

SOJOURN

NEWSLETTER AND WINE OFFERING

SPRING 2012

"Life is but a Sojourn. Enjoy the best of it."—Plato

HAPPY NEW YEAR FROM THE TEAM AT SOJOURN CELLARS! 2011 was a year of expansion, milestones and celebrations here at Sojourn. Expansion was rampant with the addition of two new team members, as well as an increase in production from 3,000 to 5,000 cases. We also added two new babies! In February, Assistant Winemaker Randy and his wife Lindsay expanded their family with Randy Jr., and Craig and Ellen welcomed daughter Julia in September. We also added a number of exciting new Pinot noir and Chardonnay (yes, that's right!) vineyards, and we are looking forward to sharing these new wines with you in the coming years. The close of 2011 brought a milestone birthday celebration for Craig and set the stage for our next round of celebrations, beginning with the **Spring 2012 Wine Release!**

We are delighted to introduce our Spring 2012 wines including three vineyard designate Pinot noirs and one appellation wine, along with two Cabernet Sauvignons.

- **2010 Sangiacomo Vineyard Pinot noir**
- **2010 Gap's Crown Vineyard Pinot noir**
- **2010 Rodgers Creek Vineyard Pinot noir**
- **2010 Sonoma Coast Pinot noir**
- **2009 Beckstoffer Vineyard Georges III Cabernet Sauvignon**
- **2009 Home Ranch Vineyard Cabernet Sauvignon**

The Pinot Report has already released excellent scores for each of the Pinot noirs, and we trust that these wines will be as favorably received as our 2011 releases, with 12 of 12 wines receiving 90 or more points from Robert Parker's *Wine Advocate*, and 11 of 12 receiving 90 or more points from *Wine Spectator*.

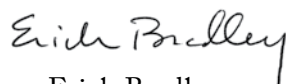
The 2010 growing season started off cold, rainy and late, and yields were light, but moderate weather enabled us to hang the fruit longer, developing flavors, sugars and complexity. An Indian summer heat spike brought the Pinot noir to full maturity, and we were impressed with the quality of both the fruit and the

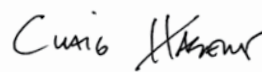
resulting wines. **The Sangiacomo and Gap's Crown Vineyard Pinot noirs anchor the line-up, delivering powerful fruit and spice, along with the lush mouthfeel and long finish that are hallmarks of Sojourn wines.** The 2010 Rodgers Creek Vineyard Pinot noir is the best expression of its unique terroir that we have made to date, showing off notes of earth, mushroom, and Asian spices. The new Sonoma Coast Pinot noir is clearly the most balanced and food-friendly vintage of this wine that we have ever released and is built for pleasure with bright aromatics, lush entry, and a youthful freshness.

Another milestone from last spring was the introduction of our first Cabernet Sauvignon from the famed Beckstoffer Vineyard Georges III in Rutherford, in the heart of the Napa Valley. With 93 points from both *Wine Advocate* and *Wine Spectator*, the 2008 bottling sold out quickly. The 2009 vintage is a terrific follow-up with similar lushness, body and lingering flavors of red fruit, boysenberry and chocolate. The final wine we are releasing this Spring is the 2009 Home Ranch Vineyard Cabernet Sauvignon. This wine continues to be a favorite with its trademark blueberry yogurt, dark fruit and hints of chocolate mint. This wine remains a great value at \$39.

We know that many of you will not be able to join us in our Tasting Salon or at one of our Release Events or other wine tasting events this year. With that in mind, we have created a series of videos that feature Erich tasting and talking through each of our new Sojourn wines. You can find them on our website, and whether you watch before you purchase or taste along with Erich, we hope these videos offer you more insight into our new releases.

As we celebrate ten years of working together, we thank you for your wonderful support and patronage over the years. We recognize that the economy continues to challenge many people and businesses across our country, and we truly appreciate your loyalty. We wish all of you a healthy and happy 2012.


