

SOJOURN

NEWSLETTER AND WINE OFFERING

SPRING 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 THE SOJOURN CELLARS SPRING 2010 WINE RELEASE! We sure have come a long way since this time last year. We didn't know whether the banks would stay open, and we certainly didn't expect the overwhelming response we had to our wines.

2009 was a watershed year for Sojourn on a number of fronts. We received a mountain of favorable press on our wines, the new Tasting Salon, and Ziggy, our TCA-sniffing Labrador. We broke through in the *Wine Spectator* with a 95 point rating on our 2007 Gap's Crown Pinot noir, and again had our wines featured on Gary Vaynerchuk's Wine Library TV. Finally, our Tasting Salon hummed throughout the year, hosting well over 1,000 guests.

We have terrific new wines to share with you in 2010, again coming in two separate releases in the Spring and Fall. We have continued to increase production of new vineyard designate wines, largely because we have enjoyed a virtuous cycle—producing great wines, achieving high scores, and receiving good press—putting us in a position to obtain the highest quality vineyard sources—turning out more great wine and generating even more good press. In addition to moving our Cabernet program over to Napa in 2007 (more on that this fall), we have added a new vineyard designate Pinot noir to our portfolio in 2008 from the Rodgers Creek Vineyard. This extremely cool site at the southern end of the Petaluma Gap makes a great addition to our Pinot noir lineup.

As highly lauded as our 2007 Pinot noirs were, we feel strongly that our 2008 Pinot noir offerings will be as good as, or better in some cases, than our 2007s. After an early September heat wave, temperatures in the fall of 2008 remained moderate, allowing the

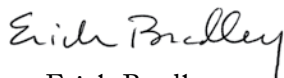
fruit to hang and reach full physiological and flavor maturity. The Spring Release includes three vineyard designate Pinot noirs and one appellation wine.

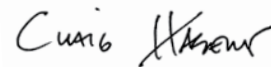
- **2008 Gap's Crown Vineyard Pinot noir**
- **2008 Sangiacomo Vineyard Pinot noir**
- **2008 Rodgers Creek Vineyard Pinot noir – New!**
- **2008 Sonoma Coast Pinot noir**

The final wine we are releasing this spring is the **2007 Home Ranch Vineyard Cabernet Sauvignon**. The third vintage of this popular estate wine reflects a more mature vineyard with its balanced structure, while maintaining the rich, blueberry character that Home Ranch fans have come to love. The wine manifests a classic Cabernet Sauvignon profile with aromas of cassis and sweet green tea in concert with ample structure and supple mouthfeel.

The recent months have brought new hiring, additional office space, and a push towards producing 5,000 cases of wine. Our success has also come with some pain, most notably on the personal front, where our quality of life suffered. We pride ourselves on offering an extraordinarily high level of customer service delivered with a sincere, personal touch, and we have added two folks to our team to help us maintain a better work-life balance. We have a newfound respect for small business owners everywhere.

2009 was filled with successes, as well as the challenges of rapid growth. We truly appreciate all the continuing support we have received from our customers in these tough economic times. Here's to a better 2010 for all of us, and we hope to see many of you in our Tasting Salon and on the road in the coming year.


Erich Bradley
Winemaker


Craig Haserot
Winetaster



2008 Gap's Crown Vineyard Pinot Noir, Sonoma Coast

Coming on the heels of our very highly rated 2007 bottling (95 points *Wine Spectator*), the 2008 Gap's Crown Pinot noir exhibits impressive structure and characteristic velvety "blue fruit," along with aromas of nutmeg and baking spice. The wine is framed with supple tannins that lead to a long, lingering finish.

The Gap's Crown Vineyard is an extraordinary site high above the valley floor at the northern end of the cool Petaluma Gap. This high-end, hillside vineyard project has established itself as a premier site in the Sonoma Coast AVA. Our designated vines are perched on the upper, 1200 foot peak of the vineyard with pure western exposure. The site benefits from a cool micro-climate as well as the natural stress created by the severity of the terrain. Extremely rocky soil naturally stresses the vines and imparts alluring minerality.

The cool fog of the Petaluma Gap enabled the Gap's Crown fruit to hang through the early September heat, maturing slowly and evenly. This is a terrific effort illustrating the unique terroir of this vineyard site, and a fitting follow-up to the highly acclaimed 2007.



