

Dear Premier Wine Club Member,

As an affiliate in our oldest and most established wine club program you receive wines approximately four to five times a year from our nationally distributed, *Premier Select* wine portfolio. These wines are known for their quality and their value and are produced in limited quantities. Your membership in this prestigious wine program not only allows you the opportunity to taste these wines first, it also gives you the opportunity to reorder those wines you prefer before we send them into national distribution. The tricky part for us is knowing when is a good time to ship these wines to our club membership. After careful consideration and discussion with winemaker Bryan Babcock, we design a shipping schedule that not only gives you first opportunity to get the *Premier* wines you want, but also allows us to ship in mild to cool temperatures to ensure the same quality wine that leaves the winery arrives at your front door. This means that we will never have a quarterly or semi annual shipping schedule, instead, we choose to ship those wines that are at their best and when it is best for them.

This year our *Premier* release schedule has us shipping to you in two consecutive months. The first release was sent in February, the second arrives this month with another extraordinary offer. Introducing the new 2007 Sauvignon Blanc, the 2006 Syrah, Santa Barbara County and our fun new label, the 2006 Under the Radar, Syrah. The Sauvignon Blanc is produced from grapes grown on our estate and is full of mouth-watering fruit. This white wine offers diverse flavors and thus drinks well with a variety of foods. The two Syrahs while different from one another, share two things in common, their zest and their quality. We will let you decide which one you prefer. However, we do recommend that you take advantage of the low introductory price of the new Under the Radar label as this wine is extremely limited and well worth the \$13.50/bottle you pay after your 25% wine club discount! Hurry, all wines are sold on a first-come, first-served basis. To order, simply email us your request to info@babcockwinery.com, or fill out the enclosed order form and fax or mail it to us. Winemaker notes on all three wines will be available on line at: babcockwinery.com under the *Premier* wine club program located in the *Our Wine Clubs* page.

The next *Premier* wine club release is tentatively scheduled for early June. We will keep you updated on release dates through our *Advanced Shipping Notification* email. If you did not receive an email regarding this March shipment, please contact the winery with your email address so you will not miss out on future notices.

Thank you for your continuing support!

Winery Open House - April 19th & 20th

Please join us at the winery on Saturday, April 19, 2008 or Sunday, April 20, 2008 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 Ocean's Ghost Pinot Noir as well as the one time opportunity to purchase *Futures* of this highly sought after wine. 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 19th 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 19th

As part of our Open House activities we are offering a limited number of V.I.P. tickets for Saturday, April 19th 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. You will also be the only members given access to our limited 2006 Grand Cuvee Pinot Noir Magnum tasting held in the V.I.P. Cellar. Tickets are limited and are quickly selling out. Wine Club members price for V.I.P. tickets are \$30.00/couple or \$20.00/person. Limited to a total of 4 people at these prices. Non wine club members pay \$50.00/couple or \$30.00/person. 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 1:00 p.m. to 4:00 p.m. on Saturday, April 19th 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.

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 | \$67.91 | \$71.91 | \$75.91 | \$76.91 | \$90.41 |
| 3 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



2007 SAUVIGNON BLANC, ESTATE GROWN

Santa Rita Hills

Winemaker Notes:

This is my 23rd Sauvignon Blanc. For years I have described in these notes my progression of events with regard to this variety. I'll recondense it here as best I can. I started out bottling small amounts of estate grown wines. They were very expressive, and at times I felt they were too grassy for their own good. Then, for a good 10 years or so, the answer was to source fruit from warmer climates and blend. This led to a Sauvignon Blanc program that many of you will remember called Eleven Oaks. Some of my best praise came out of that program, culminating with one wine aficionado proclaiming, 'This is the best Sauvignon Blanc in the western hemisphere!' As those purchased grapes became more expensive, and as more and more of my colleagues started pinning circa \$25 price tags on their Sauvignon Blancs, I began to realize that I was not going to be able to continue making large quantities of the stuff. Fortunately, by this time I had made the discovery that would allow me to turn back to my own ranch, utilizing 100% estate grown fruit. That discovery was the affect of the sun.

When direct sunlight makes contact with a grape cluster, it helps it to ripen. With most varieties, you can go too far. The downside is that you either cook out some of the grape's more attractive flavors, or you destroy the fruit altogether as it turns into raisins. It's not hard to understand; if you spend too much time at the beach working on that beautiful coca tan, you get burned. What's interesting about our Sauvignon Blanc is that it's really hard to burn. If I don't farm the vine's canopy wide open and the let the clusters hang directly in the sun all season long, then the wine crosses over that fine line from intense, stunning beauty, to a freakish scent of greenery that some in the media might call artichoke or jalapeño. Either way, the veg doesn't sell. And for good reason, it's too weird.

I like this wine. I think it's in an interesting place. I am not going to go into a long discussion concerning my theory about whether wine is art or not. Suffice it to say, I feel that it is not art; it's craft. But to make things a little more confusing, I will say that some wines are more *artistic* than others. I believe this is one of those wines, and the interesting place that it's in is somewhere between the more immediate beauty of last year's wine and an interesting streak of forestry greenness that, if more amplified, would restrict its attractiveness. Like a piece of art, it may not be everyone's cup of tea. My wife does not like Sauvignon Blanc in general. She will hate this one. She will say, "I keep telling you to always have a bottle of Chardonnay in the refrigerator." When I taste her on this wine, I'll probably have **Top Cream** as my back up.

