

ED'S RED 2008 A.D.

The 2008 A.D. Ed's Red is an enticing, full-bodied wine, with aromas of cherry and spice. 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 is a blend of 58% Syrah, 13% Cabernet Sauvignon, 13% Zinfandel, 11% Petite Sirah, 5% Merlot. The wine was sourced 80% from Sonoma and 20% from Napa 1,099 cases.

Alcohol 15% by volume pH 3.77 TA 0.59

I'm Ed, and So's my Wife

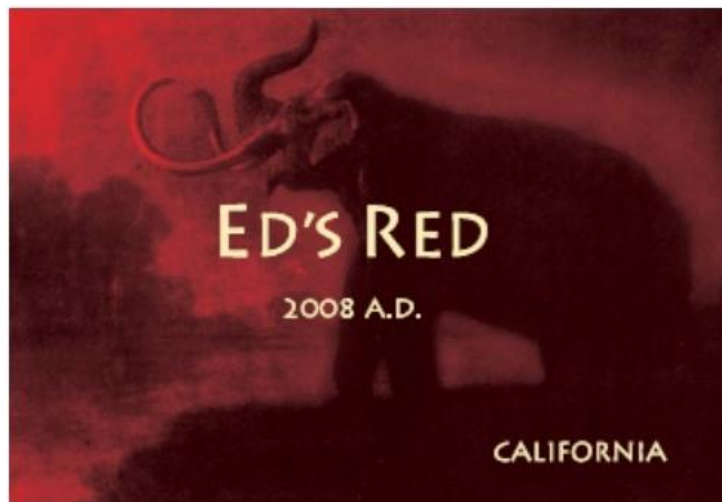
Edwin Richards and his wife Catherine Thorpe own Ed's Red. "Even if my name was Zachary, I'd still want to call it 'Ed's Red,'" Mr. Richards explains, in an unconvincing attempt at modesty. "Our company is called EdEdrEd wines, because, as everybody knows, two Eds are better than one," he adds, desperately 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 2008 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!



From Wine Spectator Online 2/07/11

"California Value...Lots of personality...Full-bodied, ending with pleasantly chewy tannins."

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