



Fall at our Live Oak Road Vineyard

RABBIT RIDGE ANNOUNCES THE SALE OF HEALDSBURG TASTING ROOM AND VINEYARD PROPERTY

Effective September 28, 2007 Rabbit Ridge has sold its Healdsburg tasting room and vineyard property and will no longer do any production, sales or shipping from its location on Westside Road. The sale does not include the Rabbit Ridge brand name or any inventory (bottled or in bulk).

In 2002 Rabbit Ridge's production was moved to their new 55,000 square foot gravity flow, state-of-the-art winery in Paso Robles, California. The Paso Robles winery also features a tasting room, warehouse and shipping facilities thereby making the Healdsburg facilities unnecessary.

Rabbit Ridge currently has over 450 planted acres in Paso Robles, producing over 1,500 tons of grapes annually and is already among San Luis Obispo County's top ten largest wineries.

Rabbit Ridge made its first land purchases in Paso Robles in 1996 because as the world renowned wine critic Robert M. Parker, Jr. writes "[...] I believe the region already shows some of the most striking potential in all of California" and "The greatest headway has been made west of Highway 101, where most of the top vineyards are located. These are hillside vineyards planted in limestone soils of various eleva-

tions, but almost all are within 10 to 15 miles of the Pacific Ocean." *"The Promise of Paso Robles."* *Food & Wine Magazine Oct. 2007: 196.*

With over 450 planted acres and approximately 700 acres total Rabbit Ridge is the largest vineyard land owner west of Highway 101.

The Healdsburg tasting room will remain open and operating as usual through November 25, 2007. We are currently in the process of making arrangements for a location where Healdsburg will-call Cottontails can pick-up future wine club offerings.

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Upcoming Events for 2008

- Zinfandel Festival, Paso Robles Event Center, March 14 -16, 2008
- Hospice du Rhone, Paso Robles Event Center, May 1-3, 2008
- 26th Annual Wine Festival Weekend, downtown Paso Robles City Park, May 16 - 18, 2008

Focus on Meritage

The Meritage Association was formed in 1988 by a small group of Napa Valley, California vintners: Agustin Huneeus (then of Franciscan Winery, now of Quintessa Winery), Mitch Cosentino (Cosentino Winery), and Julie Garvey (Flora Springs Winery). These vintners, among others, were becoming increasingly frustrated by U.S. BATF regulations stipulating that a wine must contain at least 75% of a specific grape to be designated as that varietal on the label. As interest grew in creating blended Bordeaux-style wines, the members sought to create a recognizable name associated with high-quality blended wines, instead of merely labeling them as "Red Table Wine" (or "White Table Wine") or giving them proprietary names unique to the winery.

In 1988, the association hosted a contest to conceive of a name for these wines. They received over 6,000 submissions. Neil Edgar of Newark, California (subsequently relocated to Sacramento) won by suggesting **Meritage**—a combination of the words *merit* and *heritage* (and which rhymes with the latter.). As a reward for winning this contest, Mr. Edgar was awarded two bottles of the first ten vintages of every wine licensed to use the Meritage brand.

By 1999 The Meritage Association had grown to 22 members. They decided to shift the focus from policing their trademark to education and marketing. This resulted in swift growth for the association, which included over 100 members by 2003, including their first international members.

Although not stipulated by the licensing agreement, the Meritage Association strongly recommends that wineries label only the blend that they consider to be their best as Meritage, and that they limit production of such wines to no more than 25,000 cases. Source: <http://en.wikipedia.org/wiki/Meritage>

A red Meritage is made from a blend of two or more of the following varieties: Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec, Petit Verdot, St. Macaire, Gros Verdot and Carmenère (the last three are quite rare in the U.S.). No single variety may make up more than 90 percent of the blend. Source: <http://www.meritagewine.org/>

Our 2004 Estate Grown Meritage is scheduled for release in December. All future vintages of Vortex Red Wine will be labeled as Meritage.



