

Dear Terroir PLUS Wine Club Member,

After a couple months break waiting for cooler weather, our wine club shipments once again resume with the release of three very distinctive red wines from our *Premier* portfolio. Introducing the new 2006 Under the Radar Syrah, 2007 Classic Rock Cabernet Sauvignon, and the 2008 Grand Cuvee Pinot Noir. Each of these distinctive new wines has something special to offer, from the supple finish of the Syrah to the rockin' spicy fruit character of the Cabernet Sauvignon to the refined "pretty" character of the Pinot Noir. If you love red wines, this new *Premier* wine release is right up your alley. All three wines are priced on the low side for their quality and style; factor in your 35% *Terroir PLUS* wine club discount and the savings are remarkable! Place your reorder for a case, (12 bottles or more), of one or all three of these delightful new red wines and we'll even give you 50% off the shipping rate. Hurry, our offer of 50% off shipping will end October 31, 2009. Now is the time to stock up on some delicious red wines and save big on shipping! Winemaker notes on all three wines will be available on line at: www.babcockwinery.com. Look for new *Terroir Exclusive* wine releases in early November!

Fall has arrived and with it comes the fruit of our labor....literally! Harvest is in full swing with both vineyard and production staff members busily picking, crushing, pressing, and fermenting the new 2009 vintage grapes. It's the perfect time of year to stop by the winery for a visit. Our tasting room is open to the public seven days a week between the hours of 10:30 a.m. and 4:00 p.m. Tasting is FREE for all wine club members and we always have something special behind the counter for you to try. If you can't get away for an in-person visit to the winery, see us on our new Facebook page at www.facebook.com. We try to post daily pictures and comments to keep you up to date on the latest happenings at the winery.

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

Sincerely,

The Babcock's

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	\$73.55	\$77.55	\$81.55	\$82.55	\$96.05
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

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.

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 October release, please contact us and ask to be placed on our *Advanced Shipping Notification* email list.





2006 Syrah UNDER THE RADAR

Santa Ynez Valley

GREAT VALUE!

Winemaker's Notes:

Though well structured, its full yet supple finish makes it enjoyable now. The wine has a deep ruby color with lively blackberry/raspberry fruit in the nose accompanied by a wood spice on the palate. It is composed primarily of Estelle Vineyard Syrah, with a few "remnants" from our reserve red wine programs adding to its value. Easy to drink now, you can afford to open another bottle without hesitation. It's noble enough to be served with a medium rare steak; priced fairly enough to have everyday.

Technical Notes:

VARIETAL COMPOSITION:

98% Syrah

2% Other Varietals

FINISHED WINE: Residual Sugar: Dry TA: 7.0 g/L pH: 3.79 Alc. By Vol: 14.4%

ELEVAGE: 13 months, 25% new French Oak

BOTTLING DATE: June, 2009

RELEASE DATE: October, 2009

TOTAL PRODUCTION: 1734 cases 12/750 ml



2007 CABERNET SAUVIGNON “CLASSIC ROCK”

Santa Ynez Valley

Winemaker's Notes:

In the warm, eastern end of the Santa Ynez Valley, I am starting to recognize a phenomenon. I first saw it in the vineyards of the Happy Canyon area. Then, slightly west of there, in one of the Valley's newer vineyards, Estelle, I started to see images that can only be described as amazing.

What these vineyards share are the mesmerizing colors in their rocks. Fire engine reds, cobalt and turquoise blues, every shade of yellow and brown imaginable, even a purple or two; they are all set in stone, in a seemingly impossible, yet perfectly natural way.

It is in these beautifully rocky vineyards that Central Coast's most interesting Cabernet Sauvignon is now beginning to mature. Made from mostly Estelle fruit, this wine is like a beacon to our upcoming Cabernet renaissance. Its demeanor is a reflection of vines which have to endure the stressful reality of shallow, rocky soils. The nose shows spicy fruit with aromas of boysenberry and cherry, complimented by plush dusty tannins in the flavors and in the finish. Its power and balance are an expression of Cabernet grown in the right place.

The rock that is featured on the label for this wine was plucked out of the Nucleus section of the Estelle Vineyard. Nucleus is one of the sections where the colors abound. One of the challenging aspects in designing the label for this wine was in having to choose *which* classic rock to feature. For a glimpse of just what nature's diversity has provided in this soil, log on to www.babcockwinery.com/rock.

Enjoy,
Bryan Babcock

Technical Notes:

VARIETAL COMPOSITION:

80% Cabernet Sauvignon

20% Other Varieties: Merlot, Syrah, Petit Verdot

FINISHED WINE: Residual Sugar: Dry TA: 6.8g/L pH: 3.65 Alc. By Vol.: 13.6%

ELEVAGE: 15 months, 25% new French Oak

BOTTLING DATE: March, 2009

RELEASE DATE: November, 2009

TOTAL PRODUCTION: 1,117 cases 12/750 ml



2008 PINOT NOIR, GRAND CUVÉE

Sta. Rita Hills – Estate Grown

Winemaker's Notes:

There are a lot of descriptions out there for wines. On the more extracted, concentrated end of things, you hear such things as “ripe, dark, fat, tannic, huge, monster,” etc. On the lighter end of the scale you hear, “delicate, smooth, finessed, transparent, user friendly, easy to drink,” etc.

With this '08 Grand Cuvée Pinot, I'd put it right in the middle categorically, and the description I like is “pretty.”

Pinot Noir does not naturally make huge, extracted wines. While you can mold Pinot into a super dark, tannic wine, that's not really what it wants to be naturally. At the same time, for it to be successful, for it to have that nuance and mystery, you do have to work at capturing a certain degree of character. Otherwise, it can fall into that *lighter end of the scale* kind of wine. With this particular bottling of Grand Cuvée, the Pinot genie is definitely in the bottle.

The flavors in this wine are quintessential. It's like, when you grow balanced, mature Pinot Noir in the Highway 246 corridor of the Santa Rita Hills, this is how it is.

Smokey cherries and an amalgam of spice are all wrapped together into a soft sweet package. At 13.7% alcohol it has the easy drinking aspects of a lighter wine, with the more powerfully mesmerizing aspects of a fully developed Pinot Noir.

Some of its power comes from the Ocean's Ghost section of my vineyard. In fact, with the recession lingering, I decided to take some of the gallonage out of the Ocean's Ghost bottling and blend it into this one. The pedigree of the grapes is good and I think it shows. And I have every reason to believe that this wine will do exactly what the 2007 bottling did, which was to simply get richer and more complex after it sat in the bottle for a year.

Cheers,
Bryan

Technical Notes:

VINIFICATION: pH: 3.64 TA: 6.8 g/L; RESIDUAL SUGAR: Dry; ALCOHOL: 13.7%
PERCENTAGE OF NEW BARRELS: 35 % New French Oak; TIME IN BARREL: 10 months
BOTTLING DATE: August 2009
RELEASE DATE: October 2009
TOTAL PRODUCTION: 886 cases 12/750ml