

# PAUL HOBBS

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## WINERY & VINEYARDS

### CELEBRATING TWENTY YEARS

1991-2011

SPRING 2011 NEWSLETTER

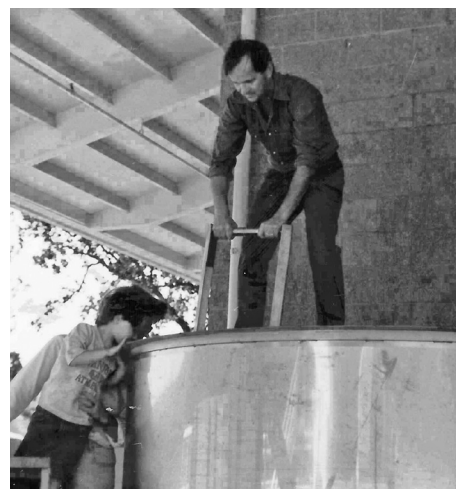
DEAR FRIENDS,

2011 is a milestone for everyone at Paul Hobbs Winery as we're celebrating our 20th Anniversary! Owning my own winery had been a dream of mine long before our first harvest in 1991. Through my extensive consulting work in Chile, Argentina, Napa Valley and Sonoma County, I had the privilege of forging relationships with many of the industry's early icons as well as world-class vineyards when still in their infancy. My ember of a dream ignited into



1991: Larry Hyde and Paul inspecting the fruit for the first vintage of Paul Hobbs Pinot Noir

reality through what some may consider a 'perfect storm'; I attribute it to hard work, a passion for wine and a dash of luck. One lucky strike stemmed from a Wine Country Century bike ride in 1987. New to distance cycling, I showed up in 'street' clothes with a 'well-seasoned' bicycle that looked as if it hadn't been out of the garage in quite some time. Although a rookie, I found myself riding with an experienced cyclist and lawyer from San Francisco, Jane Kroesche. We struck up a comfortable conversation and together conquered the 100 mile ride that took us along the Russian River, up to Dry Creek Valley, over to Occidental and down to Guerneville. I shared with her my conceptual idea of producing exceptional vineyard designate and single varietal wines under my own name. By the end of the day my spent muscles were aching, however I was energized and delighted with my accomplishment and new found friend. True to her word, when I embarked on my Paul Hobbs Winery dream, Jane was one of the first people I called and without hesitation she joined me in my quest. Our first harvest in 1991 was truly a do-it-yourself operation; we couldn't afford to hire an employee or even an intern. We barely scraped up enough to finance the contracted tank and crush fees at Kunde Winery. What I did have were grapes



1991: Partner Phil Pollock and his son punch down pinot noir grapes

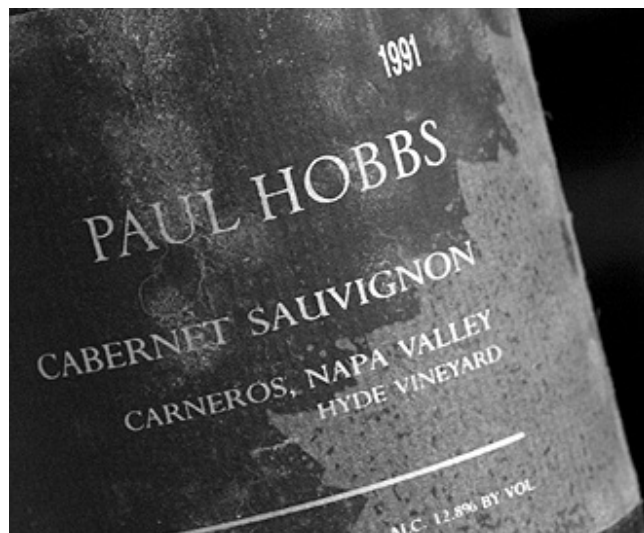
sourced from vineyards I specifically chose, and while they were not the well known icons they are today, I saw the tremendous potential of the Hyde and Richard Dinner vineyards. We ultimately embarked with little more than fruit from a trusted grower, seed money from partners and my intuition. In hindsight I can say that was enough. But in the beginning, we weren't so sure. In fact, we thought that if we didn't make it we'd just drink our losses; we weren't entirely joking. Now, twenty years later we're still enjoying the ride—and our wine.