2007 Reviews & Awards

2004 ALLURE DE ROBLES, Paso Robles

Chairman's Best of Class—Long Beach Grand Cru (7/07)
Gold Medal—Orange County Fair Wine Competition (6/07)
Silver Medal—Riverside International Wine Competition (5/07)

BUNNY CUVÉE, Paso Robles

Silver Medal—Long Beach Grand Cru (7/07)
Gold Medal—Orange County Fair Wine Competition (6/07)
Bronze Medal—California Mid-State Fair Wine Competition (5/07)
Silver Medal—Riverside International Wine Competition (5/07)
Bronze Medal—Pacific Rim International Wine Competition (4/07)

2004 VORTEX RED WINE, Paso Robles

Double Gold Medal—San Francisco International Wine Comp (6/07)
Bronze Medal—Long Beach Grand Cru (7/07)
Bronze Medal—California Mid-State Fair Wine Competition (5/07)

2005 BRUNELLO CLONE SANGIOVESE, Paso Robles

Bronze Medal—Long Beach Grand Cru (7/07)
Bronze Medal—Riverside International Wine Competition (5/07)

2005 ZINFANDEL, Paso Robles

Silver Medal—California Mid-State Fair Wine Comp (5/07)

2006 ESTATE ZINFANDEL, Paso Robles

Bronze Medal—Long Beach Grand Cru (7/07)

2005 CHARDONNAY, Paso Robles

Silver Medal—Orange County Fair Wine Competition (6/07)
Silver Medal—Pacific Rim International Wine Competition (4/07)

2003 PETITE SIRAH RESERVE, Paso Robles

Gold Medal Best of Class—California State Fair Wine Comp (7/07)
Silver Medal—San Francisco International Wine Comp (6/07)
Silver Medal—Orange County Fair Wine Competition (6/07)
Bronze Medal—California Mid-State Fair Wine Comp (5/07)
Bronze Medal—Riverside International Wine Comp (5/07)
Bronze Medal—Pacific Rim International Wine Comp (4/07)

2004 CABERNET SAUVIGNON, Paso Robles

Bronze Medal—Orange County Fair Wine Competition (6/07)
Bronze Medal—California Mid-State Fair Wine Comp (5/07)
Silver Medal—Pacific Rim International Wine Comp (4/07)

2003 SARAH'S SYRAH, Paso Robles

Bronze Medal—Riverside International Wine Comp (5/07)

2004 SARAH'S SYRAH, Paso Robles

Bronze Medal—Orange County Fair Wine Competition (6/07)
Silver Medal—California Mid-State Fair Wine Comp (5/07)
Silver Medal—Riverside International Wine Comp (5/07)
Silver Medal—Pacific Rim International Wine Comp (4/07)

2003 VORTEX RED WINE, Paso Robles

Bronze Medal—Orange County Fair Wine Competition (6/07)
Bronze Medal—Riverside International Wine Comp (5/07)
Bronze Medal—Pacific Rim International Wine Competition (4/07)

2004 SYRAH, Paso Robles

Gold Medal—Pacific Rim International Wine Comp (4/07)

Beef Bourguignon Recipe

INGREDIENTS

8 oz bacon, coarsely chopped
3 lbs well-trimmed boneless beef chuck, cut into 1-1/2 inch cubes (from 7-bone chuck roast)
1/3 cup all purpose flour
1-1/4 lbs boiling onions, peeled
3/4 lbs large carrots, cut into 1-inch pieces
12 large garlic cloves, peeled (left whole)

3 cups canned beef broth
1/2 cup Cognac or brandy
2 750ml bottles red Burgundy wine (or any other nice, dry red wine)
1-1/4 lbs mushrooms
1/3 cup chopped fresh thyme or 2 tablespoons dried
1 tablespoon dark brown sugar
1 tablespoon tomato paste

PREPARATION

Preheat oven to 325°F. Saturate bacon in heavy large Dutch oven over high heat until brown and crisp, about 8 minutes. Using slotted spoon, transfer bacon to paper towels. Season beef generously with salt and pepper; coat with 1/3 cup flour, using all of flour. Working in 3 batches, brown beef in same pot over high heat, about 5 minutes per batch. Transfer meat to large bowl. Add onions and carrots to same pot

and sauté until light brown, about 6 minutes. Add garlic and sauté 1 minute. Transfer vegetables to bowl with beef.

Add 1 cup broth and Cognac to pot; boil until reduced to glaze, scraping up browned bits, about 8 minutes. Return meat and vegetables and their juices to pot. Add wine, mushrooms, thyme, sugar, tomato paste and 2 cups broth. Bring to boil, stirring occasionally. Cover pot and place in oven. Cook until beef is tender, about 1 hour 20 minutes.



Ladle liquid from stew into large saucepan. Spoon off fat. Boil liquid until reduced to 2-3/4 cups, about 40 minutes. Season with salt and pepper. Pour liquid back over beef and vegetables. (Can be prepared 1 day ahead. Cover and chill). Re-warm over low heat before serving.

