

Dear Terroir PLUS Wine Club Member,

Our first *Terroir PLUS* wine release in this new year offers four exciting wines. From our *Premier* portfolio we are pleased to 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. The two new red wines from our *Terroir Exclusives* portfolio are the long awaited Pinot Noirs. Introducing the 2008 Pinot Noir, Ocean's Ghost and the 2008 Pinot Noir, Deja Vu. Both wines are big and boasting of bold rich flavors of earth and spice. While these wines are delicious and offer vibrant fruit character now, they have the potential to age well in a proper cellar for years to come. We recommend you place your reorders early on these two Pinots to ensure availability. Winemaker notes on all four wines will be available on line at babcockwinery.com.

This month we are pleased to offer you an additional 5% discount on top of your *Terroir PLUS* 35% wine club discount when you purchase a case, (12 bottles or more), of one or all of the enclosed new release wines. Your February 2010 special 40% discount is good now through February 28, 2010 and only on a purchase of 12 bottles or more of either the 2009 Pinot Gris, Naughty Little Hillside, 2009 Syrah, Identity Crisis, 2008 Pinot Noir, Ocean's Ghost and/or the 2008 Pinot Noir, Deja Vu. 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>Terroir PLUS</i> Wine Club					
35% Discount	\$124.62	\$128.62	\$134.62	\$136.62	\$148.62
4 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



2008 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,” etc. 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 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 for this vintage, it’s tight. There were only 45 cases left after releasing the wine to the Terroir Club. So if you want to try and get a bit more of one of the most earthy, spicy, cherried-out-holy-grail Pinots you have ever tasted, then you may want to act fast and call the winery before it’s too late. I suspect it will be gone by June.

A recommendation for drinking:

The wine is packed full of complexity and nuance. It will be at its best in a few years. While it is rich enough to enjoy now, it won’t hit its peak in my opinion ‘till circa 2013/2014.

Cheers,
Bryan

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

Babcock

WINERY & VINEYARDS

Page 2 (2008 Ocean's Ghost)

Technical Notes:

VINIFICATION:

16 months barrels age, 50% new French oak

STATISTICS:

pH: 3.57 TA: 6.7 g/L RESIDUAL SUGAR: Dry ALCOHOL: 13.9%

BOTTLING DATE: January 2010

RELEASE DATE: February 2010

TOTAL PRODUCTION: 198 cases 750ml

2008 PINOT NOIR “DÉJÀ VU”

Rabbit Ridge Vineyard, Paso Robles

Note: These notes are essentially the same last year's notes for this wine. Since this story is a good one, and since it explains the name of this vineyard site, I will no doubt be telling it for a few more years. If you have not yet seen this, enjoy the read. If you have seen it and you are thinking about fast forwarding to your cork screen, I will tell you that this 2008 bottling is, once again, spectacular. To really do it right, I would recommend that you drink it in a few years. Based on the way the first edition is drinking, I don't see why this one won't continue to age gracefully for 10 years. If you want more, don't wait long. There were only about 40 cases available after our release of the wine to the Terroir club.

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. 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

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WINERY & VINEYARDS

Page 2 (2008 Deja Vu)

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 2008 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: 3.52 TA: 6.5 g/L RESIDUAL SUGAR: Dry ALCOHOL: 14.5%

BOTTLING DATE: January 2010

RELEASE DATE: February 2010

TOTAL PRODUCTION: 179 cases 750ml



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