

Dear Premier Wine Club Member,

We hear it all the time, how does Bryan Babcock do it? How does he consistently produce unique and remarkable wines year after year? The answer lies not only in his formal education, but also in his resolve to explore new concepts in farming practices year after year. The synergy between farming wine grapes and the styles in which these grapes are produced into wine is what has governed our outstanding quality for over two decades. Bryan's determination to produce wines of extraordinary character could not be more apparent than in this latest *Premier* wine club release. Introducing the new 2006 Cabernet Sauvignon, New Epoch, the 2007 Pinot Noir, Rita's Earth Cuvee and the new 2007 Grand Cuvee Pinot Noir. Producing a Cabernet Sauvignon wine of high caliber from grapes grown in Santa Barbara County takes a vineyard location warm enough to ripen this noble grape and the vigilance to farm it. We've found the vineyard, the Estelle Ranch in the heart of the Santa Ynez Valley. Our vigilance? The proof is in this bottling! We think you will agree that this is one Cabernet Sauvignon that will stand out in the crowd! Whether you've just joined our wine club, or have been in the program for years, you probably already know that our Pinot Noirs are highly sought after. So much so that we can barely keep them in stock long enough to last for more than a few months after release date. The bottom line, if you want Babcock Pinot Noir you've got to be in the wine club to have access to them. The 2007 Pinot Noir, Rita's Earth Cuvee is extremely limited, in fact by the time you read this, it may already be sold out. High demand and exceptional value ensure this wine will never have the opportunity to collect dust while sitting in our cellar. The 2007 Grand Cuvee Pinot Noir is likely to be available long enough to order through the holidays, but why take the chance? We strongly recommend you place your reorders for one or both our Pinot Noirs immediately in order to ensure availability. Winemaker notes on all three wines will be available on our web site at: babcockwinery.com.

Thank you for your continuing support. We hope you enjoy our latest offering!

Sincerely,

The Babcocks

Please note the amount your credit card was charged according to your wine club program and where your package was shipped.

	Calif.	West	Central	East	AK & HI
<i>Premier</i> Wine Club					
25% Discount	\$104.28	\$108.28	\$112.28	\$113.28	\$126.78
3 Bottle Shipment					

Wines are shipped via United Parcel Service. All California addresses are shipped via UPS Ground. All other states are shipped via UPS 3-Day Select

New - Babcock Wine Blog

Join the fun of discussing winemaking and winegrape farming with Bryan Babcock on our new wine blog located through our web site at babcockwinery.com. Once a month Bryan will post some interesting tid bits, thoughts, and opinions on winegrape growing and winemaking. This is the perfect opportunity to ask Bryan questions or to throw out a few opinions of your own. Don't stop at wine questions only, blog with our Tasting Room /Wine Club Director, Terrie Marlin and discuss Tasting Room events, wine tasting experiences and wine club issues. Or contact Katie O'Hara our National Sales Director and discuss distribution and allocation of Babcock wines in your area. We encourage you to participate and become involved in our family winemaking business. Blog away!

Our Shipping Policies

Babcock Winery & Vineyards ships via United Parcel Service and will ship to all California addresses using the UPS Ground Service promising delivery within 2 days from ship date. All other states are shipped using UPS 3-Day Select Service. We will guarantee our wines to be free from heat or weather damage when shipped using our recommended UPS services and will ensure your replacement, or money back should you find the wine to be undermired. This guarantee is only good when you take receipt of the wine upon the first delivery attempt. Babcock Winery & Vineyards can not guarantee our wines from weather damage or inappropriate storage if you miss your first delivery attempt, as your package will be returned to the shipper's warehouse until delivery can be accomplished. Please make every effort to have an adult, (21 yrs. of age or older), available to sign for the release of your wine packages on the first day of delivery. Should your package be returned to the winery for any reason other than breakage, we will charge you the return shipping fee and service charge that UPS charges us and hold your package at the winery until we can contact you. In order to alleviate return shipments and additional fees we strongly recommend that you have your wine club packages shipped to a business address. Should shipping to your place of business not be possible, we recommend that you ship to a family member, friend or neighbor who can be available to sign for the release of your wine club packages.