Under my terroir-motivated attraction to this wine; the fact that it's such a strong expression of soil and climate, lies my simple, subjective attraction. Juniper berry, kiwi, lime and sandalwood all come together to bestow a hypnotic vermouth-like nose. Yes, there is a tinge of fresh snapped pea. But I have a bad allergy to legumes, and I still think it's pretty. If this wine were from a good producer in Sancerre, the press would be talking about its minerality for days. It is a bit more slender than last year's wine. Without the introduction of any malolactic fermentation in 2007, this wine has more of an edgy, razor sharp mouth feel.

And so it is, my Sauvignon Blanc has turned away from the mainstream. Like David Bowie returning to the pulsating energy of the *Spiders From Mars*, my Sauvignon Blanc has returned to its intense, nervy roots. In David Bowie's case, he'd have to put the makeup back on. In my case, I've taken it off.

Cheers, Bryan

Technical Notes:

VARIETAL COMPOSITION:

96% Sauvignon Blanc, Babcock Estate, Sta. Rita Hills

4% Chardonnay, Loma Verde Vineyard, Los Alamos Valley

FERMENTATION: 100% cool stainless steel fermentation

pH: 3.30 TA: 6.9 g/L RESIDUAL SUGAR: Dry ALCOHOL: 14.5%

BOTTLING DATE: February, 2008 RELEASE DATE: March 2008

PRODUCTION: 677 cases 12/750ml SUGGESTED RETAIL PRICE: \$23.00



2006 SYRAH “SANTA BARBARA COUNTY”

Winemaker's Notes:

2006 marks the beginning of a new direction with this wine. This bottling was previously known as our Black Label Cuvee. For nearly 10 years “Black Label” Syrah was my way of saying “Reserve” Syrah. The idea was prompted by a couple of factors, not the least of which was my belief that the idea of *reserve* wines had been overplayed and bastardized by the late 1990's. But also my prejudice was for an unabashed expression of Syrah. I brooded over the wines to force out their extraction and color. I wanted something that would signify the fact that the wines were big and smoky.

So what happened over the years to this Black Label concept? Since 1997 the wines have been stellar. Why did it finally fade away? Well, the main problem has been the explosion of competition in the Syrah market. While I started with very small quantities of Syrah that initially sold for \$50 a bottle, as I increased production, those prices could not be maintained. Sometime around 2001 I thought the worst case scenario for my Syrah would be \$30 retail. Then it became apparent that my distributors were losing interest. I recalculated my deepest, darkest, most dismal reality at \$25. After all, the wines were great. Certainly consumers would recognize it.

Then, a few years ago, I had a discussion with a retailer who I greatly respect in Southern California. When Michael Brick of Hi-Time Cellars in Orange County told me,

‘While you can sell tiny quantities of great Syrah at worthwhile prices to the minute percentage of America’s wine buying cognoscenti, thanks to the Australians, and their deliveries of boatloads of Syrah onto our shores, Joe Wine Drinker is now convinced that if you are paying more than \$10 a bottle for the stuff, you are getting ripped off.’

That’s when I knew that my deepest, darkest reality was about spiral down into the dungeon of oversupply a little bit further. I now produce those *tiny* quantities of great Syrah that Michael described. For the last few years they have been known as NOOK & CRANNY, FRYING PAN, and RADICAL. They are in my Terroir Exclusives portfolio and are sold, at worthwhile prices, through the winery, to an audience that appreciates them.

I am not the only one who has felt the pressures of a saturated Syrah market, so have many of the growers. Fortunately I am working with a great vineyard at the moment, Estelle, whose proprietors are reasonable enough to supply me with fruit with which I can render beautiful wine at a great price.

And so it is with this 2006 Syrah that we have our first “Santa Barbara County” bottling. The label is still Black. If you want to call it the Black Label Syrah, you are welcome to do so. It won’t have the \$50 retail or be hedonistically chunky as in the past. This wine is more slender but still has oodles of character. In fact, this may be one of the most aromatically smoky and gamey Syrahs I have ever made. It strikes me like a lot of the wines I have had out of the Rhone’s Cornas area; grilled and rustic, but with a richness and weight that is still the hallmark of good Syrah.

Enjoy, Bryan

Technical Notes:

VARIETAL COMPOSITION: 98% Syrah, 2% other varietals

VINEYARDS:

85% Estelle Vineyard, Santa Ynez Valley

15% Babcock Estate, Sta. Rita Hills

FINISHED WINE: Residual Sugar: Dry, pH: 3.77, TA: 7.3 gm/L, Alcohol: 13.9%

TIME IN BARRELS: 13 months, 25% new French oak

BOTTLING DATE: November 2007 PRODUCTION: 1,289 cases 12/750 ML

RELEASE DATE: March 2008

SUGGESTED CA RETAIL PRICE: \$22.00 per 750 ML