



TOAD HOLLOW VINEYARDS

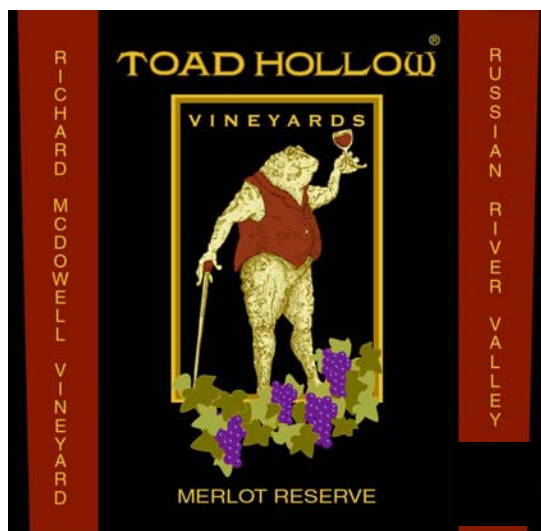
**2005 Merlot Reserve
Richard McDowell Vineyard
Russian River Valley**

In 1995 we pulled out 16 acres of Golden Delicious apples and planted the soil to Merlot. Although the Russian River Valley that we call home is known for its ability to grow stellar Pinot Noir and Chardonnay, we decided that we would plant the grape that gave the mighty Pétrus its center—this grape is Merlot!

We knew that Merlot, unlike Cabernet Sauvignon, was supposed to be a supple, sexy and elegant red wine and not a big, tannic bomb. Thanks to Richard McDowell, our then vineyard manager, and for whom the vineyard is named, we have nurtured this vineyard and the grapes that it produces into the consummate benchmark of the Merlot style. This wine is smooth but complex with blackberry and plum flavors and a soft oak influenced finish.

This 100% Merlot was planted, grown and bottled by Toad Hollow Vineyards. Merlot does best in sandy, clay-like soils as proven in the Province of Pomerol in France where the mighty Pétrus is produced—the pinnacle of all Merlots! Here on the northern edge of the Russian River Appellation we have the soil, we have the cuttings, and we had the perfect medium temperature range preferred by the Merlot grape to do its best!

Our last vintages have produced a myriad of Gold Medals echoing our philosophy of Fine Wines at Affordable Prices! This is a wine that will cellar and age beautifully. It is ready to enjoy now or will age gracefully. We hope that you enjoy drinking this beautiful wine as much as we did making it!



Technical Information

Total Acidity: 0.631%

pH: 3.34%

Residual Sugar: .06

Alcohol: 14.5%

100% Merlot

6,500 cases produced

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