

Dear Premier Wine Club Member,

Our first *Premier* wine release in this new year offers two very intriguing wines. Introducing the 2009 Pinot Gris, Naughty Little Hillside and the 2009 Syrah, Identity Crisis. The Pinot Gris is yet again extraordinary with creamy layers packed with flavors reminiscent of banana saltwater taffy, hints of lime and vanilla. This is one wine you can pair well with many different types of cuisines ranging from fresh salads to creamy pastas to seafood and poultry. The new 2009 Syrah, Identity Crisis is unique. Produced from the Syrah grape, this wine has very little color as a result of our practice to remove the skins immediately after picking the fruit. Fermenting dry in stainless steel tanks using cool temperatures captures the fresh lively fruit characteristics of nectarine and pomegranate. The secondary malolactic fermentation adds a depth to the mouth-watering flavors and leaves a rich, creamy finish on the palate. Why call it Identity Crisis? Here's a Syrah that is not a red wine, not a white wine, and not a rose. You may not know what to call it, but you will immediately recognize the distinct quality and unique character of a wine produced by Bryan Babcock. Serve the Identity Crisis chilled with fish, pasta with cream sauce, or poultry. Winemaker notes on both wines will be available on line at babcockwinery.com.

As a *Premier* wine club member you will receive monthly special offers on Babcock *Premier* wines via email. This month we are pleased to offer you an additional 5% discount on top of your *Premier* 25% wine club discount when you purchase a case, (12 bottles or more), of one or both of the enclosed new release wines. Your February 2010 special 30% discount is good now through February 28, 2010 and only on a purchase of 12 bottles or more of either 2009 Pinot Gris, Naughty Little Hillside and/or 2009 Syrah, Identity Crisis. Ordering is easy, simply email us at info@babcockwinery.com with your request or fax or mail us the enclosed order form. Phone orders can be placed by calling the winery directly at (805) 736-1455.

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
<i>Premier</i> Wine Club					
25% Discount	\$46.00	\$49.00	\$52.00	\$53.00	\$65.00
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 - Saturday, April 17, 2010

Join us at the winery between the hours of 9:00 am and 5:00 pm on Saturday, April 17, 2010 for our annual Open House event. Scheduled are tastings of all our current release *Premier* and *Terroir Exclusives* wines, barrel samples and *Futures* sales of Pinot Noir. No reservations are necessary for wine tasting and as always, wine club members and up to two of your guests will taste for free! In addition to our extensive wine tasting during our Open House we will once again host the V.I.P. Cellar between the hours of 1:00 pm and 4:00 pm. This year's V.I.P. experience will be catered by the famous Far Western Tavern of Guadalupe, California. Reservations are required for the V.I.P. Cellar and tickets can be purchased at the winery at special prices for wine club members of \$55.00/Couple or \$30.00/Person. To book your reservations for the V.I.P. Cellar please call the winery directly at (805) 736-1455. Hurry, tickets are limited and sell out quickly. Please Note: Due to the nature of this event no persons under the age of 21 years will be allowed in winery areas where alcohol is being served. This includes young children and infants. Thank you for your consideration of this matter.

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



February 2010 Special Offer
30% Discount on a Case Purchase of
'09 Pinot Gris, Naughty Little Hillside & '09 Syrah, Identity Crisis
Okay to Mix Case



2009 PINOT GRIS
“NAUGHTY LITTLE HILLSIDES”
Estate Grown – Santa Rita Hills

Winemaker's Notes:

I put up with these hillsides on our estate. Something always seems to be going wrong on at least one of them. From a farming perspective, they are like bucking broncos that don't want to be ridden. But, while being thrown from the tractor does not feel good, one simple taste of the end product justifies why I continue to farm these two incorrigible little pieces of dirt.