## THE WINE LABEL

Choosing a wine label is as exciting as it is daunting; how does one encapsulate the intangible qualities of a wine through a piece of paper? Here we were, having made it through our first harvest with little more than sweat equity and determination; now the wine needed a label. Tasting the fruits of our efforts I was inspired to create an image as distinctive as the wine itself.

In the early days everything was done by group decision. I selected the first cuts and brought five finalists to the group for a vote. The field was quickly narrowed to three very different choices: a European style, an avant-garde design and last was a grape leaf silhouette set against a contrasting background. Hours of lively debate produced a clear choice; a dramatic, cutting edge black label with gold lettering and a wood-cut grape leaf. Although it has been refined over the years, it remains essentially unchanged and has become the classic symbol of Paul Hobbs Winery.

*Paul*



A bottle of inaugural Cabernet Sauvignon, Hyde Vineyard from our cellar

# SPRING 2011 RELEASES

## 2009 HARVEST NOTES: CHARDONNAY AND PINOT NOIR IN SONOMA COUNTY

2009 began with an abundance of spring rain followed by mild, steady summer temperatures setting the stage for nearly ideal pinot noir and chardonnay growing conditions. The well-set fruit ripened slowly allowing for an excellent balance of sugars and acids to develop. The resulting wines can be characterized as elegant and rich with profound depth and structure.

## 2009 CHARDONNAY RICHARD DINNER VINEYARD SONOMA MOUNTAIN

The Richard Dinner Vineyard is our source for the exquisite chardonnay upon which we founded our portfolio in 1991. With a lustrous golden hue it displays lively aromas of tropical fruits, lemon custard and fresh figs. Richly textured and fully elegant, the structured palate comes alive with succulent flavors of orange blossom, citrus oil, fresh pear and dulce de leche. A creamy, seemingly unstoppable finish is enhanced by the wine's hallmark crushed mineral characteristics.

## 2009 CHARDONNAY RUSSIAN RIVER VALLEY

Our ambassador for Russian River Valley Chardonnay, this wine is a vibrant blend of exquisite fruit from venerated vineyards neighboring our winery. An opalescent, pale straw hue carries expressive aromas of citrus, honeysuckle and white flowers. The palate is full-bodied and viscous with perfectly integrated flavors of Bosc pear, fresh cut apple and lemon meringue. Notes of jasmine and minerality complement the long, memorable finish.

## 2009 PINOT NOIR RUSSIAN RIVER VALLEY

A deep, garnet hue provides a striking prelude to an aromatic symphony of black raspberry, vanilla and fresh-baked brioche. The palate, silky and well-balanced, weaves together fresh-picked blackberry, dark red cherry and anise with floral notes. Plum and boysenberry harmonize with Darjeeling tea over the long, expressive finish supported by firm, round tannins.



