

PAUL HOBBS | IMPORTS

PRESENTS A NEW RELEASE OF THE WINES OF VIÑA COBOS, ARGENTINA



MILESTONES | TO CELEBRATE!

2009 marks both the tenth anniversary of Vina Cobos and Paul's twentieth year as an Argentina winemaking pioneer. The years of effort, perseverance and raw, go-it-alone individualism by Paul and partners have been tremendously satisfying on both a professional and personal level. In the arena of fine wine, their sacrifices, hard work and determination have resulted in Argentina and Vina Cobos shining brightly, helping to raise worldwide interest in this fascinatingly diverse and culturally rich region.



Pictured, left to right: Andrea Marchiori, Luis Barraud, Paul Hobbs, circa 1997.

STORIES | FROM LA FRONTERA

Queridos Amigos,

Nowadays, the act of reminiscing has become something of a personal extravagance. Our growing family—Paul Hobbs Winery, Vina Cobos and an eclectic cadre of consulting—keeps me traveling the globe and on my toes. Time to reflect often gets squeezed. However, at a recent *asado* (barbecue) with the Vina Cobos team, joined by my partners Luis and Andrea, we stole a few rare moments to fondly remember some stories of the good times from the 'early days.' It was the best of times, it was, well... the *mas interesantes* of times!

The photo above captures the moment when Andrea, Luis and I first brainstormed the vision for Vina Cobos (taken at Luis' birthday celebration having dined on Andrea's

sumptuous roasted chicken). In consideration of the fact that we were severely cash-strapped, our outsized ambitions were composed of two principle goals: first, to elucidate the true character of malbec as a standalone varietal and secondarily, to illustrate how Mendoza's unique terroirs would influence the grape vis-à-vis its kaleidoscope of diverse growing regions.

Thus, with few tangible assets and driven by all-consuming desire, we set out on our *petit* journey to turn ideas into reality. To our good fortune we possessed direct access to the exceptional, high-quality, very old-vine malbec from Marchiori Vineyard, owned and managed by Andrea's father Nico. Pooling our meager financial reserves, Andrea resigned her enologist position at a prestigious local winery, we plunged headlong into producing the 1998 'inaugural' vintage of Cobos Malbec.

Inexplicably, the harvest showed to be the worst in over thirty years, with twenty days of unrelenting rain in March; the grapes succumbed to a massive infection of botrytis.

I remember feeling the pang of defeat with certain darkness looming from the devastation but it was soon made clear our resolve had not suffered. Before long we began preparations anew for the next vintage and this time our efforts were to be rewarded. Produced in a rented garage, shown at right, the 1999 Cobos was aged in barrels arranged on wood planks assembled by Luis—a far cry from the state-of-the-art winery subsequently built to house Vina Cobos in 2006 (see photo on page two). The wine garnered accolades from trade, consumers and critics alike, and was lauded by the Wine Spectator's James Molesworth as having "raised the bar for Argentine malbec."

With spirits lifted, we converged on the second part of our objective seeking to com-

plement our portfolio with additional top malbec sources. A splendid vineyard in the Las Compuertas area of Lujan de Cuyo was located and we began intensely focused work with the owner to tailor viticultural practices. An El Nino soon interrupted and turned the year into a nightmare.

On Saturday December 17, 1999, Marchiori Vineyard was shredded by a hailstorm, destroying more than 80% of the crop. Ironically, we had received delivery of anti-hail net two days prior; it sat idly by in the barn awaiting installation.

Three months later came a second crushing blow. Upon arriving to check fruit maturity we discovered the threat of still another hailstorm just days before harvest so rattled our new vineyard owner's nerves that he chose to sell his grapes to another buyer willing to take the fruit before the grapes were fully mature.

Those first years were tough but we got through. Today, many incremental improvements mean that Argentina is no longer strictly the domain of the Wild West. And yet not all has changed. We still use the same technique discovered long ago to determine the precise moment when to pick: when berry tasting leaves Andrea's tongue black — and not a moment sooner — it's time to harvest!