2008 Sangiacomo Vineyard Pinot Noir, Sonoma Coast

Our 2008 Sangiacomo Vineyard Pinot noir builds on the exceptional previous vintage. Exotic, racy and seductive, the wine delivers the same creamy texture and deep concentration, with rich fruit and spice components. The fruit is sourced from two distinct blocks within this vineyard located on Roberts Road at the western base of Sonoma Mountain. The 115 block was originally planted in 1998 on 101-14 rootstock in an old creek bed. This block provides an optimal structural backbone with powerful dark fruit and secondary notes of game and earth. The 777 block was planted in 1999, also on 101-14, but in deeper, loam soils. It provides bright red fruit and spice, along with creamy texture.

Climate is key to this vineyard's ability to produce noteworthy Pinot noir, and 2008 was no exception. Cool breezes and Petaluma Gap fog allowed the fruit to hang through an early September heat wave and reach full tannin and flavor maturity. Sugars remained in check and the fruit retained appealing natural acidity. The resulting combination of dark cherry, Asian spice and savory elements has produced our most complete effort to date from this storied vineyard.

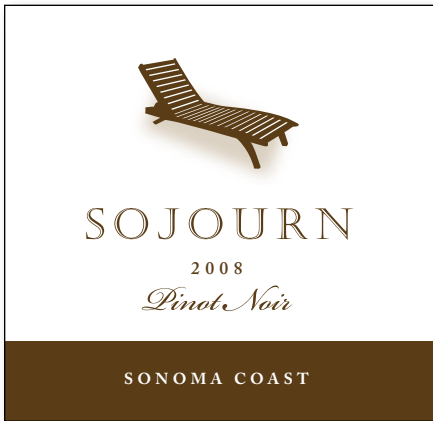


2008 Rodgers Creek Vineyard Pinot Noir, Sonoma Coast

2008 marks our inaugural release of the Rodgers Creek Vineyard Pinot noir, and we are thrilled with the result! The Rodgers Creek Vineyard is very well suited for growing ultra-premium Pinot noir, sitting high on a ridge that takes the full brunt of wind and thick fog rolling in from the Pacific. Two blocks of the Pommard clone form the foundation for this wine, with clone 777 adding a layer of bright fruit and lushness. The vines are grown in light, chalky soils on steep inclines, causing natural vine stress and resulting in a concentrated, yet balanced wine.

The micro-climate in the vineyard enabled the fruit to withstand a September heat spike and reach full physiological and flavor maturity. The wine exhibits aromas of mushroom and earth overlaid with dark cherries and exotic spices, and a rich texture leading to a silky, lingering finish. The most Burgundian of our Spring 2010 releases, this wine displays earthy sophistication and a silky, smooth mouthfeel that is appealing to a wide range of Pinot noir enthusiasts.

from vine to bottle...meticulous vineyard management...cluster sovereignty on the vine...field sorting...cluster and berry sorting in the winery...three to five day cold soak...whole berry, native fermentations...small lots...open-top fermentors...punch downs by hand...basket pressing...100% French oak barrels...unfined and unfiltered...

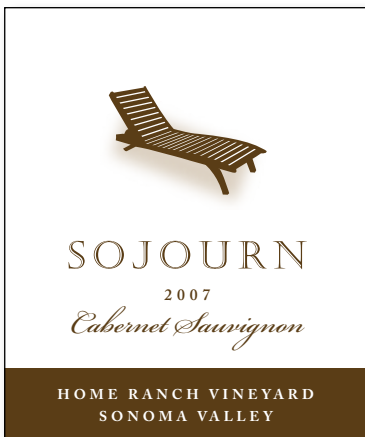


2008 Pinot Noir, Sonoma Coast

Our 2008 Sonoma Coast Pinot noir is comprised of several wine lots sourced from five blocks within three separate vineyards. The Fedrick vineyard is located

on Lakeville Highway outside Petaluma and provides red cherry and forest floor elements. The Windsor Oaks Vineyard provides structure and layers of dark fruit. Clone 777 from the Sangiacomo Vineyard on Roberts Road rounds out the blend with rich fruit and creamy texture.