Advanced Shipping Notification

We offer our *Advanced Shipping Notification* email service for all wine club members who have provided us with their email address. This service informs you of all upcoming wine club releases approximately two weeks prior to our scheduled ship dates. Once your package is shipped, UPS will email you the tracking number of your package so you can trace the progress of your shipment. If you did not receive an email informing you of this June release and would like shipping notification for future packages, please contact the winery with your email address.



2007 PINOT NOIR, GRAND CUVEE

Sta. Rita Hills – Estate Grown

Winemaker's Notes:

It's funny how vintages evolve. In 2005 our Pinots did something to a degree that I've never quite seen before. In the past I have seen them lose a little of their baby fat. It's normal to see them still black and chunky shortly after fermentation, then become lighter and more supple after a few months in barrel. But in 2005, after starting off *very* dark and extracted, one by one, they all seemed to go on crash diets. The Grand Cuvee, while nicely proportioned in the end, still finished very slim compared to the monster that it seemed to be while it was fermenting.

Then 2006 came along. While the wines were fermenting, I would have sworn that it was going to be a medium weight vintage. But low and behold, the Grand Cuvee and our estate Ocean's Ghost got pretty darn big. Somehow they managed to put dieting aside and they made nice three point landings smack dab into the middle of beauty and richness.

This 2007 vintage started out beautifully on the vines. I could have sworn it was going to be a 2 ½ ton per acre crop. To my chagrin, it picked out closer to 1 ½ tons per acre. While the Grand Cuvee did behave like a problem child on the vines, it started off big in the cellar and sort of stayed that way; nothing freaky. I guess if anything, it slendared down a bit. I mean, it's certainly not a super dark wine. But man is it rich. It's like you look at it, then you taste it, then you look back at it as you say, "How's all that flavor coming out of that wine?" It has abundant cherry fruit with lots of spice, and the sweet oak that you expect in a reserve wine, all beautifully proportioned.

Why do these things go through these gyrations? I guess the answer lies in the mystery that is Pinot. I'm starting to think that I really don't care how they behave in their youth; as long as they turn out good in the end.

Cheers, Bryan

Technical Notes:

VARIETAL COMPOSITION

95.4% Pinot Noir, Babcock Estate, Santa Rita Hills;

4.6% Syrah, Babcock Estate, Santa Rita Hills

VINIFICATION: pH: 3.70; TA: 6.6 g/L; RESIDUAL SUGAR: Dry; ALCOHOL: 14.3 %

PERCENTAGE OF NEW BARRELS: 44% New French Oak; TIME IN BARREL: 10 months

BOTTLING DATE: August 2008

RELEASE DATE: October 2008

TOTAL PRODUCTION: 1,000 cases 12/750ml

SUGGESTED CA RETAIL PRICE: \$45.00



2007 PINOT NOIR "Rita's Earth" Sta. Rita Hills

Winemaker's Notes:

For those of you not yet in the know, this Pinot's moniker, *Rita's Earth*, is our nick name for our appellation, the Sta. Rita Hills.

Some of you may still be wondering, what happened to the *Tri-Counties* concept for our basic Pinot? Answer: A little movie called *Sideways*. After that, there was no such thing as good, inexpensive Pinot Noir grapes from places like Monterey County. Oh, there will be again someday. It's cyclical. But when demand for Pinot Noir exploded a few years ago, I realize that it was a good time to hunker down and figure out how to build a better mouse trap (translation: how to keep our basic Pinot Noir under \$25 a bottle retail) using grapes grown closer to home.

