

Dear Terroir PLUS Wine Club Member,

This package contains three wines from our *Premier* portfolio and three wines from our *Terroir Exclusives* portfolio. Introducing the new *Premier* wines, 2006 Cabernet Sauvignon, New Epoch, 2007 Pinot Noir, Rita's Earth Cuvee and the 2007 Pinot Noir, Grand Cuvee. The Cabernet Sauvignon, New Epoch is produced from grapes grown on the Estelle Ranch in the Santa Ynez Valley. This reserve style Cabernet is loaded with robust fruit commingled with hints of toasty oak. The 2007 Pinot Noir, Rita's Earth Cuvee is a delicious wine at a remarkably low price. Produced from grapes grown on our estate, this wine is packed with flavors reminiscent of cherry and spice. There is one problem, low yields of fruit limited production. It is likely we will have less than 40 cases on hand after we ship one bottle to every wine club member. Order this wine immediately to ensure availability. The 2007 Pinot Noir, Grand Cuvee will be around a bit longer than its little sibling but don't wait too long to place your order. The fact is our Pinot Noirs have become so popular we can not keep them in stock long enough to last for more than a few months after release date. The new *Terroir Exclusives* wines are stunning! Introducing the 2006 Syrah, Nook & Cranny, the 2007 Chardonnay, Top Cream and the 2007 Chardonnay, Oasis. The die hard red wine drinker will love the new Syrah. This deep, inky colored wine showcases big, bold flavors of black berry and black pepper. It's so delicious it will make your mouth water. Our two new *Terroir Exclusives* Chardonnays, the Top Cream and Oasis, make up the entire production of white wines under this prestigious portfolio. Both wines are packed with fruit and both are hearty enough to stand up to foods you would think to serve only red wine with. If you have never tasted our *Terroir Exclusives* Chardonnays, (last year's vintages sold out quickly), open one or both bottles now and enjoy a whole new experience in white wines! Winemaker notes on all six wines are available on line 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>Terroir PLUS</i> Wine Club					
35% Discount	\$196.69	\$201.69	\$207.69	\$212.69	\$228.69
6 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 undermined. 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 CHARDONNAY "TOP CREAM"

Estate Grown - Santa Rita Hills

Winemaker's Notes:

In the manufacturing of milk, the cream, or *top cream*, as it is sometimes called, is that fatty portion of the product that rises to the top during processing. Everyone is familiar with it. It's the stuff that makes corn flakes and lots of other things taste really good. Short of using butter, a top cream is often the business end of many of the culinary art's richest dishes. In our language, the very word *cream* is often taken to mean the richest or the best of something.

Twenty five years ago, my mom and dad planted the first vineyard on the 15 acre bench in the middle of our ranch. Its top soil is a 2 to 3 foot deep, grayish brown, gravelly loam that offers life to its vines on top of an ominously impervious layer of sandstone. It is a lean top soil in terms of fertility, and it definitely governs the vigor and morphology of the vines that grow in it. It is this layer of soil that I refer to as this vineyard's Top Cream. As a terroir it is ideal for growing the kind of Chardonnay that spreads its wings when put through a full-blown Burgundian style of winemaking. It is especially appropriate if one considers that the facets of a Burgundian style - the barrels, the malolactic fermentation, and the lees contact - synergize for the rendering of a Chardonnay that often smells and tastes, among other things, creamy. The trick to it all is to have the right Chardonnay grapes to begin with, and the trick to having the right grapes is to have the right soil. Indeed, the trick is in having the right TOP CREAM.

Borrowing these words from Wendy Van Horn, a wine business colleague of mine, "TOP CREAM produces wines that are creamy, layered, refined, complex, long, elegant, substantial, weightless elegance, lemon curd, pear, apple, nut butter, . . ."

With this being my 4th TOP CREAM Chardonnay, I think it is also interesting to note, these have all been unfiltered wines. With a big red wine, a little cloudiness is almost a welcome sight for most of the cognoscenti. It's like confirmation that the wine has not been overly processed or bruised. But white wines are so transparent that *floaties* and other debris are frowned upon. The challenge; how to get it off the lees, out of the barrels, fined and in the bottle this clear? Well, after 26 years, what can I say, we figured it out.

In a word, its counter part, Oasis, is *delicious*; it's more Californiaesque, it's fatter with more weight on the pallet. In a word, Top Cream is *classic*; very Burgundian, higher acidity, greater minerality, and fruit character that is all about citrus and lime. And you'd think it would be the other way around. You'd think the Burgundian result would come from the limestone. I guess it's another one of those things that you have to chalk up to the mystery of terroir.

