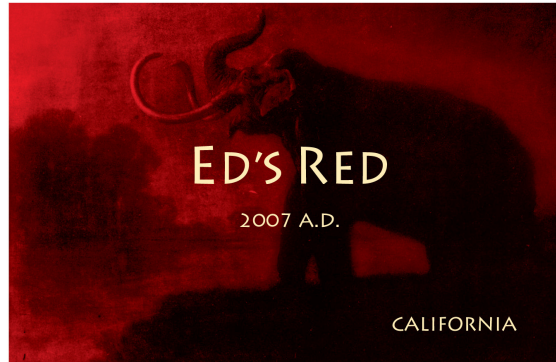


ED'S RED 2007 A.D.



Enticing, satisfying and full-bodied, the 2007 A.D. Ed's Red is dark and densely colored, with aromas including plums, violets, white pepper and barbecued meat, while on the palate there are additional flavors of cherries, blueberries, spice and licorice. As with previous vintages, this is a hefty wine, best paired with mammoth (or vegetarian equivalent) and made to give pleasure any day of the week.

This Ed's Red is a blend of 43% Syrah, 39% Zinfandel, 13% Petite Sirah, 4% Cab Franc, and 1% Petit Verdot. The wine was sourced 44% from the Napa Valley and 56% from the Russian River Valley, but when it came time to order the labels, I hadn't finished the blend, so I went with the California appellation, just to be safe. 1600 cases.

Alcohol 15% by volume pH 3.99 TA 0.494

I'm Ed, and So's my Wife

Edwin Richards and his wife Catherine Thorpe own Ed's Red. "Even if my name was Zachary, I'd still want to call it 'Ed's Red,'" Mr. Richards explains, in an unconvincing attempt at modesty. "Our company is called EdEdrEd wines, because, as everybody knows, two Eds are better than one," he adds, desperately trying to be funny. Chris "Ed" Thorpe, Catherine's father, is the wine's head salesman.

A Mammoth Imperial

The mammoth depicted on the front label of Ed's Red 2007 A.D. is an Imperial Mammoth (*Mammathus imperator*). Imperial mammoths were found in North America during the Late Pleistocene period, up until about 15,000 B.C. Standing 16 feet at the shoulder, they were the largest known species of North American mammoth and roamed, presumably with little impediment, from Canada to New Mexico. Outstanding fossil specimens of Imperial Mammoths have been found at the La Brea Tar pits in Southern California.

Ed's Statement

I made this wine because I was fed up of paying \$15 or \$20 for wines that were disappointing. I want people to be able to open Ed's Red confident that they are getting a fabulous wine at brilliant bang for the buck. Cheers!

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