Fortunately, a few of years ago we were able to pick up a nice 20 acre chunk of the Sta. Rita Hills right down the road a piece. We now lease and farm "The Yard", a vineyard owned by a gentleman named Jason Yardi. Five of these acres are Chardonnay and the balance of it is Pinot. Also, the Pinot that we have been planting over the last few years is starting to come into fruition. We planted it not so much as a response to *Sideways*, but in response to the simple fact that we are in the heart of the Sta. Rita Hills, and that, movie or no movie, the stuff was going in.

So here it is, in our day and age of \$150 a barrel oil, a fully estate grown Pinot Noir that's still under \$25 a bottle. If you just received one because you are in one of our wine clubs, it's *really* under \$25 a bottle. In fact, if there is going to be a problem with this wine at this price, it's that there won't be enough to go around.

If you are one who enjoys the hefty discounts that come along with your membership in one of our clubs, or if you are just a fan of the Rita's Earth Pinot, you might want to listen up.

After this wine is released and shipped to our clubs, it is going to be available at the winery for about 5 minutes.

With all the new grapes right down the road, and with all the new plantings, how can that be!? The reason is three fold.

- 1) The 2007 crop was tiny. When Pinot Noir takes a year off, it really goes on vacation. We simply did not make much of this wine because of the all too familiar one-and-a-half-ton-to-the-acre yields.
- 2) This is our basic Pinot. Because of that, this is *the* wine that is most strongly in play with our Distributors. While they can understand a short crop and a smaller supply, they won't understand *no* supply; nor should they. They work hard promoting our wines in their respective markets and they become accustomed to us supporting that work by supplying them with the inventories that they need to make their businesses work. They are loyal to me. Now I have to be loyal to them. The moral of the story is that they will be allocated a lot more of this wine than my own tasting room.

It could very well be that you will see this wine at a wine shop in a place like Santa Barbara or New York

Babcock

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long after it has been sold out here at the winery. As long as our distributors in those areas are still working on their allocations, you will continue to see the stuff. How long will that last? My guess is a few months. Will it really be gone in 5 minutes in the tasting room? Well, it may not be 5 minutes, but it could very well be 5 days. So, if you really want more of this '07 Rita's Pinot through us, you better contact us ASAP after you receive it. We will do the best we can to get you a little more. If you are reading these notes in November of 2008, it will be gone.

I guess that's the bad news. The good news is that I did insist on allocating a hefty chunk of 2007 Grand Cuvée Pinot to the tasting room. Now this wine is scheduled to retail for \$45. But if you are a Premier Club member, you will be walking out of the tasting room with this stuff at \$33.75 a bottle. If you find a nicer Pinot for under \$35, call and tell me about it, because I'd like to get some. If you are a Terroir Plus Club member, you won't be under \$25 on the Grand Cuvée, but you will be under \$30. So, if you are sad because the Rita's Earth is gone, you should know that I am still doing what ever I can to get you some outrageous Pinot at an outrageous price.

But these are not the Winemaker's Notes for the Grand Cuvée. Let's get back the last reason why this Rita's Pinot is going to sell out quickly.

3) The wine is great.

Once again, it's a lighter, easy to drink version of some of the trophy Pinots we have made from places like Ocean's Ghost. But it still has the kind of character that has prompted many growers over the last few years in the Sta. Rita Hills to plant more grapes.

I love this stuff beginning with its hue. It's not too light, which can be a trait with Pinot Noir. While light color is not supposed to be the end of the world, I do like to see in the glass a little bit of light being reflected in that spectrum known as red. It's not too dark either, which is fine with me. While I do at times pause with some respect for really dark Pinots, they tend to look like, well, Syrah. To be politically correct I try not to discriminate, but the classic stuff in my mind is still transparent and red, ruby red. With Pinot, purple makes me think of stylistic steroids. It's either that, or the wine is inherently dark from an idiosyncratic terroir, like Ocean's Ghost.