Technical Notes:

VARIETAL COMPOSITION:

100% Chardonnay, Babcock Estate, Sta. Rita Hills, Santa Barbara County

VINIFICATION:

100% Barrel Fermentation; 100% Malolactic Fermentation

TIME IN BARRELS: 11 months; 100% French oak, 50% new

pH: 3.30 TA: 6.5 g/L RESIDUAL SUGAR: Dry ALCOHOL: 13 %

BOTTLING DATE: September 2007

RELEASE DATE: October, 2007

TOTAL PRODUCTION: 175 cases 12/ 750ml SUGGESTED RETAIL PRICE: \$45.00



WINERY & VINEYARDS

2007 CHARDONNAY "OASIS"

Loma Verde Vineyard, Los Alamos

Santa Barbara County

Winemaker Notes:

My Top Cream Chardonnay has a foil, and what a good foil it is. OASIS is a small south-east facing hillside in the Loma Verde Vineyard, just off Highway 101 as you head north out of Los Alamos. If you know what you are looking for you can see the peculiar white streaks of soil that run under the vine rows. If you were touring around the west side of Paso Robles, you wouldn't think it peculiar at all. You see, in Paso's West Side, **limestone** abounds. But in Santa Barbara County, it's about as common as water in the desert. And yet, there it sits in a little two acre pocket of Loma Verde, at the end of the rows of block 3C, as they drop down from the bench upon which 80% of the block rests.

Was I *expecting* to find this little enigmatic piece of dirt? Not really. Over a year ago I was touring the vineyard with General Manager Tavo Acosta. Loma Verde in its entirety is about 218 acres. I was looking for 15 or so nice tons of reasonably priced Chardonnay to blend into my regular wine. Tavo was quite proud of most of the Ranch. The vines were healthy with balanced crops. It was obviously a reflection of someone who knew what he was doing. That's when I saw these scrawny yellowish vines struggling on a little hillside at the end of this one block. It was by far the most scraggly thing we'd seen, and I had the feeling Tavo was accelerating to get past it as soon as possible.

I asked Tavo, "If I find an area that I like, and it only takes up a portion of one of your blocks, is it possible to pick only the ends of the rows that are in that area?"

"I don't see why not," he said.

"What's that white stuff in the dirt right there?" I asked. "Limestone," he said.

"Is that why these vines are struggling?" I asked.

"Yea," he said hesitatingly.

"Is this section with the limestone available?" I asked.

I knew what he was thinking, 'Oh boy, another nut case winemaker.'

But to make a long story short, Tavo has been very open minded. He has done a great job of helping the vines in OASIS find the vigor and vitality that they desperately needed. The first time I saw OASIS I was only impressed with the soil. Now I see balanced vines and I taste incredible wines. This third bottling confirms that the sublime characteristics of the first two bottling were not a fluke; toasty marzipan with gobs of vanilla and buttery apple all presented in an unfiltered wine that has captured everything there is to capture in a great Terroir. In a word, its counter part, Top Cream, is *classic*; very Burgundian, higher acidity, greater minerality, and fruit character that is all about citrus and lime. In a word, Oasis is *delicious*; it's more Californiaesque -- fatter with more weight on the pallet. And you'd think it would be the other way around. You'd think the Burgundian result would come from the limestone. I guess it's another one of those things that you have to chalk up to the mystery of terroir.

Technical Notes:

VARIETAL COMPOSITION:

100% Chardonnay, Loma Verde Vineyard, Los Alamos, Santa Barbara County

VINIFICATION:

100% Barrel Fermentation; 100% Malolactic Fermentation

TIME IN BARRELS: 11 months; 100% French oak, 50% new

pH: 3.54 TA: 5.6 g/L RESIDUAL SUGAR: Dry ALCOHOL: 13.5 %

BOTTLING DATE: September 2007 RELEASE DATE: October, 2007

TOTAL PRODUCTION: 227 cases 12/750ml SUGGESTED RETAIL PRICE: \$45.00



2006 SYRAH, Nook & Cranny

Sta. Rita Hills, Estate Grown

Winemaker's Notes:

Syrah grown west of Highway 101 in the Santa Ynez Valley can be extraordinary. The trick is in getting it thoroughly ripe. Our vineyard is under a heavy influence from the ocean, and like the rest of the Santa Rita Hills, it's very cool and breezy through out the growing season. In fact, most of our ranch is too cool to consistently ripen Syrah. But, as luck would have it, we have a couple of small sites that do accommodate this noble Rhône varietal.

With the exception of Burgundy, the prevailing wisdom says that great vineyards in the northern hemisphere ideally face west or south, so as to insure that their vines get plenty of sun. But with Syrah we have found it necessary to plant on east facing hillsides, out of the wind, where it is actually a couple of degrees warmer through out the day. With 95% of our vineyards facing the wrong way, we are only talking about a couple of tiny adjacent hillsides. Making it even more extraordinary is the fact that their soils are a matrix of gravelly loam and shattered sandstone, the kind of stuff that intimately governs the vigorous nature of Syrah, while still allowing it to ripen. What we have are two little viticultural sweet spots, indeed on our ranch, the NOOK & CRANNY for the growing of world class Syrah.

The downside is that we can't make very much of this stuff.

The upside is that the other 95% of our ranch is Mecca for growing Pinot.

Technical Notes:

VARIETAL COMPOSITION: 100% varietal

VINEYARDS: Babcock Estate

FINISHED WINE: Residual Sugar: Dry, pH: 3.73, TA: 6.8 gm/L, Alcohol: 13.6%

TIME IN BARRELS: 19 months, 33% new French oak

BOTTLING DATE: May, 2008

TOTAL PRODUCTION: 171 cases 12/750 ML

RELEASE DATE: October, 2008

SUGGESTED CA RETAIL PRICE: \$50.00 per 750 ML



2007 PINOT NOIR, GRAND CUVÉE

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 Cuvée, 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 Cuvée 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 Cuvée 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

WINERY & VINEYARDS

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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