

Dear Terroir Exclusives Wine Club Member,

We can't think of a better way to kick off the new year of *Terroir* wine releases than to begin with our most sought after bottlings. Finally, after well over a year in barrels, the 2007 Ocean's Ghost Pinot Noir and the 2007 Déjà Vu Pinot Noir are here! The Ocean's Ghost section of our estate vineyard is carefully monitored to ensure the fruit reaches optimum quality. This year's Ocean Ghost Pinot Noir is big and we think you'll be amazed when you discover how solid the core of fruit is, especially since this wine has over 50% new French Oak in it! While it is rich enough to enjoy now with beef or pork, based on the way the '04 vintage is drinking, this wine should be 'singing' in about 4 years. Of course, for those of you who simply can not wait, we say open the wine now and enjoy the mouth-watering fruit character of dark cherries, berries and of course that signature earth and spice quality you've come to love with Babcock Pinot Noir. The 2007 Déjà Vu Pinot Noir hails from a vineyard called Rabbit Ridge Vineyards which is located in Paso Robles, California. If you know that area, you're probably thinking; Pinot Noir in Paso? The beauty of the California Central Coast is it offers many diverse microclimates in a relatively small geographical area. Where most of Paso Robles vineyards focus on Cabernet Sauvignon or Zinfandel, Bryan found one of those small unique microclimates zones in that area to grow Pinot Noir. What a find! This year's Déjà Vu Pinot Noir is stunning. The wine displays an elegance with it's soft, sweet berry character wrapped in a hint of spice. The only problem is, it's already sold out! Limited fruit in 2007 yielded just a little over 100 cases of wine. This minuscule amount of wine allowed us to ship only one bottle per wine club membership. While we would love to have more to offer you, we hope you'll be happy to have, at least, experienced this one bottle. Winemaker notes on both releases will be 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 Exclusives</i> Club					
30% Discount	\$97.97	\$100.97	\$103.97	\$104.97	\$116.97
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 February release, please contact us and ask to be placed on our *Advanced Shipping Notification* email list.



2007 PINOT NOIR "OCEAN'S GHOST"

Estate Grown – Santa Rita Hills

Every year I try to think of something different to say about this wine. I always start by reading last year's notes just for context. My problem is, every time I read the following, it still sounds so right on:

While a good part of the magic in the Ocean's Ghost section of our ranch consists of the marriage between soil and climate, we match these existential gifts with a radicalism in our farming that is restrained by nothing. I have worked over the years with many vineyards, some of them good, some of them great. In almost every case, at some point along the way I will find myself thinking, "If only the grower would have done this or that, it would be just a little better." And a lot of times it's not that the grower isn't amenable to it. It's just that I am not there on a day to day basis to say, "Okay, NOW!; *now* is when we should leaf pull; *now* is when we should cluster thin." Well, with Ocean's Ghost, it is not unusual for me to start my day there. If something needs tweaking, I drive by the shop and check in with my vineyard manager Rance Minyard. Of course I always find a number of things that need attention, but when it's in the Ghost, Rance knows exactly where to put it on the list of priorities. In fact, half the time he beats me to it. While everything can't be *perfect* all of the time, when you put the words *Optimum Quod Possum** on your label, it's good to have at least a few avenues where you can practice your best regardless of the cost. For me, Ocean's Ghost is one of them.

This year's big effort actually took place in the cellar as much as it did in the vineyard. For starters, we decided to carry this wine a full 16 months in barrels so that some of its dissolved CO₂ could exit its way out of those barrels. The problem was that while the CO₂ was leaving, a few infectious critters were arriving. There are a number of pesky little yeast and bacteria that love to grow in the barrels of finished red wines. If you find them quickly enough, you can deal with them. If not, they can take the attractive edge off of a wine. In this case, they were astutely found by our winemaker, Ron Hill. To make a long story short, we looked at this wine and discussed our strategy with it almost everyday for the last month of its stay in barrels. Thank you Ron.

The wine is big, as you might expect, and it's really stunning this year how solid the core of fruit is, even in a wine that is 50%ish new French Oak. While it is rich enough to enjoy now with beef or pork, based on the way the '04 is drinking, this stuff should be singing in about 4 years. Even if you give it just a few months to settle down in the bottle, I think you will be well rewarded. As far as supply goes, if you want to pull the cork on this first bottle, just to get the lay of the land on one of the most earthy, foresty, cherried-out-holly-grail Pinots you have ever tasted, have no fear; you will be able to get more. Unlike the Déjà Vu, with which there is just **no** wine available outside of your Terroir Exclusives bottle, I was able to make an extra 200 cases or so of this wine. I don't know if it will still be available this time next year, but with it only being available to the club and few select restaurants, I suspect we will have a few cases in stock through the summer.

Is it just me, or is this one a little longer in the finish than its predecessors?

Bryan

Babcock

WINERY & VINEYARDS

Technical Notes:

VARIETAL COMPOSITION:

100% Pinot Noir, Babcock Estate, Santa Rita Hills

VINIFICATION:

16 months barrels age, 50% new French oak

STATISTICS:

pH: 3.50 TA: 6.9 g/L RESIDUAL SUGAR: Dry ALCOHOL: 14.3%

BOTTLING DATE: February 2009

RELEASE DATE: February 2009

TOTAL PRODUCTION: 385 cases 750ml

* *Optimum Quod Possum*: Latin for "As best as I am able."



2007 PINOT NOIR “DÉJÀ VU”

Rabbit Ridge Vineyard, Paso Robles

Note: These notes are essentially the same as last. Since this story is a good one, and since it explains the name of this vineyard site, I think I'll tell it again this year. Enjoy the read.