Saludos Paul



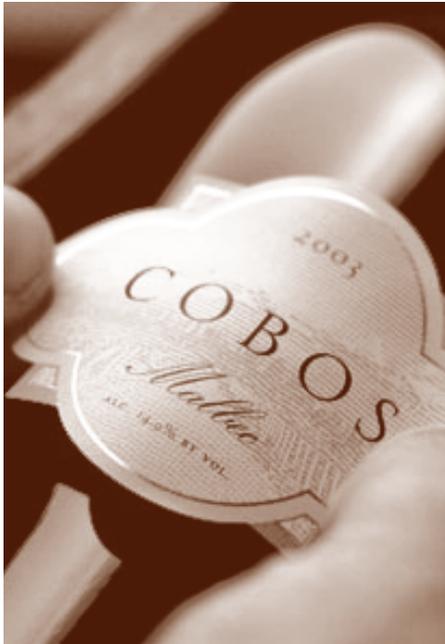
The garage where the ground-breaking 1999 inaugural vintage of Cobos was produced!

FALL 2009 RELEASES | VIÑA COBOS, MENDOZA

2007 VINTAGE NOTES

Each growing season allows for nuanced expression from the vineyard, especially at the highest level of winemaking where the goal is to reflect the terroir with great clarity and intensity. 2007 presented a long, steady season for development of excellent quality fruit but did see some rains at the end of March, prior to harvest. These storms came too late to have an affect on malbec, which had already been picked; but substantially reduced concentration in the slower-ripening cabernet sauvignon berries. For this reason, Vina Cobos produced neither Cobos Nico nor Bramare Cabernet Sauvignon, Marchiori Vineyard from the vintage.

In place of Nico and in light of the continued excitement over Cobos Malbec, we are offering a limited library offering of 2004 Cobos Malbec with this release. Because of the tremendous ageability of this wine, we thought our members might enjoy the opportunity to acquire bottles from an excellent prior vintage, while cellaring the 2007.



COBOS MALBEC | A TRUE GEM

Sourced from a single block in Marchiori vineyard, Cobos embodies intensity, complexity and refinement in balance.

2007 COBOS MALBEC
MARCHIORI VINEYARD, MENDOZA

Saturated violet/onyx color and heady aromas of blackberry and anise introduce a muscular malbec of regal structure and weight. The silky, mouthcoating palate reveals hints of black plum, bittersweet cocoa and espresso emerging from the elegant weave of tannins that envelop the fruit like a velvet glove. Hints of fine, white pepper and minerals add complexity as grippy tannins persist over a memorable finish.

100% malbec, aged 20 months in Taransaud French oak barrels; 88% new. *Not yet rated*

FROM THE LIBRARY -
2004 COBOS MALBEC
MARCHIORI VINEYARD, MENDOZA

Inky blue/black in color and scented with black plum, clove and pepper, this opulent and muscular wine explodes on the palate with dark berry, plum and bittersweet cocoa. Mouth-coating fine-grained tannins grace the seemingly endless finishing of this cellar-worthy Malbec.

100% malbec, aged 20 months in Taransaud French oak barrels; 88% new.

Previous Wine Advocate ratings:

2006: '99' points

2005: '98' points

2004: '98' points

2003: '97' points

SOUTH AMERICAN WINE CRUISE | NOVEMBER 17 - DECEMBER 3, 2010

In celebration of our milestones in South America, we will be hosting a luxury cruise aboard Silversea's Silver Whisper, traveling from Buenos Aires, Argentina to Valparaiso, Chile! The ship will wend its way around the southern tip of this exotic frontier, with stops in breathtaking locales including Punta del Este in Uruguay, the Falkland Islands, the Magellan Straits and Chilean Fjords. To make things even more special, Vina Cobos will offer an optional pre-cruise weekend in Mendoza with wine tastings, winery and vineyard tours and gourmet meals at Mendoza's top restaurants prior to boarding in Buenos Aires. If you have not yet visited this captivating region, we assure you that you will be glad you made the voyage! We hope you will join us and others who have a taste not just for exceptional wine, but for a little adventure as well.

