

# J. LOHR WINE TRIVIA

*How well do you know your J. Lohr?*

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**1. What does the J. stand for in J. Lohr in J. Lohr?**

- a. Jonathon
- b. Jerry
- c. Jeffrey
- d. Jerome

**2. Where did J. Lohr select his first Vineyard in 1971?**

- a. Napa
- b. Monterey
- c. Paso Robles

**3. What was the first wine the J. Lohr San Jose Wine Center produced?**

- a. Cabernet Sauvignon
- b. Chardonnay
- c. Petite Sirah
- d. Merlot

**4. In what year did the J. Lohr Estates Riverstone Chardonnay make its debut?**

- a. 1976
- b. 1979
- c. 1980
- d. 1987

**5. In what year did the J. Lohr Estates Seven Oaks Cabernet Sauvignon make its debut?**

- a. 1975
- b. 1984
- c. 1987
- d. 1990

**6. The J. Lohr Vineyard Series highlights small-lot winemaking from special growing sites. What were the first two varietals released in 1998?**

- a. Cabernet Sauvignon and Chardonnay
- b. Cabernet Sauvignon and Petite Syrah
- c. Chardonnay and Sauvignon Blanc
- d. Pinot Noir and Sauvignon Blanc

**7. In what year did Wine Enthusiast Magazine name J. Lohr winery of the year?**

- a. 2010
- b. 2002
- c. 1987
- d. 1992

**8. The J. Lohr Vineyard Series highlights small-lot winemaking from special growing sites. What were the first two varietals released in 1998?**

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- b. Chardonnay and Sauvignon Blanc
- c. Pinot Noir and Sauvignon Blanc
- d. Cabernet Sauvignon and Chardonnay

**9. The cool, windy climate and rocky soils in J. Lohr's Arroyo Vista AVA is ideal for which varietals?**

- a. Cabernet Sauvignon and Syrah
- b. Cabernet Sauvignon and Cabernet Franc
- c. Chardonnay and Pinot Noir
- d. Pinot Noir and Sauvignon Blanc

**10. Carol's Vineyard, in honor of Jerry Lohr's late wife, is located in what wine region?**

- a. Napa
- b. Paso Robles
- c. Monterey

**11. In 1974, Jerry Lohr unveiled the first winery in which City?**

- a. Paso Robles, CA
- b. Monterey, CA
- c. Napa, CA
- d. San Jose, CA

**12. J. Lohr believes that a comprehensive, responsible approach to growing grapes and producing wines can be defined by the three "E's" of sustainability: Environmentally Sound, Socially Equitable, and \_\_\_\_\_.**

- a. Easily Accessible
- b. Extension of the earth
- c. Economically Feasible
- d. Essential for growth

**13. By acreage, J. Lohr's Paso Robles AVA grows the most of which varietals?**

- a. Cabernet Sauvignon and Petite Sirah
- b. Cabernet Sauvignon and Merlot
- c. Merlot and Syrah
- d. Petit Verdot and Malbec

**14. In what year was the first production of the J. Lohr Signature Cabernet Sauvignon?**

- 2012
- 2009
- 2016
- 2014

**15. J. Lohr is committed to supporting numerous worthy organizations, including wine research and education at South Dakota State University, Cal Poly San Luis Obispo and \_\_\_\_\_.**

- a. San Jose State University
- b. University of California Davis
- c. University of California Santa Barbra
- d. Stanford

**16. What is J. Lohr's most popular red wine?**

- a. J. Lohr Estates Falcon's Perch Pinot Noir
- b. J. Lohr Estates Seven Oaks Cabernet Sauvignon
- c. J. Lohr Pure Paso Proprietary Red Wine
- d. J. Lohr Vineyard Series Hilltop Cabernet Sauvignon

**17. Since 2009, The J. Lohr Touching Lives campaign has partnered and supported which non-profit organization?**

- a. American Heart Association
- b. Boys & Girls Club of America
- c. American Farmland Trust
- d. National Breast Cancer Foundation

**18. What is J. Lohr's best selling white wine?**

**J. Lohr Estates Riverstone Chardonnay**

- a. J. Lohr Vineyard Series Arroyo Vista Chardonnay
- b. J. Lohr Estates Flume Crossing Sauvignon Blanc
- c. J. Lohr Vineyard Series F&G Pinot Blanc

**19. In 2009, J. Lohr launched our limited release Rhône-style wines available to wine club members and visitors to the wine center in San Jose and Paso Robles titled, \_\_\_\_\_.**

- a. Present
- b. Gesture
- c. Gift
- d. Salute

**20. J. Lohr's brand pillars are Family, Place, and \_\_\_\_\_.**

- a. Care
- b. Culture
- c. Compassion
- d. Craft

1B 2B 3C 4D 5C 6A 7A 8D 9C 10A 11D 12C 13A 14C 15B 16B 17D  
18A 19B 20D