Erich Bradley
Winemaker


Craig Haserot
Proprietor

2010 Sangiacomo Vineyard Pinot noir, Sonoma Coast

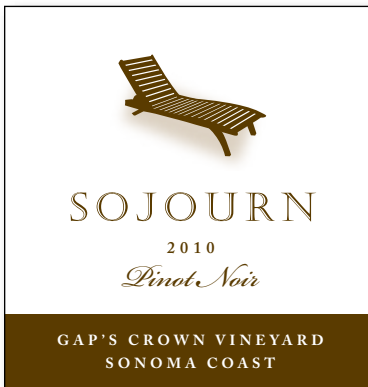


The Sangiacomo Vineyard along Roberts Road produced exceptional fruit again in 2010. The cool Spring season delayed bud break, and the ocean breezes and Petaluma Gap fog moderated temperatures throughout the growing season, allowing for long hang times, slow ripening, and loads of natural acidity and freshness. In 2009 we added Swan and Pommard clones to our traditional blend of clones 115 and 777, and we loved the resulting complexity and earthiness. We maintained this four clone recipe for the 2010 vintage, adding a bit more 777 from a new block to the blend.

The 2010 Sangiacomo Vineyard Pinot noir seduces your nose with aromas of strawberry and orange peel overlaying a core of dark cherry and earthy forest floor. Textures are creamy and silky with slightly more structure than previous vintages. The finish is long, with lingering hints of cherry and spice. This perennial favorite wine is sure to be a quick sell-out once again.

PINOT REPORT 95 POINTS

2010 Gap's Crown Vineyard Pinot noir, Sonoma Coast

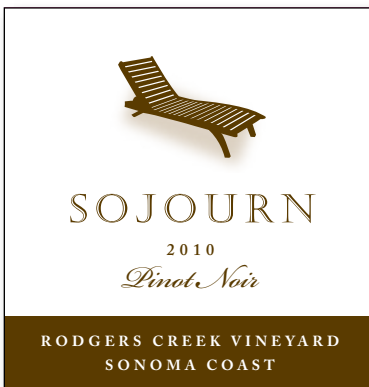


Gap's Crown Vineyard is situated on Roberts Road just above the Sangiacomo Vineyard. This highly sought-after hillside vineyard is racking up big scores, and we are fortunate to have produced some of its first widely recognized bottlings. 2010 was a blockbuster vintage for this vineyard, delivering superb aromas and lush textures. In 2010 we sourced our traditional 115 and 828 blocks that have pure western exposure and benefit from the cool micro-climate of this site. We also included a very low yielding clone 667 in the blend, adding another layer of richness.

The 2010 Gap's Crown Vineyard Pinot noir is sure to please fans of its bold, concentrated style and lingering finish. Dark cherry aromas and sweet oak express themselves first, leading to hints of baking spice, chocolate, and rosemary. This is a complex wine that makes a great first impression, with a sweet entry, big lush textures and a nice frame.

PINOT REPORT 94 POINTS

2010 Rodgers Creek Vineyard Pinot noir, Sonoma Coast



2010 was our third vintage working with Rodgers Creek Vineyard, and the third time was definitely a charm. This Pinot noir shows the familiar earthy and mushroom elements that have been consistent through each vintage and seem to exude from the unique soils and dominant Pommard clone. The vineyard lies in the heart of the Petaluma Gap and takes the full brunt of its wind and thick fog. Light, chalky, volcanic ash soils and steep inclines cause natural vine stress and bring high levels of concentration. Two blocks of the Pommard clone form the foundation of this wine, with clone 777 adding a layer of bright fruit. In 2010, we fermented a portion of the Pommard block whole-cluster, adding aromatic complexity and verve.

Elegant aromas of mushroom, earth, and Asian spice overlay a core of dark cherry and blackberry. This wine stands out in a crowd and shows the most Burgundian flavors in our 2010 line-up. The texture is very Californian, with great lushness, silky tannins, and lingering finish.