Please note that Silverseas is offering free airfare and substantial discounts for a limited time, while reservations last. Please contact us for more information!



The 'transparent' architecture of Vina Cobos Winery reflects the majestic landscape and skyline of the Andes foothills.

BRAMARE

Those of you familiar with Bramare know that the name is an Etruscan word meaning *to yearn for*. Chosen as an homage to the heritage of the Marchiori family, the name reflects Vina Cobos' aspirations to achieve exceptional quality.

BRAMARE | MARCHIORI VINEYARD Intensity and refinement, from 50-60 year old vines in Marchiori Vineyard.

2008 BRAMARE CHARDONNAY,
MARCHIORI VINEYARD

A gorgeous nose of white peach, lemon blossom and meringue is accompanied by lustrous pale straw color to introduce a rich, mouth-filling chardonnay.

Bright, focused flavors of Gala apple, quince and brioche glide over the silky palate, enhanced by stony minerality over a long, refreshing finish.

Aged 10 months in oak barrels; 58% new.
Not yet rated

2007: '92' points, Robert Parker's Wine Advocate

2007 BRAMARE MALBEC,
MARCHIORI VINEYARD

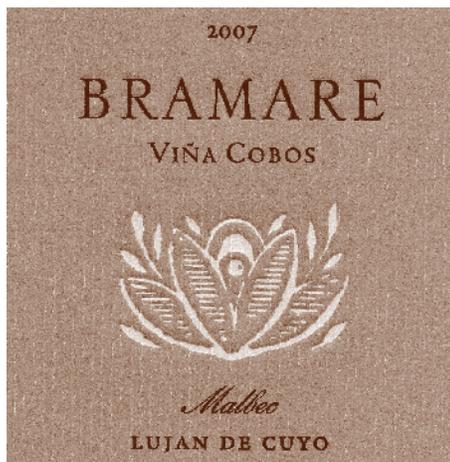
Deep, black/magenta color accompanies intense aromas of chambord, sweet tobacco, violets and earth. The firmly structured, tightly woven palate intrigues with hints of ripe black blackberry, plum and bergamot enhanced by subtle overtones of vanillin. Balanced acidity accompanies prominent, fine-grained tannins over a lasting finish.

Aged 18 months in oak barrels; 52% new.
Not yet rated

2006: '96-99' points, Robert Parker's Wine Advocate



BRAMARE | LUJAN DE CUYO These wines represent the finest expression of varietal and appellation character. They possess great concentration with ripe fruit and tannins in perfect balance.

2007 BRAMARE MALBEC,
LUJAN DE CUYO

This viscous, violet-hued malbec is perfumed with raspberry and black pepper. The mouth-coating palate unfolds in concentrated, finely textured layers of dark fruits, licorice and underbrush that are enhanced by hints of vanillin and roasted coffee over a lengthy finish graced with firm tannins and spicy notes. *Not yet rated*

2006: '94' points, Robert Parker's Wine Advocate

2007 BRAMARE CABERNET
SAUVIGNON, LUJAN DE CUYO

Deep crimson in color and scented with black fruits, cedar and graphite, this full-bodied cabernet is meaty in texture, dense and layered. The palate exhibits bold flavors of cassis, mocha and sweet tobacco wrapped in chewy tannins that carry through the mid-palate to accompany abundant notes of earth and spice over a long finish. *Not yet rated*

2006: '93' points, Robert Parker's Wine Advocate

NEW WINES | FROM PAUL HOBBS IMPORTS

With our last newsletter, we announced that Paul Hobbs Imports would begin expanding the portfolio to include other artisan producers in Argentina and Chile. Like Vina Cobos, all are limited production, high quality family wineries, chosen by Paul as a complement to our collection. Some of you tasted the elegant wines of Pulentia Estate at our Spring Open House. We are highlighting them with this offering and may include others in future offerings. Please call us or visit www.paulhobbsimports.com for more information.