We believe the 2008 vintage will equal or exceed our very popular 2007 bottling of Sonoma Coast Pinot noir. After a heat spike in early September, temperatures remained mild and consistent through the rest of September and into October. The fruit benefitted from slow, even ripening with no threat from rain. The quality of all three vineyard components has exceeded expectations, and the wine is more concentrated and complex than previous vintages of this appellation blend. The 2008 shows layers of depth and concentration, with rich cherry and pomegranate notes in the mouth and subtle hints of new French oak and forest floor on the nose. At \$39, this wine is still a terrific value for your wine-buying dollar!



2007 Home Ranch Vineyard Cabernet Sauvignon, Sonoma Valley

2007 brought the third bottling for this very popular Cabernet Sauvignon. The wine reflects a more mature vineyard with its balanced structure, while maintaining the rich, blueberry character that Home Ranch fans have come to love. The

vineyard was planted in 2002 and is located in Craig and Ellen Haserot's backyard at the southwestern edge of the Sonoma Valley.

The 2007 vintage manifests a classic Cabernet Sauvignon profile with aromas of cassis and sweet green tea in concert with ample structure and supple mouthfeel. Once again, the wine shows blueberries on the nose, as well as a touch of mint imparted by a stand of eucalyptus trees at the southern edge of the property. It is drinking very well right now, and our production has increased to a whopping 150 cases for 2007! This wine is a terrific follow-up effort to the two previous vintages, and at \$39 it will likely be gone in flash.

Fall 2010 Wine Releases

2008 Russian River Valley Pinot Noir
(Inaugural Release)

**2008 Windsor Oaks Vineyard Pinot Noir,
Russian River Valley**

**2007 Howell Mountain Cabernet Sauvignon,
Napa Valley** (Inaugural Release)

**2007 Spring Mountain Cabernet Sauvignon,
Napa Valley** (Inaugural Release)



2009 Harvest Update

2009 looks to be another standout vintage for Sojourn Cellars. We took advantage of market conditions by adding ultra-premium vineyards in Annapolis, Forestville and Oakville to our portfolio that were previously unavailable to us. Additionally, we expanded our Gap's Crown, Sangiacomo and Rodgers Creek programs to include new blocks and clones that should help us make our best wines yet from these distinctive sites.

The 2009 vintage will ultimately be defined by the storm that dumped five inches of rain on the North Coast in the second week of October. Wineries that were able to harvest mature fruit before the rain enjoyed the benefit of idyllic climate with moderate heat spikes that led to better than average acid retention with ripe flavors and tannins. Sojourn was fortunate to have all of our Pinot noir harvested by early October, and we could not be happier with the resulting wines.

Across the board, our vineyards produced light crops with astounding concentration and purity without any hints of over-ripeness.

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 through our website 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 and New York Metro areas.

Who Is Sojourn Cellars?

Sojourn Cellars is a partnership between Craig Haserot and Erich Bradley, two friends who met on the tennis courts of Sonoma, and who share a desire to create delicious, handcrafted artisanal wines. Erich describes his winemaking as New World style complemented by Old World sensibilities, and he employs artisanal techniques to produce superior and distinctive wines.

- We are red wine makers with a New World winemaking style; our wines are bold and expressive.
- Our wines are artisanal, handcrafted and made in small lots to ensure the highest quality.
- Our wines have a strong value component. They are not cheap, but we price them within many wine buyers' reach.
- We believe in 100 percent customer satisfaction, including a Money Back Guarantee, regardless of reason.



Come Visit Us in Sonoma!

We would welcome the opportunity to host you at our Tasting Salon located just off the Plaza in downtown Sonoma. The **Tasting Salon** is a warm and welcoming environment where we offer seated tastings hosted by Craig, Erich, Randy, Ellen or Lesli. We invite you to join us (and bring your friends) to share in our passion for Pinot noir and Cabernet Sauvignon! **To schedule your tasting, please contact us at 707.938.7212.**

The Tasting Salon is open daily by appointment. Our wines are presented as flights of Pinot noir and Cabernet Sauvignon and are served in Riedel crystal. Tastings are complimentary. The Tasting Salon is also available for Winemaker Dinners or special events for up to twelve guests. We are a great resource to assist you with your itinerary here in wine country including recommendations for local restaurants, hotels and other wineries. **Don't come to wine country without contacting us!**

Contact Us

Sojourn Cellars
P.O. Box 1953
Sonoma, CA 95476
T: 707.933.9753
F: 707.940.0303

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

Order Wine Online:

www.sojourncellars.com

Join Our Mailing List:

mailinglist@sojourncellars.com

Follow us on **FACEBOOK**