



We believe that small is beautiful. In our experience, the finest, most individually expressive wines come from small places.

We will produce only artisanal quantities of luxurious, affordable red wines that express their sense of place. Blue Rock, therefore, will always make wine from grapes grown exclusively on the 100 acre hillside Estate hidden in the Northern Alexander Valley.

2010 Baby Blue Estate Bordeaux Blend Red Wine

Baby Blue, made primarily from the estate's young vines, is meant to be softer and more immediately accessible than the deeply structured Blue Rock Cabernet. Winemaker Kenny Kahn realized the need for **an affordable, everyday cabernet that had real personality and soul**. The 2010 vintage gave us a lot of great wine to work with. The 100% Estate 2010 Baby Blue is 52% Cabernet Sauvignon, 25 % Merlot, 13 % Cabernet Franc, and 10% Syrah. The wine spent 16 months in French Oak (once used) and has been bottled unfined.

Robert Parker loved the previous vintage giving it 90 points and saying... "The innovative blend called Baby Blue, made of 51% Cabernet Sauvignon, 25% Cabernet Franc, 18% Syrah, and 6% Merlot, has a floral nose of red and black currants as well as spice box. Its seductive aromatics are followed by a silky textured, medium to full-bodied wine with loads of personality and soul. This is an interesting blend that seems to work very well and needs to be explored by more wineries. Drink it over the next 7-8 years. **Robert Parker, *The Wine Advocate* #193 February, 2011**

Winemaker's Notes: April 25, 2012, 2011

Baby Blue is a serious wine, all Estate fruit, all French Oak and full of dark black fruits (blackberry, black cherry) and with a long finish. Our goal is to make a unique wine with soul that has lots of flavor, yet, without the heaviness that one often finds in California Cabernet. The addition of Merlot brings sweetness and silky tannins, the Cabernet Franc adds a complex aromatic while lifting the texture, and Syrah rounds out the palate with warm black fruit. **Great high-end BTG!!**

Alcohol: 14% Ph 3.53 Cases produced: 2584



Why do we like this wine?

Easy... the search is over for an affordable California Cabernet that has real personality and drinks like a wine that is twice the price.

It is our go-to high-end Cabernet for on-premise accounts. Nationally, it has achieved the most coveted spots as glass pours at Smith and Wollensky, Morton's, and Grammercy Tavern to name drop just a few. It is also perfect for 'hand sell' retailers who want a wine that can be sold by the bottle with customers coming back to buy a case and which is not distributed much at retail.

2010 is the 4th vintage of Baby Blue and we have seen it go from strength to strength as the vines mature. **It is remarkable for the price and it is all Estate fruit from a vineyard adjacent to Silver Oak Winery**, 100% French Oak, and artisan production from a famous winemaker, Nick Goldschmidt. It hits all the right notes for style, price and packaging.

