



The trio of Jim Gill, James Harder and Jim Regusci are going to change the way you think about Merlot. "Merlot is a grape that is very expressive of the terrior," says partner Jim Regusci. "It has to be planted in the right location and when it is, it can be every bit as complex and flavorful as Cabernet."

While Merlot is typically more difficult to grow than Cabernet Sauvignon, which is why the best Merlot's are often more expensive, Parcel 41 delivers exceptional value. "We learned from the great success of our Twenty Bench label," adds Jim Gill. "It absolutely has to over deliver for the price." The goal with Parcel 41 was to make a Merlot that is supple and elegant yet still has the structure, depth and richness you find in more expensive offerings.

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| Harvest Dates: | October 12-16, 2006 |
| Blend: | 100% Merlot |
| Grapes: | Average Brix: 27.4 |
| Fermentation: | Stainless Steel Tanks |
| Aging: | 60% (1 year old) French & 40% (2 year old) American Oak |
| Time in Barrel: | 16 months |
| Alcohol%: | 14.1% |
| Residual Sugar: | 0.083% |
| Total Acid: | 0.49g/100ml |
| ph: | 3.85 |

The 2006 Parcel 41 Merlot exhibits a sweet nose of berries, chocolate, mocha and smoky oak. Deep, rich and chewy with loads of licorice and blackberrberry/currant fruit and its' beautiful integration of acidity and tannin make it an excellent value that can be enjoyed for the next 7-8 years.

"After tasting many Merlots in this price range, Parcel 41 is a breath of fresh air. Alluring aromas of blackberry, currant and mocha draws one to its ripe and concentrated palate. In a recent wine bar tasting this wine stole the show, competing with many wines at twice the price!"

- Hi-Times Cellars