

Send Us Your Wine Geeks!

Sojourn Cellars has always been compelling for wine geeks and collectors! These faithful enthusiasts enjoy our artisan approach to making highly acclaimed single vineyard wines, as well as the educational, seated, comparative tasting experience we provide at our Tasting Salon. Hosted by the Proprietor or a member of our small team, guests explore the farming practices, clone selection, climate and soil influences and unique winemaking practices involved in crafting our wines. We encourage you to send us your friends, family and business colleagues who are wine geeks or are simply interested in a more in-depth discussion of our wine making approach.

Holiday Gift Ideas

Sojourn Cellars offers a unique Corporate and Holiday Gift Program! Although the leaves are just beginning to fall, the holidays are rapidly approaching. Consider our wines for your corporate contacts, friends, family and holiday entertaining needs.

Gift options include single bottles, verticals, wooden boxes branded with your corporate logo, large format bottles (1.5, 3, 5 and 6 liter bottles available), or we invite you to create your own custom gift packs. Contact us at 707.933.9753 for options and pricing.



Come 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.**

We are a great resource to assist you with your itinerary here in wine country including recommendations for local restaurants, hotels and other winery suggestions. **Don't come to wine country without contacting us!**

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

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mailinglist@sojourncellars.com

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SOJOURN

NEWSLETTER AND WINE OFFERING

FALL 2010

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

From antiquity to current times, the word 'Sojourn' has been reserved for the time spent in places that refresh the body, spirit and mind.

WELCOME TO OUR EXCITING NEW FALL 2010 WINE RELEASE! It is especially exciting because we are sharing with you for the first time our stellar **Cabernet Sauvignons from Napa Valley**. We launched Sojourn with 100 cases of 2001 Cabernet Sauvignon grown at the Mountain Terraces Vineyard in Sonoma Valley. Since that time, our production has grown to 5,000 cases, and we have expanded to produce Pinot noir as well as our signature Cabernet. To be successful as a small winery, you need either a lot of money or a lot of friends—maybe both. In our case, we have a lot of friends, and none have been more generous than the Schaefer's. Dan Schaefer Sr. and Dan Schaefer Jr., who own the Mountain Terraces Vineyard, sold Sojourn fruit during our formative years and also allowed us to make our wines at their Audelssa winery.

But all good things usually come to an end, and after the 2006 vintage, Sojourn was informed that Audelssa would need all of their fruit from 2007 onward. After searching in vain for Sonoma based Cabernet Sauvignon fruit that was at the same quality level as the Mountain Terraces Vineyard, we came to the realization that to continue our Cabernet program, we were off to the storied wine growing regions of the Napa Valley.

Our Fall 2010 Release marks the transition to Napa Valley Cabernet Sauvignon and includes four fabulous new wines.

- 2007 Howell Mountain Cabernet Sauvignon
- 2007 Spring Mountain District Cabernet Sauvignon
- 2008 Russian River Valley Pinot noir
- 2008 Windsor Oaks Vineyard Pinot noir

On opposing hillsides across the northern Napa Valley near St. Helena, the Spring Mountain and Howell Mountain appellations produce very different wines. When the fog rolls off the ocean and into the Napa Valley, the weather on Howell Mountain remains generally sunny. The altitude and thin, rocky, dry soil conditions

create wines with black fruit, incredible varietal intensity and excellent aging properties. In contrast to sunny Howell Mountain, fog often spills over Spring Mountain, moderating daytime highs, allowing for slow, even ripening and producing bright wines full of rich red fruit.

The Fall 2010 Release also includes two **Russian River Valley Pinot noirs**. Although we have focused much of our Pinot noir energy in the Sonoma Coast appellation, the Russian River Valley became a more important fruit source for us beginning in 2008. This beautiful and scenic wine region is cool and foggy, and experiences temperature fluctuations of 35 to 40 degrees between daytime highs and nighttime lows. Soils vary from the famous Goldridge loam to alluvial river benchlands.

In 2008 we produced an appellation blend of Pinot noir from the Russian River Valley in addition to our crossover vineyard designate wine from the Windsor Oaks Vineyard. Both wines exhibit the cherry flavors and excellent natural acidity characteristic of the appellation. Both are very small lots that won't be around very long.