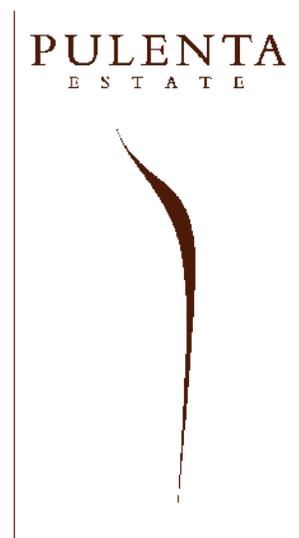
PULENTA ESTATE

With three generations of Argentine viticulture in the family, Italian immigrants Eduardo and Hugo Pulentia founded Pulentia Estate in 2002. Their high-quality estates in the Agrelo area of Lujan de Cuyo and in Valle de Uco have allowed them to create a broad portfolio in three tiers, the top tier of which we offer you now. These estate wines are aged in French oak and offer a balance of richness, elegance and bright acidity:

2006 GRAN CABERNET FRANC ('96' pts., Robert Parker's Wine Advocate): \$40/bottle

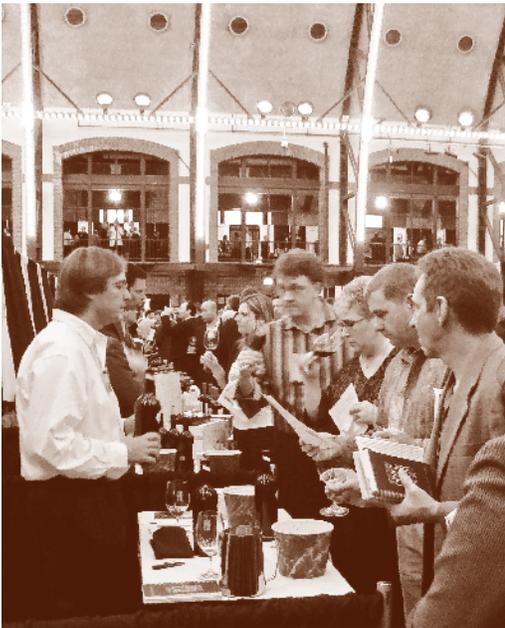
2007 GRAN MALBEC ('90' pts., Robert Parker's Wine Advocate): \$40/bottle

2006 GRAN CORTE malbec/cabernet sauvignon ('90' pts., Robert Parker's Wine Advocate): \$44/bottle



AD-VANTAGE
PAID
US POSTAGE
FIRST CLASS
PRESORTED

WWW.PAULHOBBS.COM
SEBASTOPOL, CALIFORNIA 95472
3355 GRAVENSTEIN HIGHWAY NORTH
PAUL HOBBS IMPORTS



Luis Barraud pouring 2006 Cobos Malbec to an enthusiastic audience at the Wine Spectator Grand Tour 2009.

PAUL HOBBS IMPORTS | WINTER/SPRING EVENTS

2009

- October 6: Wines of Argentina Tasting — Regency Center, San Francisco, CA
- October 8: Wines of Argentina Tasting — City Winery, New York, NY
- November 17: Paul Hobbs Wines Tasting — Four Seasons Hotel, San Francisco, CA

2010

- January 20: Paul Hobbs Winemaker Tasting — City Winery, New York, NY
- February 11: Paul Hobbs Winemaker Dinner — Four Moons, Charleston, SC
- April 24: Spring Open House — Paul Hobbs Winery, Sebastopol, CA

If you would like to visit Vina Cobos or Pulenta Estate in Mendoza, Argentina, please call us at 707-824-9879 or send an email to info@paulhobbs.com. For additional information about the wines of Paul Hobbs Imports, please contact us at 707.824.9879 or visit www.paulhobbsimports.com.