

Dear Premier Wine Club Member,

This Spring enjoy the outdoor barbecue with a couple new releases from Babcock Winery & Vineyards. Introducing the new 2008 Sauvignon Blanc, Estate Grown, Santa Rita Hills and the 2007 FATHOM, red Bordeaux-style blend. This year's Sauvignon Blanc is awesome! Hints of juniper berry, kiwi and lime add to the wine's mouth-watering character. Delicious with fish, chicken, pasta salads and much more. You'll be hard pressed to find a dish that won't go well with this versatile wine. Of course, a nicely chilled glass all by itself is always a pleasurable experience. The new FATHOM is beautiful. This year's blend is comprised of 47% Merlot, 30% Cabernet Sauvignon and 23% Petit Verdot from fruit grown on the Estelle Vineyard in Santa Ynez. This tantalizing blend has even us running to grab our corkscrews! Soft delicious flavors of berry character co-mingle with a hint of toasty oak flow smoothly on the palate. This wine is both elegant and dynamic. With just a little over 400 cases produced, this year's FATHOM won't be around too long. We recommend you place your reorders early to ensure availability. Winemaker notes on both wines will be available on line at: babcockwinery.com.

Late last year we introduced the Babcock Vintner's House to our wine club members. The Vintner's House is located in beautiful Santa Barbara County, Montecito, California, and is owned by Bryan and Lisa Babcock. This beautiful Mediterranean style home built in the 1920s offers many amenities including a separate guest cottage! If your looking to get away for a quiet weekend, or want to party with family and friends, the Vintner's House is perfect for most occasions. Check out the house details and pricing on line on our website under the 'Getaway' tab at: babcockwinery.com. Wine club members receive special discounts!

Thank you for your continued 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
Premier Wine Club					
25% Discount	\$74.54	\$77.54	\$80.54	\$81.54	\$93.54
2 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

Winery Open House - April 18th & 19th

Please join us at the winery on Saturday, April 18, 2009 or Sunday, April 19, 2009 for our annual Open House event held in conjunction with the Santa Barbara County Vintner's Festival. Featured will be wine tastings of all our current release *Premier* wines, as well as samples from our *Terroir Exclusive* portfolio. Also available are barrel samples of the 2007 Nook & Cranny Syrah as well as a new addition to our *Terroir Exclusives* line up, the 2007 Upper Crust Syrah. We will offer our *Terroir Exclusives* and *Terroir Exclusives PLUS* wine club members a one time opportunity to purchase *Futures* of these Syrahs at substantial savings. There is no need to make reservations for the wine tastings. Wine club members taste for free, limited to 4 people. We will host special hours on Saturday, April 18th of 9:00 a.m. to 5:00 p.m. Our Sunday hours will remain the same as always, open 10:30 a.m. to 4:00 p.m. We hope to see you at the winery.

Please Note: Due to the nature of this event, no persons under the age of 21 years will be admitted on the winery grounds. This includes young children and infants. We thank you for your consideration in this matter.

Open House V.I.P. Tickets-Saturday, April 18th

As part of our Open House activities we are offering a limited number of V.I.P. tickets for Saturday, April 18th only. As a V.I.P. ticket holder you will step up your wine tasting experience with specially prepared food created by Lori Cordova Catering of Lompoc. Ms. Cordova has worked closely with winemaker Bryan Babcock to bring you a food and wine experience you will not soon forget. Wine Club members price for V.I.P. tickets are \$55.00/couple or \$30.00/person. There is no limit on the number of tickets you can purchase. Reservations are necessary for the V.I.P. experience. To order tickets contact the winery directly at (805) 736-1455. The V.I.P. cellar will be open from noon to 4:00 p.m. on Saturday, April 18th only.

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



2007 FATHOM

Santa Ynez Valley

Winemaker's Notes:

There should be a word in the English language that describes the strange, somewhat sinking feeling that one experiences at the very first moment when one starts to doubt something that they were previously very sure of. It's a weird emotion. You're not quite ready to say, "I was wrong." No, because that entails a new kind of certainty, the certainty of knowing that you were wrong. At the first moment of doubt, there is the feeling that, even though you may have spent countless hours thinking about something, you really don't know what's up. And now, after all that time, you're gonna have to keep thinking about it. You are going to have to go back and check all your premises, or else find an empty closet somewhere in your brain where you can store some self doubt. Maybe the word I am looking for is funk; or more specifically, the first moment of a funk.

