

# J. LOHR WINE TRIVIA

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

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1. What does the J. in J. Lohr stand for?
  - a. Jonathon
  - b. Jerry
  - c. Jeffrey
  - d. Jackson
2. Where did J. Lohr plant its first vineyard in 1972?
  - a. Napa
  - b. Santa Barbara
  - c. Paso Robles
  - d. Monterey
3. What was the first wine to carry a J. Lohr label?
  - a. Cabernet Sauvignon
  - b. Chardonnay
  - c. Petite Sirah
  - d. Merlot
4. What year did we release the first vintage of J. Lohr Estates Riverstone Chardonnay?
  - a. 1976
  - b. 1979
  - c. 1987
  - d. 1988
5. In what year did we produce the first vintage of J. Lohr Estates Seven Oaks Cabernet Sauvignon?
  - 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 Sirah
  - c. Chardonnay and Sauvignon Blanc
  - d. Pinot Noir and Sauvignon Blanc
7. In what year did *Wine Enthusiast* name J. Lohr Vineyards & Wines "Winery of the Year"?
  - a. 2010
  - b. 2002
  - c. 1987
  - d. 1992
8. Paso Robles is a wine region with optimal growing conditions for producing Bordeaux-style varietals. What about the climate makes this wine region so unique?
  - a. Very little rainfall
  - b. Semi-arid conditions
  - c. Diurnal temperature swing
  - d. Relatively cool year round
9. The cool, windy climate and rocky soils in J. Lohr's Arroyo Seco 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 Cabernet Sauvignon
10. Carol's Vineyard, the source of our J. Lohr Carol's Vineyard Cabernet Sauvignon is located in what wine region?
  - a. Napa
  - b. Paso Robles
  - c. Monterey
  - d. Santa Lucia Highlands
11. In 1974, J. Lohr Vineyards & Wines opened its 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 \_\_\_\_\_.
- Easily Accessible
  - Extension of the Earth
  - Economically Feasible
  - Essential for Growth
13. By acreage, J. Lohr's grows the most of which varietal in the Paso Robles AVA?
- Cabernet Sauvignon
  - Petite Sirah
  - Merlot
  - Petit Verdot
14. J. Lohr Signature, a luxury-class Cabernet Sauvignon, was released in honor of Jerry Lohr's \_\_\_\_\_ birthday?
- 70th
  - 75th
  - 80th
  - 85th
15. To ensure the J. Lohr Signature is drinkable upon release; the wine is aged in \_\_\_\_\_% new French oak for 17 months and bottle aged for nearly two years.
- 75%
  - 85%
  - 90%
  - 100%
16. In 2019, which J. Lohr wine had its inaugural release?
- J. Lohr Estates Falcon's Perch Pinot Noir
  - J. Lohr Estates Seven Oaks Cabernet Sauvignon
  - J. Lohr Pure Paso™ Proprietary Red Wine
  - J. Lohr Vineyard Series Hilltop Cabernet Sauvignon
17. Since 2009, we've partnered with which non-profit organization in support of the J. Lohr *Touching Lives* initiative?
- American Heart Association
  - Boys & Girls Club of America
  - American Farmland Trust
  - National Breast Cancer Foundation
18. How many Chardonnays does J. Lohr produce?
- Two
  - Three
  - Four
  - Five
19. J. Lohr has vineyards in which two of Monterey's nine AVAs?
- San Bernabe and San Lucas
  - San Lucas and Santa Lucia Highlands
  - Arroyo Seco and Carmel Valley
  - Arroyo Seco and Santa Lucia Highlands
20. In 2009, J. Lohr launched limited Rhône-style releases that are only available to Wine Club members - titled \_\_\_\_\_ wines.
- Present*
  - Gesture*
  - Gift*
  - Salute*