

# 2016 Gersing Cellars product-pdf - Legit Merlot Columbia Valley - Smooth Columbia Valley Merlot, 60% Off

## Why We're Drinking It

Bee di bee bop, bee di di bop bop, diddly di di dooooo. We have some finger snapping, toe-tapping, smoooooth Merlot coming your way today. Yes, it's a deeeee-lightful wine with a jazzy spirit to put you in the right mood and lift your spirits. And at 60% off? You better believe we're twinkle-toeing our way around the cellar, yes we are!

Jason Gersing, founder of Gersing Cellars up in Portland, Oregon has two great passions: jazzzzz...and vino! A talented musician from a young age, Jason pursued his love of jazz in the bright lights of New York City, but soon discovered that being a full-time musician is a bit challenging on the finances. He worked a harvest on Long Island and fell in love with the winemaking process. Fast forward a few years, Jason joined Argyle and learned the intricate nuances of running a wine business and after learning the ropes for a few years, he launched his eponymous brand in 2015.

Smooth is what this wine is all about. Dense, velvety notes of black cherry, bramble and violets with nuanced notes of red fruit and earth. Expansive and smooth texture across the palate and pleasant finish, just like a sax solo.

Get your hands on this "Legit" Columbia Valley Merlot, you won't be disappointed. Especially at the price? Come on, 60% off? \$16 a bottle? \$96 a 6-pack with complimentary shipping! Twinkle-toe your way to the shop and stock up!

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## Tasting Notes

Dense, velvety notes of black cherry, bramble and violets with nuanced notes of red fruit and earth. Expansive and smooth texture across the palate and pleasant finish.

### VARIETAL

Merlot

### APPELLATION

Columbia Valley

### ALCOHOL

14.70

### SIZE

750ml

### BLEND

Merlot

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## The Story to Know

Founded in 2015, Gersing Cellars is an urban winery housed at SE Wine Collective in SE Portland, OR. Gersing Cellars' dual mission is reflected in their two labels: Gersing and Emergence. Gersing seeks to showcase the unique terroirs of Oregon and Washington by producing single-vineyard wines of place. Emergence reflects their belief that wines should be approachable, both in enjoyment and price.

Jason has two great passions: jazz and wine. The music bug struck early. Not long after Jason picked up the saxophone in 6th grade was he transcribing "Cannonball" Adderley and Sonny Stitt, and he continued to study throughout high school and college. Jason then moved to New York to study and play with some of the best jazz musicians in the world.

Of course, musicians need a day job (sometimes two!) to support their jazz habit. One such job was working harvest at Bedell Cellars on Long Island. Jason had been bitten by the wine bug while studying in Italy, but experiencing crush deepened his fascination with the winemaking process.

Jason spent the next three years exploring the wine regions of France and Italy and studied Enology and Viticulture at Montpellier Supagro in the south of France. Missing the U.S. but wanting a new American experience, Jason moved to Portland, Oregon. After taking Business courses at Portland State University and Enology and Viticulture courses at Chemeketa Community College, Jason joined Argyle Winery where he was in charge of production planning and inventory management, though he participated in almost every facet of the operation. At Argyle, Jason gained not only a unique education in sparkling wine production but also a broad overview of a complex and growing wine company.

When not in the cellar or the vineyard, "Goose" can probably be found either listening to live jazz or playing saxophone

with one of several Portland-based groups.

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