2009 Chardonnay, Russian River Valley taking a ride on the bottling line, Jan. 2011

## 2009 CHARDONNAY RITCHIE VINEYARD RUSSIAN RIVER VALLEY

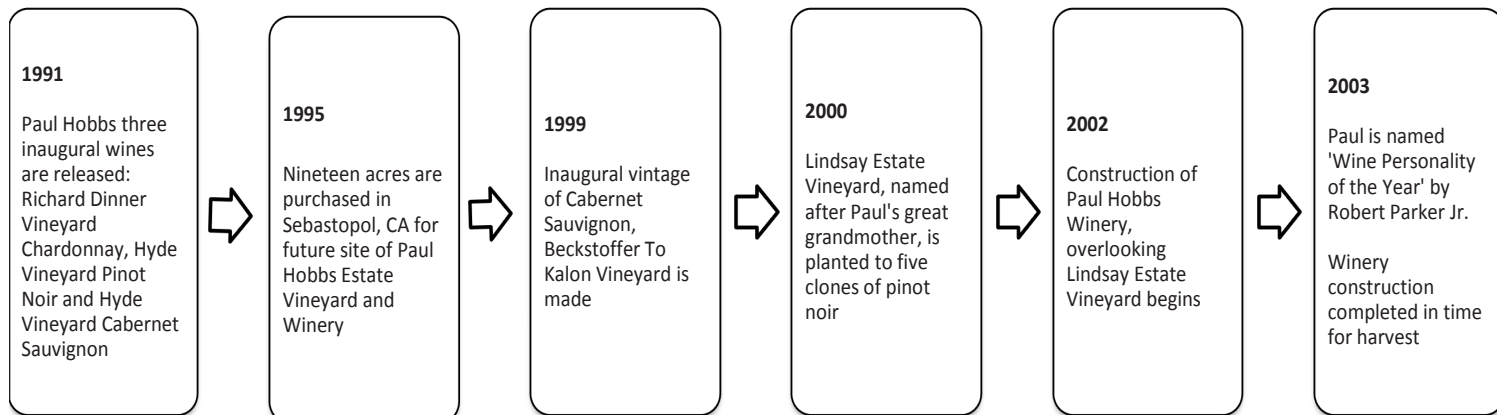
From the old vines of Ritchie Vineyard we produce a dynamic chardonnay with great concentration, finesse and vibrant acidity. Glistening pale gold and subtle grassy green hues offer a prelude to enticing aromas of gardenias, golden apples and fresh almonds. The full-bodied, viscous palate is seamlessly layered with lemon zest, crème brûlée and toasted brioche. Notes of minerality linger, accented with Anjou pear and melon over a memorable finish.

## 2009 PINOT NOIR HYDE VINEYARD CARNEROS, NAPA VALLEY

Dense black plum in color, this graceful and elegant pinot noir from Larry Hyde's vineyard is aromatic with violets, sage and blueberry. The palate, rich with dusty, brooding earthiness, opens slowly to impressions of ripe currant, blackberry and jammy black fruits. A lengthy finish is punctuated with brambly notes and fine grained yet firm tannins.

## 2009 PINOT NOIR ULISES VALDEZ VINEYARD RUSSIAN RIVER VALLEY

Cerise in color, this stately pinot noir is a quintessential portrait of assertiveness and refinement in harmony. Aromas of black cherry, violets, and white pepper lead to a firmly structured velvety palate exploding with dark fruits, spice, cola, and subtle notes of almond oil. A seductive finish intertwines oak and firm tannins with balanced acidity for a long memorable finish.



## 2008 HARVEST NOTES: CABERNET SAUVIGNON IN NAPA VALLEY

2008 began with an exceptionally dry spring and early budbreak. Frosts in April significantly lowered cluster counts. Weather stabilized and warmed through summer, with warmer temperatures continuing through harvest. A smaller crop of high-quality fruit was able to ripen fully and evenly, developing an excellent balance of sugars and acid. Overall, the 2008 wines are bright and expressive with well-articulated flavors.

## 2008 CABERNET SAUVIGNON BECKSTOFFER DR. CRANE VINEYARD ST. HELENA, NAPA VALLEY

The opaque, dark ruby 2008 Beckstoffer Dr. Crane reveals concentrated aromas of ripe boysenberry, black cherry and dried herbs. The dense, powerful palate boasts rich flavors of black currant, Bing cherry, dark-roast espresso, pencil shavings and sandalwood. The extended finish is supported by soft, silky tannins and accentuated by a spice box of sage and tobacco.

## 2008 CABERNET SAUVIGNON NAPA VALLEY

Our 2008 Napa Valley Cabernet Sauvignon derives substantial depth and breadth of character from the diverse terroir represented by four hallmark vineyards: Beckstoffer To Kalon, Hyde, Stagecoach and Beckstoffer Dr. Crane. Concentrated aromas of black currant, mocha and tobacco leaves reveal themselves as this deep crimson wine opens in the glass. A dense, viscous palate coats the mouth with boysenberry, red currant, clove and cassis. Velvety tannins weave together with layers of vanillin, baker's cocoa, anise and cedar to create a lengthy, expressive finish.

## 2008 CABERNET SAUVIGNON HYDE VINEYARD CARNEROS, NAPA VALLEY

This violet hued, cool-climate Carneros cabernet sauvignon boasts intense aromas of blackberry, Chambord and lavender. The palate's silky texture is seamlessly interwoven with concentrated flavors of black cherry, licorice and pencil shavings. The long, luxurious finish is supported by fine-grained tannins and accentuated with black fruits and dried tobacco leaves.