While our most crafted Estate Grown Chardonnay may be called *Top Cream*, these hillsides produce, by far, our vineyard's *creamiest* wine. This year's bottling is extraordinary. Off the bottling line today (1-28-09), it smells like a banana saltwater taffy with a hint of lime and vanilla drizzle. It definitely has the tapioca thing going on like last year, and I get just a whisper of an herb that strikes me as spearmint. The mouth is enormous; a super luxurious texture that finishes on the oily side. What can I say, when a wine sort of smells like the cream soda you used to drink when you were a kid, and on the palate, it's all about the fat, then the word that it all boils down to is CREAMY. And with its long finish, it's creamy *for days*.

Maybe I just need to change my attitude; admit that these high maintenance hillsides are what they are. With a couple more wines like this one, I just might start looking forward to the problems.

Technical Notes:

VARIETAL COMPOSITION:

100 % Pinot Gris, Babcock Estate, Sta. Rita Hills

VINIFICATION:

Cool temperature/stainless steel primary fermentation,
100% Malolactic Fermentation.

FINISHED WINE:

pH: 3.59, TA: 5.8 g/L, RESIDUAL SUGAR: Dry, ALCOHOL By VOL: 13.8%

BOTTLING DATE: January 2010

RELEASE DATE: March 1st, 2010

TOTAL PRODUCTION: 319 cases 12/750ml



2009 SYRAH “IDENTITY CRISIS”

Santa Barbara County

Winemaker's Notes:

This wine is having a bit of a meltdown. It doesn't quite know what it wants to be. On the one hand, it is Syrah and it is in a dark bottle. So, if you just grab it off the shelf and don't really study it, you might think it's a red wine; until you get it home and pull the cork. That's when you start looking in the yellow pages for a wine psychologist.

What is it? It's not really rosé. For starters, it's not really pink. And it certainly doesn't exude that overly perfumed pink-wine fruit. Why is that? Probably because I put it through what no self-respecting winemaker would ever put a rosé through, namely a complete malolactic fermentation. I like to call it complexity, all that creamy, almost buttery goodness that malolactic can bring to a white wine, but let's face it, with this wine it is definitely adding to the confusion.

You know, with its slightly coppery hue, it does look like a Blanc de Noir, i.e. Champagne or sparkling wine made from red grapes . . . except . . . there aren't any bubbles.

Hmmmm. Remember that hideous genera in winemaking that took off about 20 years ago in response to the glut of Zinfandel that was out there? *White Zin* it was called. The wines were sterile, bleached out, thin and sweet. If they had any fruitiness, it was largely due to blending in something aromatic, like Muscat. A couple of the bigger wineries got real good at making them devoid of all color.

Oh my gosh! Is this wine a *White Syrah*!?

Well, not really; its bone dry and it has those sort of creamy tones from the malolactic laced into its delicate, perplexing nectarine/pomegranate fruit with a hint of cinnamon. Right after pulling the cork it starts off with a pinch of spritz and then, as it sits in the glass, it develops this lovely soft texture on the palate, and it's all really quite beautiful; but when was the last time you experienced something like this in a Syrah?

I had a buddy in college. He was at McGeorge in Sacramento studying law while I was at Davis studying wine. We'd get together once a week or so and study alcoholic beverages of some sort, but when it came to wine, he would say to me, "Why don't you stop thinking about it and just drink it?"

I think with this wine I'll do just that.

Cheers, Bryan

Technical Notes:

VARIETAL COMPOSITION:

- 94% Syrah, Estelle Vineyard, Santa Ynez Valley
- 3% Grenache, Vogelzang Vineyard, Happy Canyon
- 3% Pinot Noir, Babcock Estate, Sta. Rita Hills

VINIFICATION:

Stainless Steel Fermentation; 100% Malolactic Fermentation

pH: 3.66; TA: 6.1 g/L; RESIDUAL SUGAR: Dry; ALCOHOL BY VOL.: 13.5 %

BOTTLING DATE: January 2010

RELEASE DATE: March, 2010

PRODUCTION: 1,425 cases 12/750ml