As we approach our 10th vintage, and speaking of things that age, Erich recently celebrated a milestone birthday at a rousing dinner party complete with a keg. Ah, the good old days. All we needed was a garage band to really re-live college! And speaking of parties, we plan to be out on the road with our wines this Fall conducting **wine release events in 10 cities**. In addition to our California Release Blitz, we'll be in Minneapolis, Chicago, Houston, New Orleans, and Atlanta. We hope to see many of you at these events.

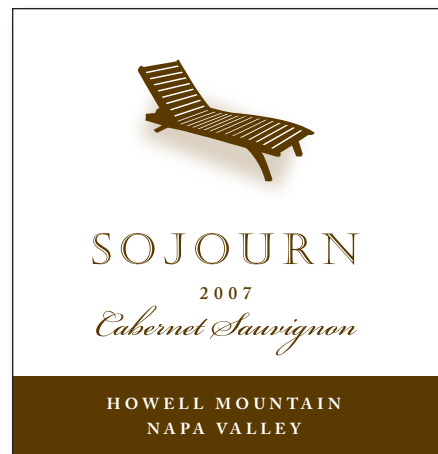
We are proud of the results of our initial forays into the Napa Valley and Russian River Valley appellations, and we are excited about these wines and the transition for Sojourn that this release represents. We recognize that times are still tough for many of our customers, and we truly appreciate your support as we continue to deliver very high quality wines and excellent value.

Erich Bradley
Erich Bradley
Winemaker

Craig Haserot
Craig Haserot
Winetaster

SOJOURN CELLARS • P.O. BOX 1953 • SONOMA, CA 95476

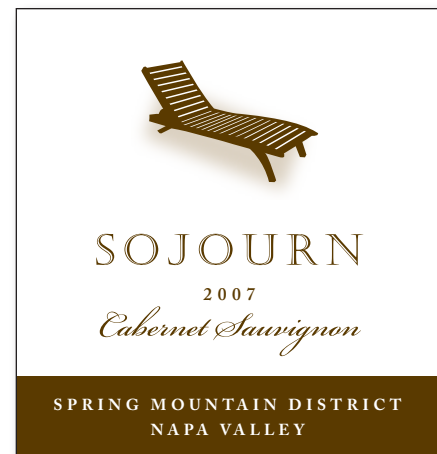




2007 Cabernet Sauvignon, Howell Mountain

Howell Mountain is famous for producing stellar Cabernet Sauvignon. When the fog rolls off the ocean and into the Napa Valley, the weather on Howell Mountain remains generally sunny and cool. Rocky, well drained soils of decomposed volcanic ash and red clay are characteristic and produce wines of excellent balance and diverse complexity. We believe our inaugural 2007 Howell Mountain Cabernet Sauvignon lives up to the promise of this exceptional appellation. Aromatics are rich and explosive, followed by flavors of delicious ripe cherry and currant, as chocolate saturates the palate.

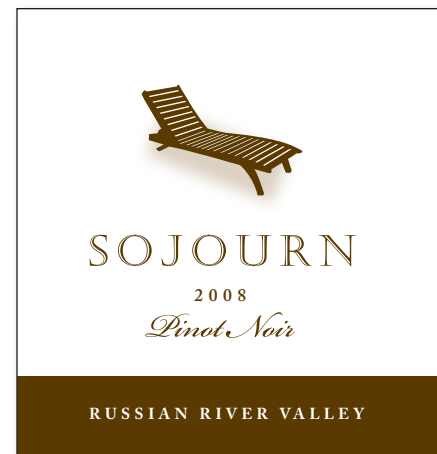
Fruit for this wine comes from the historic Polaris Vineyard, owned and farmed by John Dodge at 1750 feet near the town of Angwin. John was formerly an accomplished vineyard manager for Burgess Cellars. The vineyard is head-trained in an old-school, California sprawl pattern, which is entirely appropriate for the site given John's meticulous approach. Soils are gravelly with limited nutrients, causing significant vine stress. Daily temperatures have a broad range during the ripening season, frequently changing 40F degrees or more from high to low each day. This is a pleasing wine with classic Howell Mountain structure and new world freshness.