The nose, the mouth? Oh my god. Cherries, and spices; and I'm tasting it here as I write these notes in August of 2008, and the stuff should be in shock because we just moved it to get it ready for bottling. Just give it a few months after its bottled! But then it will be gone. And we will have to drink Grand Cuvée.

Cheers, Bryan

Technical Notes:

VINEYARDS IN THE BLEND:

92.5% Pinot Noir, Babcock Estate - Santa Rita Hills

7.5% Syrah - Babcock Estate - Santa Rita Hills

FINISHED WINE:

Residual Sugar: Dry Titratable Acidity: 6.8 g/L pH: 3.78 Alcohol: 13.9%

ELEVAGE: 10 months with 20% New French Oak

BOTTLING DATE: August, 2008 RELEASE DATE: October, 2008

TOTAL PRODUCTION: 1,690 cases - 12/750 ml

SUGGESTED RETAIL PRICE: \$23.00

2006 CABERNET SAUVIGNON “NEW EPOCH RESERVE”

Santa Ynez Valley

Note: While these winemaker’s notes are similar to last year’s notes, with a better understanding of how the two sensational Cabernet blocks at Estelle (THE LOIN and NUCLEUS) are impacting this wine, the story is evolving.

Winemaker’s Notes:

Perhaps the best way to explain my New Epoch Cabernet Sauvignon is to look at a historical overview of the development of Bordeaux varieties in the Santa Ynez Valley. To preface this I would note that of the five red Bordeaux varieties, Cabernet Sauvignon is by far the most successful and important grape world wide, followed by Merlot, and then probably Cabernet Franc. Petit Verdot and Malbec are barely on the radar screen. Thus, I think it is fair to say that if Cabernet Sauvignon does not eventually become a great variety in the Santa Ynez Valley, then Bordeaux Varieties as a group will never be revered from our area. Unless another variety successfully breaks out and becomes the lead horse, such as Merlot in Pommerol, we really need Cabernet Sauvignon to do well. Keep in mind, Cabernet Franc has already crashed and burned.

The Dark Ages (1975 to 1990)

The quality of local Cabernet Sauvignon is deplorable. From 1982 to 1984, Bryan Babcock is teased by his colleagues in the wine shop where he is employed after they find out that he is from Santa Barbara County and has intentions of making wine there after he gets out of school. Constantly he hears their never ending taunt, “You better stick to Riesling.”

The Renaissance (1990 to 1995)

It is discovered in a number of Santa Barbara County vineyards that the primordial ancestor of Cabernet Sauvignon, Cabernet Franc, makes very nice wine. A few encouraging Merlots also pop up during this era. Babcock develops a program called FATHOM, studying the viability of Bordeaux styled blends with Cabernet Franc leading the charge. Some extremely good wines are produced. Babcock is on the verge of telling his associates from the Dark Ages to eat crow.

The Age of Vertigo (1995 to 2000)

It is discovered that Cabernet Franc doesn’t handle stress too well. Under the pressures of summer heat, shallow rocky soils that don’t hold much water, and grapevine viruses for which Cabernet Franc has no tolerance, one vineyard after the next in the Santa Ynez Valley starts to croak. Despondent, Babcock makes Merlot the lead grape in his FATHOM program. Little does he know, the movie Sideways will disregard Merlot big time in a couple of years.

The Enlightenment (2000 to 2002)

Due to the enthusiasm created in the Renaissance, Cabernet Franc and Merlot are widely planted in the interior of the Santa Ynez Valley. The planting of these varieties continues well into the beginning of the Age of Vertigo. However, at one vineyard located in the far eastern end of the Valley, a confused neophyte, Marybeth Vogelzang, plants a tiny bit Cabernet Sauvignon in the face of the stigma that is still lurking from the Dark Ages. Two wineries brave enough (dumb enough?) to make the wines from those grapes, do so. In a state of total shock, one of those wineries, Babcock, releases its first arguably great Cabernet Sauvignon; the 2001 Vogelzang. Babcock theorizes that the Cabernet Sauvignon of the Dark Ages was planted for the most part in Santa Ynez climates that were too cool, and/or on soils that were too rich. Because the vines were quite vigorous and because the growers did not know what to do about it, the resulting wines were vegetal and poor. Babcock continues to theorize that in the warmer Happy Canyon area of the Santa Ynez Valley, if the right clones of Cabernet Sauvignon are planted on the district’s shallow, rocky hillsides, the sky is the limit. The Cabernet cat sneaks out of the bag. Vogelzang’s status ascends to that of *viticultural rock star*.