PINOT REPORT 92 POINTS

2010 Sonoma Coast Pinot noir

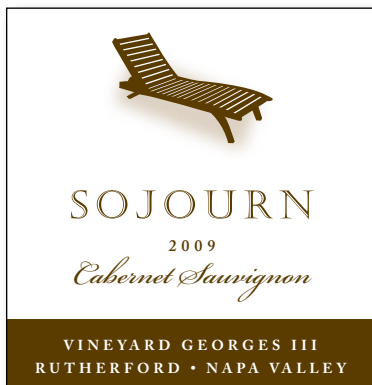


The 2010 vintage of our Sonoma Coast Pinot noir is the most balanced and food-friendly version of this wine that we have released to date. It is a blend of eight unique lots produced from Sonoma Coast vineyards ranging from the northern most Annapolis region to the southern Petaluma Gap, with Gap's Crown Vineyard, Sangiacomo Vineyard, and Keller Estate's La Cruz Vineyard all providing primary components. Pinot noir clones 115, Swan, 828, 667, and Pommard add to the complexity of this Pinot noir with a myriad of textures and flavors.

Aromas of dark cherry and pomegranate entice your nose and meld with hints of mushroom and soy. On the palate, red fruit flavors deliver a slightly brighter edge. This wine shows freshness and lively acidity, while maintaining the lush textures from the Gap's Crown and Sangiacomo Vineyard components.

PINOT REPORT 95 POINTS

2009 Beckstoffer Vineyard Georges III Cabernet Sauvignon



2009 is our second vintage producing wine from the highly-coveted Beckstoffer Vineyard Georges III in Rutherford. We again sourced Cabernet Sauvignon Clone 337 from the famed F Block. Soils are primarily sandy loam, with a fair amount of rock from the old creek bed that runs through the block. This vineyard is the former Beaulieu Vineyard No. 3, which was originally planted by Georges DeLatour of Beaulieu in 1928. The property is located adjacent to Caymus Winery between Conn Creek Road and Silverado Trail.

This wine is an impressive follow-up to the 2008 vintage of the same wine that received 93 points from both *Wine Spectator* and *Wine Advocate*. The 2009 vintage has improved balance, with slightly more structure and tension. It has similar lush, full body and lingering flavors, while showing complex layers of red fruit, boysenberry and hints of chocolate. The long, sweet finish remains on your tongue and in your mind for quite some time.

2009 Home Ranch Vineyard Cabernet Sauvignon



We plead the fifth! The 2009 vintage represents the 5th year we have produced wine from Craig and Ellen's Cabernet Sauvignon vineyard adjacent to their home in Sonoma. And once again this vineyard has turned out a very fine wine with unique character its dedicated fans will love. We plead the 5th because we don't want to admit that we actually don't understand exactly why this wine is so consistently good vintage after vintage. There is nothing exceptional about the site, soils, or plant material, and the area has no pedigree for producing great Cabernet Sauvignon. We would like to chalk it up to extremely hard farming and genius winemaking, but our humble winemakers and strong belief in terroir won't allow us to do that. Maybe it's due to all of the Pro-V1 golf balls that have come over the fence from the Sonoma National Golf Course's 8th tee and have now become part of the vineyard landscape.

The 2009 Home Ranch Vineyard Cabernet Sauvignon shows aromas of blueberry yogurt and cassia with hints of chocolate mint. The dark fruit flavors integrate well with the silky tannins and lush textures. This wine is again a tremendous value at \$39!

WINEMAKER'S CORNER

What are the Sojourn winemakers doing this time of year? Harvest is behind us; they must be on vacation—the wine is just making itself now right? Close, but not quite. The Sojourn 2011 wines are indeed aging in barrel. In December the wines went through Malolactic Fermentation (MLF). MLF is a naturally occurring process where bacteria convert Malic Acid to Lactic Acid, producing a lush, smooth mouthfeel. This process works best when the wine is kept around 65°, so we keep the barrels in a "warm room" and monitor the process closely, immediately moving the barrels into a "cold room" for safe aging when MLF is complete. For Cabernet Sauvignon, we also like to rack the wines off of their gross lees (heavy sediment from the pressed grape skins) once MLF is complete. We have just completed the rack and return process. We also produced our first Sojourn Chardonnay from the Sangiacomo Vineyard in 2011. It was fermented in barrel and is just now finishing up MLF.

Erich and I are in the process of tasting through every 2011 barrel to evaluate each lot. This is where we get our first comprehensive look at vintage quality and our first ideas of how we will blend to create our single vineyard and appellation wines. I can tell you already that 2011 is a terrific vintage for Sojourn Pinot noir! The wines have superb balance, bright aromatics, and nice freshness. From now until bottling, we will taste periodically and top up each barrel by hand every 3 to 4 weeks.