There I sat, dumbfounded.

It was January of 2005 when one of my employees dropped an email on my desk. Under the caption “PINOT NOIR AVAILABLE” was a photograph. From an impressive elevation, it panned across the top of a vineyard as it looked out over a valley. The soil was dotted with chunky white rocks. I was having a déjà vu with a strong dollop of anxiety. “I’ve been there before,” I thought to myself. “But, *Pinot Noir*, it just doesn’t make any sense?”

I closed my eyes and my mind began to drift back. The last time I had seen soil like that was when I was in Paso Robles about five years ago trying to get a feeling for Cabernet Sauvignon. It was a time when I could still feel the chill of a bad stigma, the result of the terrible Cabernets of Santa Barbara’s past. But it was also a time in which I began obsessing over this notion that some day soon I would be achieving with Cabernet what I was starting to achieve with Pinot Noir. There was this looming potential in the Santa Ynez Valley that was destined to arrive, and when that first brave grower decided to replant the right clone on the right hillside, I wanted to be ready. I needed to find out what made Cabernet tick. So, for months, I drove the back roads of Paso Robles looking at the stuff.

Aside from how hot it got everyday, one thing that struck me was the amount of limestone that you see in the soils as you travel toward the Ocean from town, through a zone the locals refer to as the *West Side*. While driving through this area one morning, something really caught my eye. Up on a ridge a few miles from Highway 101, an almost pure white, south facing limestone hillside had just been planted. “Wow, now that looks cool,” I remember thinking. It was so clean, no doubt having been installed by someone who really knew what he was doing. It was a smaller vineyard, maybe five acres. “In West Side Paso,” I thought, “it has to be Cabernet or maybe Syrah on a dramatic site like that.” Lying there basking in the Templeton Gap, it might even enjoy a cool afternoon breeze every now and then. Bordered by vineyards below, none of which looked quite as compelling, I remember sitting in my car just staring at it.

“Should I drive up there?” I knew they were going to laugh at me. I had this vision of the owner chuckling, “You mean you think we planted the most awesome vineyard in Paso Robles for YOU?” But what did I have to lose? It would only take a few minutes and a pinch of trespassing. I’ve done it before.

Well, as it turns out, it wasn’t the owner who did the chuckling. It was the vineyard manager. Upon arriving, I found some contractors who were putting the finishing touches on a spectacular house that was being built right above the vineyard on the very top of the hill. They gave me the vineyard manager’s number. I called the guy from my cell as I looked out over the vineyard at the vista. The whole thing was riveting. Upon hearing the inevitable, that the house and all the vineyards were the new project of the Rabbit Ridge Winery, I figured it was the last time I would ever set foot on that hill.

Aside from being a bit eerie, when that email hit my desk last January, there was something about it that had me stunned as well. Not only did I have this strong feeling of being there before, not only did it proclaim that those grapes were “now available”, it said that they were *not* Cabernet; they were *not* Syrah.

-more-

Babcock

WINERY & VINEYARDS

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Instead, what clung to the hillside in that provocative photo was the most terroir expressive variety on Earth. It was PINOT NOIR. Once my brain cells relaxed enough to allow my eyes to reopen, I read on.

“We have decided to drop Pinot Noir from our Rabbit Ridge portfolio in favor of pursuing Syrah and other varieties more popular in Paso Robles. We are looking for a good Pinot Noir producer to take the fruit from this special site.”

Gulp! I went from déjà vu to a panic. “Oh my god, what happens if someone else calls them first!” There was a phone number for the owner. “Erich Russell?” I asked. “That’s me,” he replied. I was thinking about how long it would take to get there if I drove as fast as my tired Montero would go. “Are you going to be there this afternoon?” I asked. “Yes,” he said. “Good. I’ll see you in about 70 minutes.”

It had been five years since I had stood on that limestone drenched hillside. Wow. This time, laced into it was some beautiful, maturing Pinot Noir. I had to pinch myself.

How compelling would it have been five years prior to that moment if I would have known, sitting in my car staring at it, that it was Pinot Noir? The vineyard manager, politely telling me to scram, that would have transcended from embarrassing to painful. It’s freaky enough that this vineyard is actually in my hands to work with now, let alone the fact that it’s Pinot. I mean, what started out as an eerie and perplexing feeling has evolved into a real déjà vu; the age old familiarity of Pinot Noir and limestone. It is one of those things that is old and at the same time, compelling. In a word, classic; like the Grand Cru Pinot Noir vineyards in Burgundy, where the underlying geological plates of limestone break through or get very close to the surface.

With limestone gushing out of its dirt, will Déjà vu ultimately produce wines that resemble great Burgundies? Time will tell. But perhaps even more intriguing to me is this vineyard’s potential to give something totally unique. It’s simply a different place, with a totally different climate than Burgundy. All I can say is that the indication from its first few wines is that Déjà vu’s signature will not only evolve into something individual, but full of rich, sublime fruit as well. This 2007 bottling is STUNNING.

Oh, as it turns out, you *can* get there from here in 70 minutes. I will refrain from commenting on how fast you actually need to drive. Good job Montero.

Technical Notes:

VARIETAL COMPOSITION:

100% Pinot Noir, Rabbit Ridge Vineyard, Paso Robles

VINIFICATION:

17 months barrels age, 50% new French oak

STATISTICS:

pH: 3.50 TA: 6.8 g/L RESIDUAL SUGAR: Dry ALCOHOL: 14.3%

BOTTLING DATE: February 2009

RELEASE DATE: February 2009

TOTAL PRODUCTION: 102 cases 750ml

SUGGESTED RETAIL PRICE: \$55.00