

2018 J. LOHR PURE PASO™ PROPRIETARY RED WINE

VINTAGE

The 2018 growing season will be remembered as the fourth in a string of near-normal rainfall years in Paso Robles after the extended drought. A stretch of warm weather in May assured a good bloom and fruit set on the developing clusters, and was followed by an unprecedented 46-day heat spell beginning in early July. We began the Pure Paso harvest with the Petite Sirah component from the Estrella and San Miguel Districts achieving ripeness in the second week of October. Harvest of the Cabernet Sauvignon component occurred the last 10 days of October. The exceptional quality of the 2018 vintage joins the ranks of 1997, 2007, and 2013, with its depth of color, fruit intensity, and finesse.

VINEYARDS

The Cabernet Sauvignon was sourced largely from our Shotwell Vineyard in the cooler Region II El Pomar District of Paso Robles, where the climate is strongly influenced by marine air drawn in from the Pacific Ocean just 17 miles away. This ranch is predominantly planted to ENTAV clone 169 Cabernet Sauvignon on calcareous Linne-Calodo soils with slopes reaching a challenging 25%. The Petite Sirah hails from the warmer Region III Estrella and San Miguel Districts. This warmer climate is ideal for heat-loving Petite Sirah. Here, we have manicured our east-to-west oriented plantings to capture sunlight on the leaf's surface. This practice allows the grape clusters to reach a luxurious level of maturity in the dappled sunlight below the vine canopy.



“Savory varietal notes of Cabernet Sauvignon are layered with the dark fruit and spice character of Petite Sirah. The bouquet of cocoa powder, caramel, and anise works in harmony with the black cherry fruit signature of this wine. Bright and focused on the palate with a firm and appetizing finish.”

STEVE PECK
DIRECTOR OF WINEMAKING

WINE LIST

DESCRIPTION

Savory, varietal notes of Cabernet Sauvignon are layered with the dark fruit and spice character of Petite Sirah.

FOOD PAIRINGS

Pairs well with tomato rice dishes like paella or creamy risotto. Exquisite with prime rib or a dense monkfish.

CELLARING

This Pure Paso Proprietary Red Wine highlights J. Lohr's house-style: dense and focused fruit signature, coupled with a soft, approachable palate. Best from 2021 to 2025.

APPELLATION

Paso Robles, San Luis Obispo County, California

COMPOSITION

69% Cabernet Sauvignon, 27% Petite Sirah, 2% Syrah, 2% Malbec

HARVEST

DATES: Cabernet from October 22 to 30, Petite Sirah from October 10 to 19, 2018

PROCESS: Braud 9090 Harvester with Evolution Destemmer for Cabernet Sauvignon, hand harvest for the Petite Sirah

CHEMISTRIES:

Brix 27.4°, TA .37 g/100ml, pH 3.54 average

VINIFICATION

YEAST: Uvaferm 43

FERMENTATION: Fermented in 20-ton stainless steel tanks with automated pump over

TEMPERATURE: Peak fermentation temperature of 92°F to achieve full color extraction.

MACERATION: Macerated on skins for less than 6 days to maintain a soft tannin structure.

MALOLACTIC: Malolactic fermentation in oak barrels after completion of primary fermentation.

MATURATION

Aged 18 months in American and French oak barrels.

BARREL TYPE: 60 gallon oak barriques, 20% new.

COOPERS: Demptos, Nadalie, St. Martin

BOTTLING

pH: 3.63

TOTAL ACIDITY: 0.6 g/100ml

ALCOHOL: 14.5%

BOTTLED: June 2019

PRODUCTION: 79,159 six-bottle cases