



Even Money

2006

MERLOT

As vintners and gamblers we blend our two passions by naming each of our Sort This Out Cellars wines after different gaming terms. Whether you're a roulette player, craps player, or you spend your time in the sportsbook, you may already know that even money bets don't pay long odds, but they are the closest you'll get to a sure thing.

While in Vegas on one of our company business retreats Mike and I set out to name a few of our upcoming wine releases. After a long night of playing Blackjack, Mike looked at me and said, "Let's stack it up". We both agreed that it was time to play one last hand, so we pushed out what we each felt was a big bet. While our stacks were the same height the color of chips varied. Michael pushed out five black chips and I pushed out 5 green chips. The dealer called it out, "Cheques play!".

With our first cards both Aces, the tension was rising. Would we go out big on this last hand with two Blackjacks? Then the next two cards came, a Jack of clubs for me and the King of diamonds for Mike. Our celebration of high fives and smiles was soon cut short when the dealer flipped over her own Ace.

There we sat, looking at three aces. The dealer started with me because I was sitting first base. "Even money?" she asked. Mike and I looked at each other and without a word, we both agreed. Rather than take the risk against the dealers Ace being the third Blackjack, we took the sure thing and came out ahead. After paying us out, the dealer flipped over her card to reveal the nine of clubs. Although we didn't win the time and a half, we still came out ahead, walking away with a lot of money and new name for our new Merlot.

Next time your looking for a wine that everyone will enjoy, take the closest bet to a sure thing and open a bottle of "Even Money" Merlot. While there may be more exciting varietals, more people drink Merlot than any other wine. So when you're entertaining or hanging out with friends, a bottle of "Even Money" Merlot is a great choice. "Even Money" Merlot pays off with ripe red fruit flavors, balanced subtle spices and firm but smooth tannins. A great pairing for burgers, juicy grilled steaks, and good times with friends.

Even Money Merlot blends great wine and good value. Why gamble with overpriced wines when you can take "Even Money" and be a winner? "Even Money" Merlot is available at the Tasting Room, online at www.sortthisoutcellars.com, and select retailers in California and Arizona.

Proprietors - Jeff Munsey & Michael Cobb

Retail Price: \$18

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