Serves 8

Recipe courtesy of Bon Appetit / May 1994. Epicurious.com

RECOMMENDED WINE

Rabbit Ridge 2005 Paso Robles No Worries



2007 Harvest Update

The 2007 harvest season began on August 4, 2007 with Sauvignon Blanc grapes arriving first on the crush pad. The next grapes



picked were Chardonnay, Zinfandel, Syrah, Mourvedre, Grenache, Pinot Noir, Viognier, Merlot, Cabernet Franc, Petite Sirah, Petite Verdot, Refosco, Cabernet Sauvignon and Grenache Blanc.

Of the fruit crushed so far in 2007, roughly 25% was Zinfandel, 18% Cabernet Sauvignon, 13% Merlot, 12% Petite Sirah, 12% Syrah, and approximately 20% was of the remaining varieties.

As of October 10, 2007 we have crushed approximately 1,164,000 pounds or 582 tons of fruit.

Once harvest got started in full swing, we experienced a cool shift in weather which stalled the ripening process. As of print date of this publication, 2007 harvest is still not over. We estimate we have about 150,000 pounds or 75 tons of fruit remaining on the vines waiting to be picked.

Ongoing Wine Club Case Specials

One of the many benefits of being a Cottontail wine club member is exclusive savings on some of our most popular and best wines. As a wine club member you can always pick up the following case specials (while supplies last):

\$50.00 per case

2004 Paso Robles Allure de Robles

\$75.00 per case

NV Paso Robles Bunny Cuvee

\$125.00 per case

2003 Paso Robles Vortex

Look for additional opportunities to purchase some incredible case specials in-between your regular scheduled wine club shipments and at other special times throughout the year. We communicate these specials via email so please make sure we have your valid email address on file.

Rabbit Ridge Winery

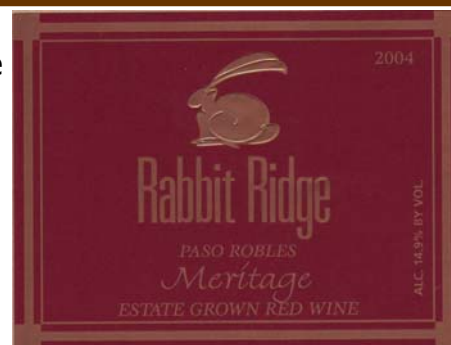
1172 San Marcos Road
Paso Robles, CA 93446
(805) 467-3331—PHONE
(805) 467-3339—FAX

3291 Westside Road
P.O. Box 456
Healdsburg, CA 95448
(707) 431-7128—PHONE
(707) 431-8018—FAX



Our Reserve Label Gets a New Look

Our Reserve collection of wines have received a new look! We have updated the labels from the Tuscan colored two part labels to a new, rich burgundy and gold theme. We feel this new label better highlights the two different collections of wines and also makes it easier to differentiate between our regular wines and the reserve collection.

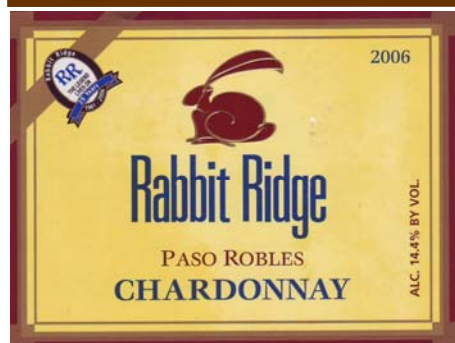


Congratulations to Dennis and Sally Loucks who won the drawing for a 3 Liter bottle of 2004 Vortex Red Wine at the Paso Robles Cinco de Mayo Pick-up Party held on May 5th. Dennis and Sally have been Cottontails since May 25, 2003. We hope you enjoy your prize!

Referral Program!

If you love being a Cottontail Wine Club Member, spread the news to your friends and family! For each new Cottontail Wine Club membership you refer you will receive one FREE t-shirt of your choice (up to a \$21.00 value)!

25th Anniversary Collection of Wines



To celebrate the very special milestone of the 25th Anniversary of Rabbit Ridge we have added a special commemorative crest to the upper left hand side of the labels for our 2006 vintage wines.

Founded in 1981 by Erich Russell, Rabbit Ridge has grown from a small winery with only four barrels and almost no grapes of our own to an all estate grown winery with almost 4,000 barrels and 93 steel tanks. Long live the Rabbit!