



03 Kendall-Jackson Grand Reserve Merlot

**Scoring Methodology (Uses the NVC 25-Point Wine Evaluation Scale):** {25/Perfect} ~ {24-23/Excellent} ~ {22-21/Very High Quality} ~ {20-19/Very Good} ~ {18-16/Good} ~ {15-9/Ordinary} ~ {8-6 Below Average} ~

**Wine Blogosphere 5 Star Rating System w/ the 25 point NVC System:** {Five Stars/25 - 23 pts.} ~ {Four Stars/22 - 19 pts} ~ {3 Stars/18 - 16 pts} ~ {2 Stars/15 - 9 pts} ~ {Under 9 Pts/1 Star}

*Appearance (3 Pts. Total)*

**CLARITY**  
Cloudy - Clear - Brilliant  
**COLOR**  
Hue  
**COLOR**  
Depth

Brilliant  
Deep plum fading to brick red at the edges  
Intense and deep  
**Total** 3



*Aroma/Bouquet (7 Pts. Total)*

**NOSE**  
**AROMA INTENSITY**  
**OFF NOTES**

Brambly strawberry and plum with a hint of chocolate  
Medium  
N/A  
**Total** 6

*Taste/Texture (15 Pts. Total)*

**FIRST IMPRESSION**  
**MID-PALATE**  
**FINISH**  
**TASTE INTENSITY**

Silky mouthfeel: Strawberry, cherry and plum notes with some earthy dust  
Plum, more strawberries and moderate tannins  
Woody and a bit astringent, darker fruits and more chocolate  
Medium  
**Total** 11

**Final Score** 20

This is a well-crafted, silky smooth and delicious wine. It's the kind of wine that if bottled as a blend, it would fly off the shelves. The Merlot aspect is probably its single biggest drawback as a varietal wine because it won't get the due its deserved. This wine gives Merlot a good name

**General Notes**

**Wine Blogosphere Five Star Rating** ★★★★★

**Wine Style (Food or Social)**

Food  
Your best gourmet meatloaf

**Food Pairing**

**Drinkable for how long?**

2012

**Price**

\$23.99

**Value Assessment**

Price Performer ~ Fair ~ Overpriced

**Who Would This Wine Interest? (WWTWI)**

Terroirista ~ Enthusiast ~  
~ Lifestyler ~ Adventurer/Fashionista ~  
~ Social Sipper ~ Aisle Daze ~

Taster:                     

Date:           10-30-07          



Aisle Daze