

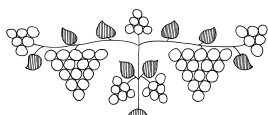
Dear Terroir PLUS Wine Club Member,

As a *Terroir Exclusives PLUS* wine club member you receive wines from both our *Premier* wine portfolio and the *Terroir Exclusives* wine portfolio. This new release package offers you five wines, two from our *Premier* production and three from our *Terroir Exclusives* production. Introducing the new *Premier* 2008 Chardonnay, Santa Barbara County and the 2008 Chardonnay, Grand Cuvee. Both wines are beautifully balanced yet distinctly different from one another. The new *Terroir Exclusives* wines included in this package are 2008 Chardonnay, Top Cream, 2007 Syrah, Nook & Cranny and the new 2007 Syrah, Upper Crust. While our *Terroir Exclusives* wine portfolio ships primarily red wines, the Top Cream Chardonnay is the one exception. This is one white wine our red wine lover's order by the case loads! Our two new *Terroir Exclusives* Syrahs are not to be taken lightly. The estate Syrah, Nook & Cranny is once again a big, bold wine deep in color and rich in flavor of ripe blackberries and white pepper. The new Upper Crust Syrah is produced from grapes grown at Rancho Sisquoc Vineyards in Santa Maria Valley. While a bit more elegant in style than the Nook & Cranny Syrah, this wine is rich with flavors of sweet boysenberry and ripe plums. Unfortunately due to the limited production of Upper Crust Syrah you may likely only get the one bottle included in this shipment. If we have any of this wine available after wine club is picked up, we will let you know. Winemaker notes on all five wines will be available on line at: www.babcockwinery.com.

As a member in the Babcock *Terroir Exclusives PLUS* wine club program you receive anywhere from four to five shipments of new released Babcock *Premier and Terroir Exclusives* wines in a calendar year. This November shipment will be the last wine club release we will ship you in 2009. You can expect your *Terroir Exclusives PLUS* wine club shipments to resume sometime in early Spring 2010. In the meantime we love to offer you **Monthly Specials** via email. Keep your eyes peeled for this month's special offering. Here's a hint.....Purchase a case, (12 bottles or more) of the new *Premier and/or Terroir Exclusives* wines, (minus the Upper Crust Syrah), and receive a 40% discount on your order! Details to follow in our upcoming *November 2009 Monthly Special* email. Not getting your emails? Contact us ASAP to get on board!

We hope you enjoy our latest offering and wish you and your family all the best for the 2009 Holiday Season!

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
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<i>Terroir Exclusives PLUS</i> Wine Club					
35% Discount	\$160.84	\$165.84	\$171.84	\$176.84	\$192.84
5 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

Babcock Vintner's House & Guest Cottage

Make your next getaway to the beautiful Santa Barbara Riviera memorable and stay at our very own Babcock Vintner's House & Guest Cottage. This enchanting 1920s Mediterranean style home is located in the affluent community of Montecito and is owned by winemaker Bryan Babcock and his wife Lisa. Only minutes from downtown Santa Barbara, beautiful beaches, and world class dining and theater, this home offers guests the perfect environment for private parties, weddings, family reunions or a simple quiet weekend for two away from the hustle and bustle of everyday life. Main house sleeps up to 8 guests while the separate Guest Cottage sleeps an additional 4 people. For more information, pictures, and current rental rates please visit our website at: www.babcockwinery.com and click on the 'getaway' button located at the top of the page, or call the winery at: (805) 736-1455 to book your next memorable experience. See enclosed card for further details.

Our Wine Shipping Policies

Babcock Winery 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 when shipped using our recommended UPS services and will ensure your replacement, or money back should you find the wine to be damaged. 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 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.

Shipping Notification Available by Email

Provide us with your email address and we will be happy to send you emails approximately two weeks prior to each wine club shipment. This service provides you information on what wines are being released and when you can expect them to be delivered. It also gives you the opportunity to change your ship date should you require it. If you did not receive an email informing you of this November release, please contact us and ask to be placed on our *Advanced Shipping Notification* email list.





2007 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.

With the exception of Burgundy, I suppose, the prevailing wisdom says that great vineyards in the northern hemisphere ideally face south or west, 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 few acres of small adjacent hillsides. But I'll take it, because on these hillsides is a beautiful matrix of gravelly loam and shattered sandstone; exactly 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, the NOOK & CRANNY on our ranch for the growing of world class Syrah.