## 2011 UPCOMING EVENTS

March 18: Pigs & Pinot – Healdsburg, CA

March 23-26: High Museum Atlanta Wine Auction – Atlanta, GA

April 1-2: MacArthur Beverage California Barrel Tasting – Wash, DC

April 28-May 1: Pebble Beach Food & Wine Festival – Carmel, CA

April 29: James Beard House Dinner – New York, NY

April 29-30: Destin Charity Wine Auction – Destin, FL

May 14: A Culinary Evening with the CA Winemasters – L.A., CA

June 5: Palate Winemaker Dinner with Paul – Glendale, CA

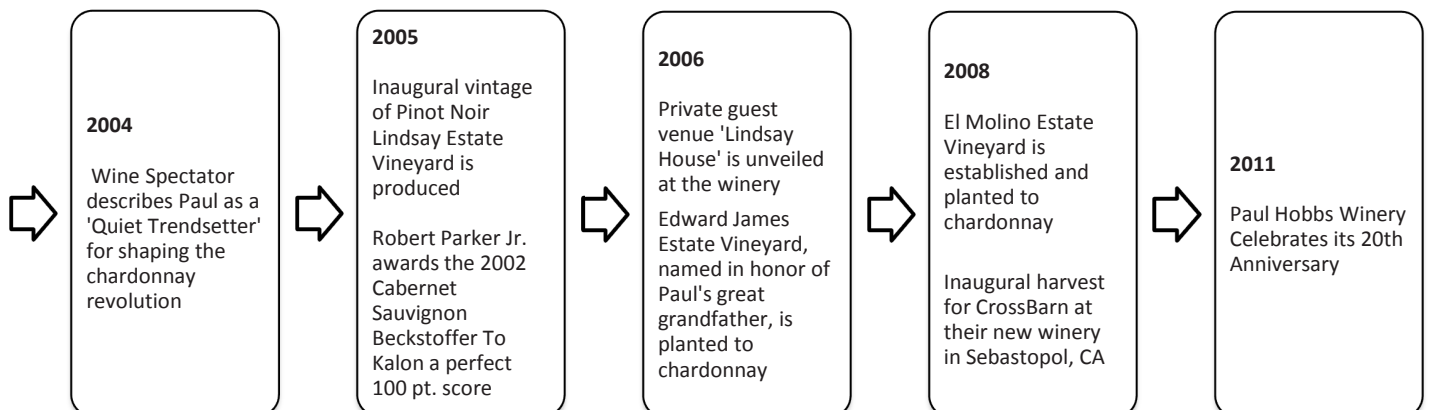
June 8: Ferry Plaza Wine Merchant tasting with Paul – S.F., CA

For more information, please visit us on Facebook or [www.paulhobbs.com](http://www.paulhobbs.com)



## PAUL AND THE 2010 HARVEST TEAM

A stellar Paul Hobbs and CrossBarn crush team! From the bottom to top, left to right: Scott Zapatocky, Paul Hobbs, Megan Baccitich, Roberto Ruiz, Juan Castillo, Jason Valenti, Andrew Cooper, Maria Paz, Misael Garcia, Jaime Cruz, Alejandro Miranda, Nazario Guzman, Greg Urmini, Lauren Keenan, Santiago Bugallo, Scott Morrison, Caroline Stewart, Agustin Hernandez, Daniel Snider, Josh Hensch and Jennie Murphy.



PRESORTED  
FIRST CLASS  
US POSTAGE  
PAID  
AD-VANTAGE

PAUL HOBBS  
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Our 2010 Roaring 20's Harvest Celebration and Fall Pickup event

## FARM-TO-TABLE

SPRING OPEN HOUSE & PICKUP EVENT!  
SATURDAY, APRIL 23RD, 2011

Please join us for an afternoon filled with wine, food, friends and music! Mingle and taste current release and library wines paired with local artisan bites, each showcasing the wonders of Sonoma County and Napa Valley. Paul, the staff and friends of the winery look forward to welcoming you for a fun and festive afternoon!

RSVP to Audrey Proteau at  
aproteau@paulhobbs.com or 707-824-9879, ext 16

### VISITING US

We encourage you to join us at the winery for a tasting and tour.  
Visits are by appointment only; please contact us at 707.824.9879 or info@paulhobbs.com

www.paulhobbs.com

