

Interest in Merlot?

Invest in *Merlove*?

Wouldn't you know it. After Miles made Merlot a household world in *Sideways*, now comes a movie about Merlot, or at least plans for a movie about Merlot.

Rudy McClain is raising funds to underwrite the production of a full-length documentary, titled *Merlove*, which will consist of substantive interviews with Merlot winemakers both in California and Bordeaux and other locations.

The movie will also include an animated bottle of Merlot as a leitmotif; the bottle, named Merlove, tries to regain its distinctive place in the world.

McClain is seeking financial backing to produce the film. Already scheduled is a trip to Bordeaux in November for filming, and McClain has been filming French and Napa Valley winemakers since December 2006, including Jean-Claude Berrouet of Chateau Petrus, Chris Phelps of Swanson Vineyards, Tom Rinaldi of Provenance, Larry Stone of Rubicon, Hamilton Nicholson of Kelham Vineyards, Kirk Venge of Venge Vineyards and Andy Beckstoffer of Beckstoffer Vineyards.

A prospectus for the project can be obtained by contacting McClain at 815-8793 or

rudy@famedwolf.com.

"Merlot is an intriguing grape varietal. Its past, present and future are of great interest to all of us who love great wine," McClain commented. "As a wine, it holds the key to bottled poetry. Passionate winemakers, in tune with terroir, translate their love for the varietal into some of the best wines in the world," he adds.

An additional element of McClain's program for building more enthusiasm for Merlot is a series of specialized Merlot tours: currently on www.merlove.com one can find a Merlot-specific Napa Valley itinerary of Swanson, Provenance, Kelham and Venge. Soon to come will be one for Bordeaux.

McClain grew up in the Napa Valley; his mother's family has lived in Napa Valley for more than 100 years.

He graduated from the University of California, Santa Barbara, with degrees in Psychology and Black Studies, and has worked as a filmmaker and website designer in the Napa Valley since 2001.

McClain is currently The Noble Grand (president) of St. Helena Lodge 167 of the Independent Order of Odd Fellows, a fraternal organization designed to support the local community.