What about the 2010 Cabs? These wines are also aging in barrel. We will perform initial blending trials soon and are already designing labels and ordering glass, corks and capsules. These wines will be bottled in June and will age in bottle at our temperature controlled warehouse until they are released in 2013.

Don't forget the vineyards! Pruning is in process. We will go out to each vineyard once pruning is complete to verify that the pruning was completed as expected and communicate with the growers and vineyard managers as needed.

That is winemaking in the off season. Don't worry, Erich and I will get in some much needed down time over the next few months. If you want to learn more, visit our Tasting Salon in Sonoma, attend one of our events, or send us an email with questions at winemaker@sojourncellars.com.

Cheers! —Randy Bennett, Assistant Winemaker

WHERE TO MEET US



From our first vintage, we established the Sojourn brand by sharing our boutique wines with our friends and family. Today, Sojourn continues its hallmark of hospitality with all of our supporters, whether on the road or in our **Tasting Salon**. We are enthusiastic about sharing our critically acclaimed wines and pride ourselves in offering a unique wine experience, highlighting the authenticity that has become a trademark of Sojourn Cellars.

Since 2008, our Tasting Salon has welcomed Sojourn fans from near and far. Located in a charming cottage off the square in downtown Sonoma, many of our most loyal enthusiasts enjoyed their first Sojourn wine while visiting the Salon. We always appreciate and encourage visits from you, your friends and colleagues, and we are eager to share our latest releases through an intimate, sit-down tasting.

When visiting the salon, your host may be our knowledgeable Salon Manager, **Jonathan Tyer**. After growing up on the East Coast, Jonathan's passion for wine and food brought him to Northern California's wine country where, over the years, he has worked for some of the top wine producers in the region. If he's not available, you may meet our Director of Marketing & Consumer Sales, **Darlyne Miller**, the newest addition to the growing Sojourn team. We love to welcome guests into our stylish yet casual environment and lead them on a voyage through the featured flights of single vineyard and appellation wines. Next time you're visiting Sonoma, please schedule a visit to enjoy our latest wines and relaxed hospitality.

If you can't make it to see us, there's a good chance we'll be coming to visit you! Throughout 2012, Sojourn will be on the road sharing our wines, visiting with familiar faces and making new friends. We look forward to seeing many of you this Spring at wine tasting events planned to celebrate the release of our new wines. In addition to a **seven city California tour**, we will also stop in **Dallas, Tampa, Miami, Atlanta, Kansas City** and **New York**. And don't forget, you can always visit us at wine tasting events around the country including **Family Winemakers, Pinot Days, Pinot on the River**, and other exciting consumer tasting events.

Over the years, through our events and our Tasting Salon, we've established amazing relationships with our dedicated enthusiasts. We are thrilled to call you friends and look forward to seeing you soon and sharing a glass!

Purchasing Our Wines

The best way to acquire our wines is to purchase them direct from the winery. We have implemented a secure online ordering system accessible at www.sojourncellars.com. We also welcome orders via phone, fax and snail mail using the personalized order form included with this newsletter. To ensure the fulfillment of your allocation, please log on or return your Order Form as soon as possible. If you would like additional bottles, please fill in the "Additional Bottles Requested" column, and we will do our best to accommodate these requests.

Visit Us in Sonoma!

We welcome the opportunity to host you at our Tasting Salon located just off the Plaza in downtown Sonoma. Sojourn Cellars offers a unique, comparative tasting where guests explore the nuances of terroir and distinctive vineyard sites. Our seated tastings feature flights of single vineyard and appellation Pinot noir and Cabernet Sauvignon served in elegant Riedel stemware and shared in a relaxed setting. To ensure a quality, educational and intimate experience, we offer tastings daily by appointment only. To schedule your tasting, please contact us at **707.938.7212** or salon@sojourncellars.com.

Contact Us

Tasting Salon
141 East Napa Street
Sonoma, CA 95476
T: 707.938.7212

Mailing Address
PO Box 1953
Sonoma, CA 95476
T: 707.933.9753
F: 707.940.0303

Order Wine Online:
www.sojourncellars.com

Join Our Mailing List:
mailinglist@sojourncellars.com

Follow us on **FACEBOOK**