The downside, of course, 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 Noir, so it's not like I am loosing any sleep at night.

This year's NOOK & CRANNY is chock-full of fruit and its signature white pepper spice in the nose. There's also a bit of sandal wood and an almost pie doughy quality to it. In the mouth, it's like drinking chocolaty, blackberry nectar that is balanced nicely by its ripe tannins. It's definitely another good one.

Technical Notes:

VARIETAL COMPOSITION: 100% varietal

VINEYARDS: Babcock Estate

FINISHED WINE: Residual Sugar: Dry, pH: 3.74, TA: 7.2 gm/L, Alcohol: 14.3%

TIME IN BARRELS: 22 months, 33% new French oak

BOTTLING DATE: August, 2009

TOTAL PRODUCTION: 218 cases 12/750 ML

RELEASE DATE: November, 2009



2007 SYRAH, UPPER CRUST

Santa Maria Valley, Rancho Sisquoc Vineyard

Winemaker's Notes:

Over the years I have made a number of wines from fruit grown at Rancho Sisquoc. It's always been a dependable vineyard, be it for Riesling or Merlot or just about anything. You name it, they grown it. Or perhaps it's better said, he grows it, and the *he* is ranch and vineyard manager Ed Holt. Of all the guys I have bought grapes from, I have worked with Ed the longest. In fact, at one point a few years ago, I was starting to feel a little bored.

This would have been around 2001. My business was going through some changes. I was becoming more interested in the Pinot Noir that was being developed in the Sta. Rita Hills. The Cabernet Sauvignon and other Bordeaux varieties that were starting to take hold in Happy Canyon had caught my eye. It had gotten to the point where I was about to phase out Rancho Sisquoc as a grape source.

But Ed had other ideas. He was in the process of developing a sizeable new vineyard out on a series of mesas that are located on the breezy, western end of the ranch. So he was looking for wineries interested in more grapes, not less. This was also a time when the wine industry's interest in Syrah had become more institutionalized. Syrah was no longer a new experimental grape. Thinking that it was fast becoming the next *it* grape, the industry began planting a lot of it. And it was sort of ironic because of all the stuff that Sisquoc grew, Syrah was not yet in the mix. Not, that is, until Ed had decided that it would play a major role out on these new mesas.

Before Ed had made this decision, he had grafted a tiny bit of the original Sisquoc Vineyard to Syrah, just so he could see what it would be like. So, as all this started to play out, the first Rancho Sisquoc Syrah was actually in barrel and could be tasted.

Now, Ed's a pretty humble guy. It's not like he was saying, "Oh, Bry, this stuff is killer. You gotta get over here and taste it." Instead, on a day when I was over there to look at these new vineyard sites, toward the end of the meeting, almost as if it were a side note, he said, "Yea, we actually did crush some Syrah last fall. You want to stop at the winery and taste it on your way out?" "Well, OK," I thought, "We can do that real quick."

Looking back at it, I have to wonder. Did he really not know what my response was going to be? Mind you, I was making Syrah at the time from great vineyards. I had Radical and Frying Pan Syrahs resting in their barrels back at my winery.

I was grappling with questions like, which is better, Steve Beckmen's fruit or Nook and Cranny? It was going to take a lot to impress me, and I was already sort of thinking in my mind how I was going to politely tell Ed that I just had too much on my plate.

So we went in to the winery and tasted the wine.

I had this experience like one of the characters in *Atlas Shrugged* after John Gault's speech. "Was it real?" asks the character. I did not really want it to be real. I just wanted to go home and work on simplifying my complicated portfolio. The only problem was, what I had just experienced was one of the most interesting wines I had ever taken a whiff of. And that was only Rancho Sisquoc's *first* Syrah! It was off of newly grafted vines. In theory, it should only get better. I started to think that I better find some room somewhere on my proverbial plate for another project.

So, of course, driving home, I'm thinking to myself, *why?*

Why was that wine so good? The thing that was interesting to me was that the wine had such a beautiful core, as if it were very natural; as if that Syrah were being grown in a place that was perfect for Syrah. Also interesting was the knowledge that Syrah does well in a wide range of climates. You can make good wine from with fruit grown in warmer places, and you can also do it with cooler climate fruit. But the places that I always seemed to like the most were in the middle. In fact, in my mind, the place in the Santa Ynez Valley that best expressed this sweet spot was Ballard Canyon.