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The Age of Reason (2002 to 2004)

An era also known as *The Age of Pining Away for a Place That's Not So Damn Hot*. Babcock continues to hold his theories near and dear, but he longs for a Cabernet Sauvignon site that is slightly to the west of Happy Canyon; someplace closer to the ocean; a vineyard that's still plenty warm, but not over 100 degrees every time one goes there to take cluster samples.

The New Epoch (2004 to 2006)

Babcock discovers that vineyard. It's called Estelle. The rocks in its ground are beautiful; a kaleidoscope of colors. It has multiple clones of Cabernet Sauvignon growing in two super blocks. Babcock names one of these blocks The Loin for its purity. "It is the Filet Mignon of the Santa Ynez Valley," says Babcock. The other block, Nucleus, is named for its centrality and its potential influence on future Cabernet Sauvignon farming in the area. "I like the analogy of a comet," says Babcock, "the leading edge of which as it hurtles through space is known as its nucleus. Traveling at incomprehensible velocities, the molten hot nucleus leaves in its wake a *tail* which is visible to the human eye." Next to the Cabernet Sauvignon in Nucleus there is a pinch of the less heralded, yet still fascinating Bordeaux variety, Petit Verdot. There are also four acres of Merlot, and even that looks good! Babcock surmises that grapes from vineyards like Estelle will put the Santa Ynez Valley on the world's stage for of the production of great Cabernet. Babcock goes to the dictionary; looks up the word Epic. The dictionary describes a book by some guy named Homer. Wrong word. Babcock looks up the word Epoch.

A period of time, an era, an age in which striking things happen.

At the end of this era, Babcock tastes his 2006 New Epoch Cabernet and contemplates; the last time he felt this kind of elation, it was in the Renaissance, right before he stepped into the Age of Vertigo.

The Age of Enigma (2007 to present)

After making his second great Petit Verdot from the Nucleus block at Estelle, Babcock theorizes that it's no fluke. While the Cabernet Sauvignon is hitting new strides, it has not totally broken out.

Because of wines like his 2006 New Epoch, and because of wines from the 2007 vintage that are yet to be bottled, Babcock decides to keep Cabernet Sauvignon in the front seat, but realizes that, over the long haul, he may have to put Cabernet on the passenger side from time to time. Babcock considers the fact that the Petit Verdots he's made are some of the best he's ever tasted. But, then again, he realizes that outside of the two he's made, he has perhaps only tasted three others. Babcock realizes that when it comes to Petite Verdot, it's not a big field. Babcock contemplates; the last time he felt this way, he made a wine called FATHOM.

The 2006 New Epoch Cabernet Sauvignon is a seductive wine.

Cheers, Bryan

Technical Notes:

VINEYARD SOURCES: 100% Estelle Vineyard, Santa Ynez Valley

VARIETAL COMPOSITION: 87% Cabernet Sauvignon; 9% Merlot 4%; Petit Verdot

FINISHED WINE: Residual Sugar: Dry TA: 6.7 g/L pH: 3.68 Alc. By Vol: 14%

ELEVAGE: 19 months, 25% new French Oak

BOTTLING DATE: May 2008 RELEASE DATE: October 2008

TOTAL PRODUCTION: 654 cases 12/750 ml SUGGESTED RETAIL PRICE: \$40.00