Twelve years ago, I was convinced that Cabernet Franc was going to become the next "it" grape in some of the warmer climates of Santa Barbara County. A few of my colleagues and I had started making some beautiful wines from this variety, and after the lackluster results with Cabernet Sauvignon in the '80s, and with its improvement in the '90s being quite modest, I was sure that the Franc was going to be our entrée into the world of fine Bordeaux Varietal blends. I was not yet in my funk the first time my Cabernet Franc did not fully ripen at one of the vineyards I was working with. Even the year after, when the leaves on many of its vines turned prematurely red and started falling off, I was still OK with that. All that demonstrated, I thought, was a failure in the ripening process at that particular vineyard. Just because that vineyard had fallen apart, it didn't send me reeling. It was a fluke . . . so I thought.

Then came the development of the Happy Canyon district with two new beautiful sources of Cabernet Franc, Westerly and Vogelzang. Then, there was that first year that my fruit from the Westerly Vineyard was less than beautiful. The following year there were a number of vines in that 10 acre section that, at the end of the season, didn't look so hot. That's when I had my moment. My whole Fathom program was built on this premise: Cabernet Franc is Great. The next year at Westerly the vines fell completely apart and at the Vogelzang Vineyard, the vines looked to be headed in the same direction. With my confusion coming to an end, I came to a new understanding as I formulated a miserable, new premise: Cabernet Franc is Dead. Mind you, not every single Cabernet Franc vine in the County was actually dead. But for all practical purposes, Cabernet Franc, as some kind of local winemaking breakthrough, was a dead issue.

Why did it croak? Well, apparently Cabernet Franc is just not a very hearty grape. In stressful situations, it is much more likely to throw in the towel. If it has any viruses in its system, it seems to be that much more sensitive. Put it in the shallow, rocky soils of Happy Canyon where it bakes in the 100 degree sun on a regular basis and you are asking for trouble. I don't know about the Westerly Vineyard, but one can see from the road that Marybeth Vogelzang yanked out the lion's share of her Cabernet Franc. And at my newest source for Bordeaux varieties, the Estelle Vineyard, we witnessed a real freak show a few years ago as one of the blocks of Cabernet Franc never looked healthy from the get go. Before it ever had so much as a grape cluster, it looked squirrely. We picked grapes from that section once in its 3rd year, made mediocre wine, and the owner tore it out.

Right about now you might be asking, 'If Cabernet Franc is dead in Santa Barbara County, why am I holding a bottle of 2007 Fathom in my hands?' Well, Fathom has mutated. And in a silver lining sort of way, I think it may be a good thing. You see, in the beginning, while Fathom was built around Cabernet Franc, it was, more fundamentally, built on an enigma; the idea that in our little piece of the globe, Cabernet Franc could be so good that it would be seen as the best grape in a world that is otherwise

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WINERY & VINEYARDS

(2007 FATHOM page 2)

dominated by Cabernet Sauvignon and/or Merlot. That's why the program was called Fathom in the first place, and that's why, to this day, I continue to say that Fathom is all about exploration and comprehension. What's left to explore? Well, in the red Bordeaux varieties there are Carmenere, Malbec and Petit Verdot.

Carmenere, I don't know much about, except that no one seems to grow it around here, and Malbec, I'm not a huge fan of. Then again, if our Petit Verdot croaks, Malbec might start looking pretty good. But until then, I am going to play with Petit Verdot. It makes very dark, concentrated wine most of the time. So much so that many winemakers use it very sparingly. In blends with Cabernet Sauvignon, it is not uncommon to see it listed at 2-3%. In this blend, with Merlot and Cabernet Sauvignon as the other grapes, I have it at 23%. In the future, I would like to think that we can approach even higher percentages. Who knows, maybe the factors that beat Cabernet Franc into submission are the same factors that will beautifully tame an otherwise rough edged Petit Verdot.

This 2007 Fathom bottling is beautiful, and is very rich and soft on the palate. I don't think waiting a year or more for this one to come around will be necessary. Last year I recommended laying the 2006 bottling (80% Merlot, 20% Petit Verdot) down for a while. This year I'm saying, "Get your cork screw."