Ballard Canyon is just to the east of the 101 freeway and a little north of Buellton. It's warm there in the summer, but it's not the oven that Happy Canyon is. And while it's not as cool as the more westerly Sta. Rita Hills, it still picks up the remnants of

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WINERY & VINEYARDS

(Page 2 Babcock 07 Syrah Upper Crust)

our Ocean breeze. Ballard Canyon is where Steve Beckmen, Tom Stolpman and Michael Lerner grow great Syrah. From a climactic standpoint, it's no fluke; its proximity to the ocean, its centrality in the Santa Ynez Valley, its climate, is good for Syrah.

So what about Rancho Sisquoc? 99% of the time, if I drove over there, I would always take Foxen Canyon Road. I'd get off the 101 at Los Alamos, take Alisos Canyon Road over to Foxen Canyon, and then make that right turn at the church, and on into Sisquoc. There are other ways to get there, but none of them for me are really any faster, and none of them are nearly as scenic. And I don't know if it's because that was always my route, if because the drive was so beautiful that I was preoccupied, or just what. But by the time I would get to Sisquoc, I would feel like I was way back in there. The feeling was one of driving deep into the valley, away from the ocean and into a realm that feels more like a sparsely populated Happy Canyon. It's wild back in there at Rancho Sisquoc. You definitely don't feel like you are anywhere near the ocean. You are back in the forest surrounded by high country. There are hawks in the sky. Most vineyards have problems with deer. Ed Holt has problems with bears!

My mind was telling me that it's a Ballard Canyon-esque set up that's best for Syrah. But I had just tasted one of the most interesting Syrahs ever. So, I got out of my car and walked into my office and grabbed one of those new Santa Barbara County viticultural maps. In fact, I had to grab the Santa Ynez Valley map and then put the Santa Maria Valley map up above it for the perspective I was looking for.

If you draw a line north of Buellton and Ballard Canyon, guess what's about 15 miles due north, with the same proximity to the ocean?

Rancho Sisquoc.

And it's not just any old Rancho Sisquoc, but a Rancho Sisquoc with Ed Holt, a grower and friend with many years of experience, telling me, "We will plant your section any way you want; you pick the row direction, the clone of Syrah, the rootstock, etc. What ever you want Bryan, I just want to keep working with you." The feeling was mutual, and I was starting to like my new take on things more and more. "Just what Frying Pan and Nook & Cranny needed," I thought to myself, "a little competition."

I call this wine UPPER CRUST for a few reasons. First, these new western mesas that Ed has planted are sort stacked upon one another, like a series of adjacent plateaus, with the one to the north being the highest up. That's where our section is, and so that's the "Upper" part of the title. Secondly, when I asked Ed what the soil type was, he said, "It's a Pleasanton Clay Loam." But then he was very adamant about the fact that it's not some run of the mill PCL. "It's a super *concreteous* Pleasanton Clay Loam." In other words, when it gets dry, it resembles cement. "You try to run a ripper blade through there, and you are going to break something, and it's not going to be the soil. That stuff gets real hard when it dries out." So, that's the "Crust" part of it. Lastly, it's a play on words. The upper crust is the upper class. Usually the concept pertains to a social structure. In this case we are applying it to a wine. And when you taste it, you will know what I am talking about.

Cheers, Bryan

Technical Notes:

VARIETAL COMPOSITION: 100% varietal

VINEYARDS: Rancho Sisquoc, "Upper Crust"

FINISHED WINE: Residual Sugar: Dry, pH: 3.40, TA: 8.7 g/L, Alcohol: 16.0%

TIME IN BARRELS: 22 months, 33% new French oak

BOTTLING DATE: Aug, 2009

TOTAL PRODUCTION: 145 cases 12/750 ML

RELEASE DATE: November, 2009



2008 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 5th 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.

