

Dear Premier Wine Club Member,

This release offers two red wines of exceptional quality and value. Introducing the new 2007 Merlot, Under the Radar and the 2008 Pinot Noir, Rita's Earth. *Under the Radar* represents our second label concept housing wines of true value. Since we don't make a big deal over these wines, they tend to be recognized only by our wine club members and those lucky enough to run across them in our tasting room, literally flying under the radar! The 2007 Merlot, Under the Radar is limited in production, only 437 cases produced, and displays aromas of cranberry and boysenberry layered nicely by a hint of spicy clove and nutmeg. In the finish you'll find just a touch of vanilla wrapped up with soft, toasty oak. It's delicious! Drink this wine now, or over the course of the next two years. Your bottle price on the Merlot is only \$11.25. At this price, you can't afford to not purchase a case or two! The new 2008 Pinot Noir, Rita's Earth will make your mouth water. Tantalizing cherry character is backed by signature earth and spice. If you recall last year's vintage lasted less than a couple of months, this year we have a bit more production to work with and hope to see this wine through to our 2009 holiday season. Of course it's never too early to place your reorders as we never know when our distributors will call to request we double their allocations. With the way this wine is tasting, who could blame them? Your bottle price on the Pinot Noir is only \$18.75. You'd be hard pressed to find a better quality Pinot Noir under the twenty dollar mark. To reorder please email us at info@babcockwinery.com with your request or use the enclosed order form and fax or mail it to us. Winemaker notes on both wines will be available on line at: www.babcockwinery.com.

The next *Premier* wine club release is tentatively scheduled for early October, 2009. Of course your wine club benefits and discounts are good all year through. Stop by the winery and taste our current releases this summer.

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
Premier Wine Club					
25% Discount	\$47.63	\$50.63	\$53.63	\$54.63	\$66.63
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

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. We've enclosed a postcard depicting just a taste of what this property has to offer. 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 June release, please contact us and ask to be placed on our *Advanced Shipping Notification* email list.





2008 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. I think it’s especially fitting with this wine since Sta. Rita Hills has become synonymous with the notion of good Pinot Noir, and this is yet another good one.

And there is good news! We actually made a few thousand cases.

This wine is great. Once again, it’s a less intense, easy to drink version of some of the trophy Pinots we have made from places like our estate 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 do 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 our Ocean’s Ghost. The mouth on this one is full of cherries and spice, which has become a very welcome standard.

Cheers,
Bryan

Technical Notes:

VINEYARDS IN THE BLEND:

Santa Rita Hills Pinot Noir

FINISHED WINE:

Residual Sugar: Dry Titratable Acidity: 6.9 g/L PH: 3.77 Alcohol: 13.5%

ELEVAGE: 7 months with 20% New French Oak

BOTTLING DATE: May, 2009 RELEASE DATE: June, 2009

TOTAL PRODUCTION: 3685 - 12/750 ml



2007 MERLOT “Under the Radar”

Santa Barbara County

Winemaker's Notes:

This is a good value. It's from fruit grown at the Estelle Vineyard which is our source for premium Bordeaux varietals over in the Santa Ynez Valley. Basically it's the Merlot that did not quite make the cut when we blended the Fathom and the Nucleus Cabernet Sauvignon. Stemming from such good raw materials, you might be wondering, why isn't it more expensive? I guess the answer is that it's kind of a 'tweener. One thing I really don't need to be doing is bottling yet another wine. I mean if there is a compelling reason to so, I'll do it. But I make a bunch of wines as it is. If anything, I should be streamlining. Another thing playing into its 'tweener status is the fact that we did not make very much of it. So it's not the kind of thing that we are going to ramp up and sell nation wide through our distributors. My guess is that it will be gone after six months of pouring it in the tasting room while we watch our wine club members say, "Are you serious? With my discount it's only around ten bucks!"

So I put a label on it that resembles the Babcock family of labels and decided to apply our second label concept which is *Under the Radar*. By this we mean wines that are a true value, but that we don't make a big deal about.

This version has a beautiful deep red hue, and is pretty nicely proportioned in all the other categories. The nose is of cranberry and boysenberry with a spicy hint of clove and nutmeg. The mouth has nice richness with some pretty soft tannins and a little vanilla in the finish. I think it's ready to drink. And now that we are a few years from the movie *Sideways*, I think it's really ready to drink. Remember how they diss'd Merlot in that movie? Was that really called for?

Enjoy,

Bryan

Technical Notes:

VARIETAL COMPOSITION:

89% Merlot

11% Syrah

VINEYARD SOURCES:

4% Babcock Estate, Sta. Rita Hills

96% Estelle Vineyard, Santa Ynez Valley

VINIFICATION:

pH: 3.77; TA: 6.7 g/L; RESIDUAL SUGAR: Dry; ALCOHOL: 13.9%

BOTTLING DATE: May 2009 RELEASE DATE: June 2009

PRODUCTION: 443 cases 12/750ml