Like last year's bottling, this wine also has that Pomerolese demeanor, which is something at this point that I still consider to be an interesting twist of fate. Some of this character no doubt comes from the big chunk of Merlot that is still in the blend. The Estelle Vineyard produces the kind of Merlot that makes an impact even in a blend with other muscular varieties like Cabernet Sauvignon and Petit Verdot. What's interesting is that this still links our Fathom to Bordeaux's Right Bank, that is, to the appellations in Bordeaux that reside on the east side of the banks of the Gironde River. In Fathom's beginning I thought this was an interesting association. When I was building the wine around Cabernet Franc, the association to the Right Bank was by way of the appellation St. Emilion (next door to Pomerol) and those few great producers there who use mostly Cabernet Franc in their blends. With a strong influence from Merlot, the Right Bank is still our association, because it's in Pomerol that they lead with Merlot. Why is this still interesting to me? Because in the beginning I thought this association was going to help differentiate our new epoch of great Bordeaux varieties from the Napa Valley, where the universe revolves around Cabernet Sauvignon.

Napa's tie to Bordeaux is across the river in the Left Bank where the universe also revolves around Cabernet Sauvignon at such grand old estates as Chateau Lafite Rothschild. While I would not mind being able to consistently make Cabernet Sauvignon as good as the best producers in Bordeaux and Napa, the fact is, I can't; not yet anyway. What I am left with is a local revolution in Bordeaux varieties, and a wine called Fathom, whose long term characteristics and associations still remain to be discovered. Until then, I kind of like Fathom being a little off beat in a non-Cabernet sort of way. And if I'm lucky and the Petit Verdot does not have a melt down, it will stay that way for a while. I'd love to go at least a few more years before I enter my next funk.

Cheers,
Bryan

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Babcock

WINERY & VINEYARDS

(2007 FATHOM page 3)

Technical Notes:

VARIETAL BLEND:

47% Merlot; Estelle Vineyard, Santa Ynez Valley

30% Cabernet Sauvignon; Estelle Vineyard, Santa Ynez Valley

23% Petit Verdot; Estelle Vineyard, Santa Ynez Valley

FINISHED WINE:

Alcohol: 14.2% by volume; pH: 3.7; TA: 7.2 g/L

VINIFICATION: Average Fermentations: 8-10 days; maceration in small open top fermenters; caps punched down daily

COOPERAGE: 50% New French oak; 50% Seasoned Barrels

TIME IN BARRELS: 16 months

BOTTLED: March 2009

TOTAL PRODUCTION: 440 cases 12/750ml

RELEASE DATE: April, 2009

SUGGESTED RETAIL PRICE: \$50.00



2008 SAUVIGNON BLANC, ESTATE GROWN
Santa Rita Hills

Winemaker Notes:

Winegrowing/winemaking is not a perfect science. I like to think of it more as a craft that is full of approximation. I am not saying it isn't rewarding. It's just that it takes time to really figure it out. If I had a dime for every time I had to guess at something in this craft, I'd be a rich man. Well, short of riches, the trial and error thing is finally starting to pay off, and this Sauvignon Blanc is the proof.

This wine is so good, it blows my mind. I mean, every now and then I have to pinch myself with a wine like this. It's like, "*I made this wine?*" This is my 24th attempt at making a Sauvignon Blanc like this, and I will tell you, 24 years is plenty of time to have the thought cross your mind, 'this kind of wine is unreachable.'

I guess the real satisfaction is in knowing that after all those attempts, not only is it reachable, it's reality. It's a wine like this that makes me glad I'm in this business.

And I think I will leave it at that. Rather than go on describing the wine, I think I will just recommend that you try it. It has all the characteristics of the last few vintages but with a level of complexity and richness that is uncanny. If there was a blood of Sauvignon Blanc, this would be it.

Cheers,
Bryan

Technical Notes:

VARIETAL COMPOSITION:

98% Sauvignon Blanc, Babcock Estate, Sta. Rita Hills

2% Chardonnay, Loma Verde Vineyard, Los Alamos Valley

FERMENTATION: 100% cool stainless steel fermentation

pH: 3.39 TA: 6.6 g/L RESIDUAL SUGAR: Dry ALCOHOL: 15%

BOTTLING DATE: March, 2009

RELEASE DATE: April, 2009

PRODUCTION: 1,112 cases 12/750ml