2007 Cabernet Sauvignon, Spring Mountain District

Spring Mountain lies in the Mayacama mountain range dividing Santa Rosa and St. Helena. The Spring Mountain District AVA is on the eastern side of the mountain within Napa County and is a sub-appellation within the larger Napa Valley AVA. It is a wild place with varied terrain, steep slopes, redwoods and some very interesting characters and critters alike! In 2007, as Sojourn began making Cabernet Sauvignon from Napa, Craig was fortunate to gain access to a small vineyard parcel on the upper ridges of Spring Mountain.

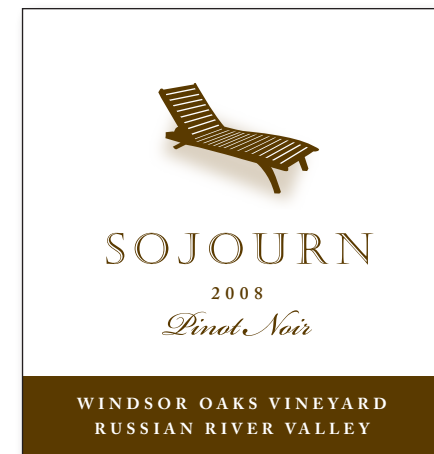
Planted in 1972, the vines are dry farmed and grow on steep, southern-facing slopes which produce, along with many of their famous neighbors, concentrated flavors and bold mountain structure. We sourced fruit from two distinct blocks within the vineyard. The primary block sits in a small bowl with a steep, terraced incline, getting plenty of direct sunlight to ripen tannins and flavors. The second block runs along the top of a ridge, adding classic Cabernet Sauvignon herbal notes. It is a very aromatic wine, with large amounts of blackberry and dark chocolate, as well as underlying vanilla, cedar and spice, leading to ripe cassis and tobacco integrated with fine grained tannins.



2008 Pinot Noir, Russian River Valley

2008 marked the inception of Sojourn's Russian River Valley Pinot noir program. The Russian River Valley has been the epicenter for high quality Pinot noir in California since the 1970's and remains a prominent source for several benchmark New World Pinot noirs.

