



# J. LOHR

CUVÉE SERIES

## 2010 J. LOHR CUVÉE POM PASO ROBLES

### TECHNICAL NOTES

**APPELLATION:** Paso Robles AVA,  
San Luis Obispo County, CA

**COMPOSITION:** Merlot 62%, Cabernet Sauvignon  
20%, Cabernet Franc 18%

**HARVEST DATES:** October 19, 2010 for the Merlot

**HARVEST PROCESS:** Hand-picked to half-ton bins,  
destemmed and berry sorted using Vaucher Beguet  
Mistral system

**HARVEST CHEMISTRIES:** 26.0° Brix average,  
total acidity .54 g/100ml, pH 3.56

**VINIFICATION:**

**YEAST:** VR5 was pitched after a 2 day cold soak

**FERMENTATION:** Sorted fruit was fermented in  
5-ton open-top fermenters

**TEMPERATURE:** A peak temperature of 92°F was  
achieved at mid-fermentation

**MACERATION:** Free run and the light press  
fraction were combined after 6 days of skin contact

**MALOLACTIC:** 100% malolactic fermentation in  
older French barrels

**MATURATION:** 20 months in 225 liter barrels

**BARREL TYPE:** French oak, 66% new

**FORESTS:** Bertrange

**COOPERS:** Marcel Cadet, Sylvain and Demptos

**BOTTLE AGING:** Bottle-aged 16 months prior to  
release

**BOTTLING CHEMISTRIES:**

**PH:** 3.54

**TOTAL ACIDITY:** 0.72 g/100ml

**ALCOHOL:** 14.59%

**RES. SUGAR:** 0 g/L (dry)

**CELLARING:** Quite enjoyable now, but has the  
structure to age for 10 years or more.

**CASES PRODUCED:** 628 six-pack cases

### VINTAGE

2010 was the coolest vintage Paso Robles has seen in a decade. With heavy winter rainfall nearly 50% above normal, and growing degree days lagging, we had concerns that this vintage may not get completely ripe. This cool seasonal trend provided an ideal challenge for our progressive approach to irrigation that imposed a 2 month “drydown” in the summer of 2010, which drove tannin maturity and eliminated vegetal aromas in this Bordeaux-style blend. Our best Merlot block is planted to Italian clones 9 and 10, and was allowed to reach a luxury level of ripeness prior to harvest on the 19th of October. Cuvée POM is the most brightly aromatic wine in the Cuvée Series. The 2010 delivers intense red fruit fragrance, refreshing acidity and a restrained tannin structure.

### CUVÉE POM

The inspiration for J. Lohr Cuvée POM comes from the Grand Cru wines of Pomerol in the Right Bank of Bordeaux. These legendary wines are composed primarily of Merlot and Cabernet Franc, with sparse additions of Cabernet Sauvignon, Malbec and Petit Verdot. Winemaking is given the freedom to emulate these great wines without the restrictions of varietal percentages, instead keenly focusing on the texture and complexity of the blend that nature delivers with each vintage.

### WINEMAKER'S COMMENTS

*The 2010 Cuvée POM is intensely aromatic and shows bright red hues. Red fruit aromas of plum are spiced by a bouquet of camphor, cocoa and dark caramel. The restrained palate weight, bright acidity and luxury-soft mouthfeel make this wine a chef's favorite.*

—Steve Peck, red winemaker

### FOOD PAIRINGS

Great with a Spanish Paella (don't forget the saffron and langoustines!).

### WINE LIST DESCRIPTION

Merlot-based red blend with bright acidity and a luxury-soft mouthfeel.



**J. LOHR**  
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