Cheers, Bryan

Technical Notes:

VARIETAL COMPOSITION:

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

VINIFICATION:

100% Barrel Fermentation; 100% Malolactic Fermentation

TIME IN BARRELS: 10 months; 100% french oak, 40% new

FINISHED WINE: Residual Sugar: Dry, pH: 3.28; TA: 7.8 g/L; ALCOHOL: 15.0 %

PRODUCTION: 358 cases, 12/750ml

BOTTLING DATE: August, 2009 RELEASE DATE: November 2009

SUGGESTED RETAIL PRICE: \$40.00



2008 CHARDONNAY “GRAND CUVEE”
Santa Barbara County

Winemaker's Notes:

In Chardonnay and Pinot Noir, *Grand Cuvee* is the designation on our nationally distributed reserve wines. In Chardonnay, we have had a Grand Cuvee (almost continuously) since the 1986 vintage. Probably the biggest difference in the newer generations of these wines is that I no longer insist that they conform exclusively to an Estate Grown formula. Back in the earlier vintages, my ranch was the only one growing the kinds of grapes that I would use for a reserve Chardonnay or Pinot. There was really nothing else to draw upon. But now, I can build reserve blends of Chardonnay from great vineyards like TOP CREAM (estate) and OASIS (Los Alamos Valley). Pinots can be constructed from vineyards like OCEAN'S GHOST (estate) and DÉJÀ VU (Paso Robles). As a result, my Grand Cuvees have taken on more artistic license. While my Terroir Exclusives portfolio is still an attempt to isolate and master great soils, the Grand Cuvee portfolio is now an attempt to master great blends from those soils.

One thing that has not changed is that this Cuvee is quite complex. Shortly after being bottled, it's giving impressions of pineapple and crème brûlée. There are some other fruits in there too which have not quite yet materialized as anything distinct. But if I had to guess, I'd say we will be getting a little mango and pear in a few months. From TOP CREAM's contribution to the blend, I'd also expect to find some of that familiar Sta. Rita Hills lemon-lime. Largely attributable to OASIS, the wine is sweet and has a real luxurious texture. At the same time, it is by no means flabby. Its heft is reined in by brisk acidity. While last year's wine was more slender and showed more minerality, this year we are back to a cuvee with little more butter and fat.

Cheers,
Bryan

Technical Notes:

VARIETAL: 100% Chardonnay

67% Babcock Estate, Sta. Rita Hills

33% Loma Verde Vineyard, Los Alamos Valley

VINIFICATION: 100 % barrel fermented; 100% malolactic fermentation

TIME IN BARRELS: 8 months; 33% new French oak barrels, medium toast

FINISHED WINE: Residual Sugar: Dry, TA: 6.6 g/L, pH: 3.40, ALCOHOL: 13.7 %

BOTTLING DATE: May 2009

CASES PRODUCED: 668 cases 12/750 ml

RELEASE DATE: November 2009



2008 CHARDONNAY
Santa Barbara County

Winemaker's Notes:

Over the last few years, labor has gotten significantly more expensive, and many input costs have gone through the roof. On top of this, my Chardonnay blocks consistently present me with early battles with mildew, late skirmishes with bunch rot, and low yields overall. So, eventually I was confronted with two choices; either continue making a basic Chardonnay based on Estate Grown fruit and take the price upwards toward \$30 a bottle, or purchase some good local Chardonnay that someone else can grow more efficiently than me, and keep the price closer to \$20. When I realized that Tavo Acosta, the viticulturalist at Loma Verde (Los Alamos), could not only grow Chardonnay more efficiently than me, but, for all practical purposes, grow it at the same quality level as me, then it was a no-brainer. Especially these days in this rough economy, the \$20 suggested retail for this stuff is the ticket.

So, you might wonder, are any of my grapes still in this wine? Of course there are, and, for the foreseeable future, what ever measly amount of fruit my vines want to produce, it will go into a Santa Barbara County bottling as well. The blends have been nice. You get the brisk acidity and minerality from our fruit and the varietal character and flesh from the Loma Verde fruit. With a nose of pear and lemon meringue, it's hard to resist. There's a pinch of a tapioca thing going on in there as well. The mouth is *very* succulent.

Good grapes; good wine.

Cheers,
Bryan

Technical Notes:

VARIETAL COMPOSITION: 97.5% Chardonnay, 2.5% Pinot Gris

VINEYARD SOURCES:

67% Babcock Estate, Sta. Rita Hills

33% Loma Verde, Los Alamos Valley,

VINIFICATION: 100 % stainless fermentation

pH: 3.37. TA: 6.6 g/L; RESIDUAL SUGAR: Dry; ALCOHOL: 14.0%

BOTTLING DATE: March 2009 RELEASE DATE: November 2009

PRODUCTION: 5720, 12/750ml cases