

“...completely dry, with very fine acidity...”



DOMAINES C. C. ROSE 2007

The Rose wine produced here is an honest and remarkable achievement in North Fork of Long Island winemaking. It is far more complex, aromatic and nuanced than many of the world's rose wines, and for many good reasons. First, it is a true saignee—which means to “bleed” in French. We draw clear, pink juice from the production of our red wines when they are first crushed—that gives the reds a greater concentration, and provides a slightly salmon colored juice which becomes this rose. Our blend of Cabernet Franc, Cabernet Sauvignon and of course, Merlot, produce a rose with gorgeous red fruit aromas, some light spice and flavors of plum, red apple, and snappy and fresh bing cherries. The wine is completely dry, with very fine, natural acidity and a pleasant salmon-pink color, which is slightly darker this year due to the richness of the vintage. It is bottled in handsome fluted glass bottles finished with natural cork. They wine is ready to drink on release but will last at least 2-3 years under the right conditions. A small number of magnums will be produced in 2007 and will be available on a limited basis.

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. The wines of Bedell Cellars are distributed in New York, New Jersey and Pennsylvania by Lauber Imports, 908.725.2100.

Please contact your sales representative for availability of Bedell wines, or the winery directly.

Visit our website at www.bedellcellars.com.

58% MERLOT, 26% CABERNET FRANC, 16% CABERNET SAUVIGNON 100% SAIGNEE . AVA: NORTH FORK OF LONG ISLAND (NEW YORK)
WINEMAKERS: KELLY URBANICK, WITH PASCAL MARTY . CASES PRODUCED: 2570 (12-BTL) CASES
AGED 98% STAINLESS STEEL, 2% NEW FRENCH OAK . ALC. BY VOL. 12.0% . HARVESTED THROUGHOUT OCTOBER, 2007
RELEASE DATE: MAR 25, 2008 IN NEW YORK



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.

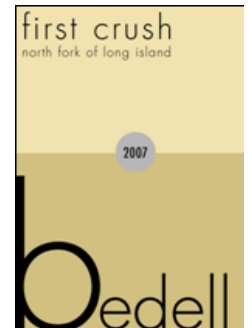
Gallery is a blend of Chardonnay, Sauvignon Blanc and Viognier.



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!

First Crush features Viognier, for added aromatic complexity.



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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