

# National Cabernet Day

August 31st

## FUN FACTS

Join us on Facebook, Instagram, and Twitter @JLohrWines on August 31st to celebrate #CabernetDay

- 1 The Cabernet Sauvignon grape originated in France's Bordeaux region in the 17th century. DNA testing at the University of California, Davis identified Cabernet Franc and the Bordeaux white wine grape, Sauvignon Blanc, as the genetic "parents" of modern-day Cabernet Sauvignon.
- 2 Antoine Delmas, a French nurseryman, was credited for bringing Cabernet Sauvignon vines to California in 1852.
- 3 Our Cuvée Series is a trio of limited, Bordeaux-style wines that feature three distinct blends, using similar blending philosophies practiced by the Grand Cru Chateaux of Pauillac, St. Emilion and Pomerol.
- 4 In 1984, J. Lohr produced its first Napa Valley Cabernet - J. Lohr Carol's Vineyard Cabernet Sauvignon. The vineyard and wine is named for Jerry Lohr's late wife and mother to Steve, Cynthia and Lawrence Lohr. J. Lohr donates \$3 to the National Breast Cancer Foundation for every bottle of J. Lohr Carol's Vineyard Cabernet Sauvignon purchased.
- 5 In 1988, the first of the J. Lohr Estate Cabernet Sauvignon vineyards are planted in Paso Robles.
- 6 Cabernet Sauvignon is one of the world's most popular grapes. Common blending partners include:
  1. Merlot and Cabernet Franc - Bordeaux and elsewhere.
  2. Syrah - Australia and South Africa.
  3. Tempranillo - Spain and South America.
  4. Sangiovese - Italy's "Super Tuscans."
- 7 Our J. Lohr Cuvée PAU is a blend of Cabernet Sauvignon with other traditional Bordeaux varietals, which include Merlot, Cabernet Franc, Petit Verdot and Malbec, depending on the vintage.
- 8 1995 was the inaugural vintage of J. Lohr Hilltop Cabernet Sauvignon. Grown on a handful of select vineyard sites in the Paso Robles AVA, it has become one of the region's flagship Cabernets.
- 9 J. Lohr was one of the founding members of the Paso Robles CAB Collective in the Fall of 2012. This group of top-flight producers from the region is helping gain recognition for Paso Robles as one of the world's premiere Cabernet Sauvignon -growing districts.
- 10 On January 1, 2017, J. Lohr Signature Cabernet Sauvignon debuted, coinciding with Jerry Lohr's eightieth birthday. It is intended to be the winery's ultimate statement Cabernet. Jerry comments that: "My signature on the label indicates that this wine is personal for me, looking to encompass three decades of Paso Robles experience and history in a single bottle."