% . HARVESTED: THROUGHOUT SEPTEMBER, 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