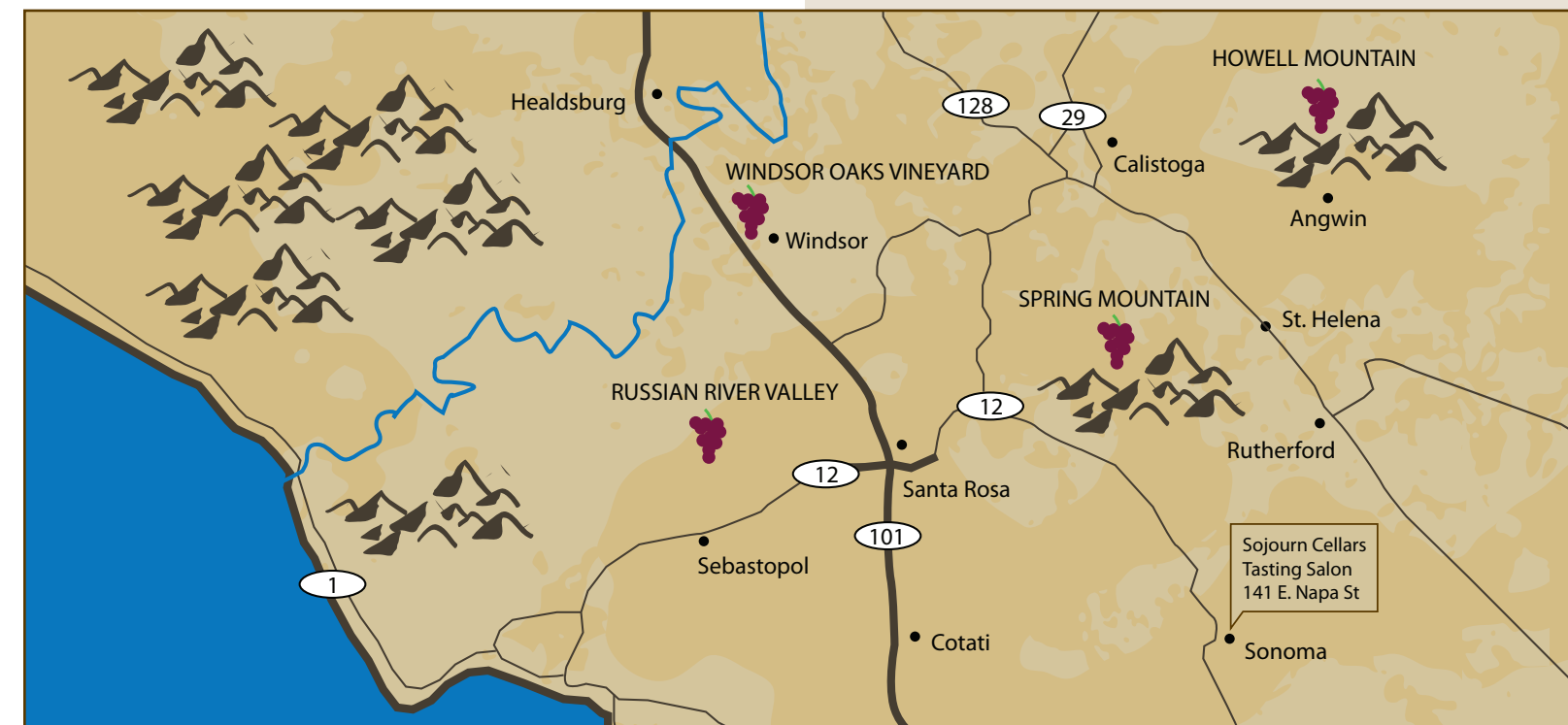
Looking to expand our Pinot noir program, in 2008, we found multiple compelling vineyard sites that make up our Russian River Valley appellation blend. The primary vineyard sits along Silk Road approaching the river west of the Santa Rosa airport. Its rolling terrain welcomes morning fog that burns off when the warm afternoon sun and refreshing coastal breezes arrive around mid-day to ripen the grapes. Cool temperatures return in the evening, allowing the vines to rest and retain their vibrant acidity. Pommard clone 4 provides backbone and balanced structure along with rich, classic dark cherry and crushed berry flavors. A touch of clone 667 provides another layer of complexity, adding bright cherry and hints of forest floor. This wine awakens your senses and offers a beautiful expression of the varietal, as well as the cool climate and loamy soils it excels in. Crisp and structured with a lifted, mouthwatering finish, this wine seamlessly balances pure fruit notes with lively acid.



2008 Pinot Noir, Windsor Oaks Vineyard, Russian River Valley

For the second year in a row, we have produced a small lot of vineyard designate wine from the Windsor Oaks Vineyard. In 2008 we produced a 100 case lot as a limited-edition offering to our customers and fans of the lauded 2007 vintage of this wine. This wine will not be available through our retail and restaurant partners, and we expect it to sell out quickly.

The vineyard is located in Windsor, CA and benefits from blankets of morning coastal fog that temper lengthy afternoon sun exposure. Clones 115 and 777 were co-fermented in 2008. The 115 block has rocky, well-drained soils causing the vines to be highly stressed and low-yielding, resulting in a concentrated, well structured wine. The 777 provides luscious texture, deep color and layers of spice, as well as intense, dark cherry flavor components.



SOJOURN CELLARS FUTURE WINE RELEASES

2011 NEW WINES!

- 2009 Ridgetop Vineyard Pinot noir, Sonoma Coast
- 2009 Wohler Vineyard Pinot noir, Russian River Valley
- 2008 Vineyard Georges III Cabernet Sauvignon, Rutherford
- 2008 Proprietary Cuvée Cabernet Sauvignon, Napa Valley

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.

Our wines are also available at a limited number of retail and restaurant locations, primarily in the San Francisco, Los Angeles, Washington DC, Chicago, and New York Metro areas.