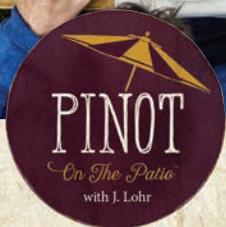


**THE PINOT ON
THE PATIO™ GUIDE TO
THE PERFECT PARTY:
20 EXPERT TIPS SURE TO
WOW YOUR GUESTS.**

Dust off your outdoor furniture and fire up the grill; it's patio party season again! One of our favorite ways to celebrate this time of the year is by inviting friends and family to enjoy the great outdoors with us. And by "great outdoors," we mean a luxurious, elevated, perfectly planned patio party - all paired with our official patio wine, J. Lohr Estates Falcon's Perch Pinot Noir.



TO THEME OR NOT TO THEME - SELECTING THE PERFECT MENU

Once you've decided on a date, consider whether you want to incorporate a theme into your bash; would your guests enjoy a seated dinner that focuses exclusively on farm-fresh, sustainably sourced local foods? Or, would an international menu of delectable tapas and paella, while a flamenco guitarist strums in the background set the perfect *al fresco* mood?

PATIO PARTY TIP 1



TAKING THE PRESSURE OFF

Menu selection is not only fun, it's an important part of your party's success.

Regardless of what food you decide on, a great option for an elevated party is to hire a caterer. They're professionals who know how to impress guests. And you'll be thankful when you get to actually enjoy your own party!

PATIO PARTY TIP 2



KEEPING THE PEACE

Content neighbors make for a better party. Make sure to avoid noise complaints by alerting or inviting your neighbors one week beforehand. A polite note dropped in their mailbox, and then a verbal follow up a few days before, is courteous and much appreciated.

PATIO PARTY TIP 3



ELEVATED, EASY DRINK STATIONS

Splurge on a wine bar station and hire someone with wine knowledge to staff it.

While they're pouring a selection of J. Lohr wines, they can regale your guests with stories of why cool-climate Pinot Noir from Monterey County is so darn good. For a toned-down version of an outdoor bar station, have a few mobile bar carts.



RSVP SYSTEM WITH OPTIONS

If you send out a physical or digital invitation, make sure there is a way for folks to RSVP while also listing any food restrictions or other issues. This will ensure you get a close-to-perfect count for food and won't be surprised by last-second requests.



VARIETY IS THE SPICE OF LIFE

Even if your guests do not mention any food restrictions, it is important to have a wide variety of food options available – something vegetarian, a seafood dish, both lighter finger foods and more substantial entrées. Everyone will be sure to find a winning dish.

PATIO PARTY TIP 6



AMBIANCE MATTERS

Outdoor string lights are a perfect way to light up a patio in the evening. The fun part is that there are so many different styles of lights from which to choose! You can match your lighting to the overall theme of the evening. Going for the paella and Pinot? Big, bold, colorful lanterns are sure to add to the festive feel. Or perhaps you want a slightly more sophisticated and elegant vibe?

Café lights with exposed bulbs will make your guests feel like they're dining on a patio in Paris.

PATIO PARTY TIP 7



YOU'VE ALWAYS WANTED TO BE A DJ, RIGHT?

No party is complete without a fantastic set list to set the tone for the event. Create a play list of your all-time favorite, crowd-pleasing songs, and cue it up on one of the many great outdoor, wireless sound systems on the market.

PATIO PARTY TIP 8



AMBIANCE CONTINUED

Tea lights, votive candle holders, and lanterns can also help enhance the mood. The soft glow of candlelight adds an understated elegance to a convivial evening.

PATIO PARTY TIP 9



A COOL PLACE TO ENJOY YOUR J. LOHR WINE

If it's a daytime affair, ensure that there is plenty of shade and water for your guests. There are many attractive makeshift canopies that can be easily strung between trees. Consider having a sunscreen station, or a selection of wide-brimmed straw hats!

PATIO PARTY TIP 10



A MOVEABLE FEAST

For serving and eating, casual à la carte, self-serve food stations can be fun for your guests—and will save you having to wait on everyone. Bear in mind that this style of dining can end up being awkward if you don't have enough seating on-hand. Make sure that you have ample lightweight tables and chairs so that your guests can enjoy the meal and interact with each other, without having to balance everything on their laps!

PATIO PARTY TIP 11



PERSONALIZING THE EXPERIENCE

Depending on the size of your party and how much food you are providing, a more formal seated dinner may be the way to go. At each place setting, guests will love a personalized touch, such as a printed menu with the date on it. For the elevated version of a printed menu, consider recipes and wine pairings on the back. Extra points for having award-winning J. Lohr selections on the list.

PATIO PARTY TIP 12



PUT ON YOUR PARTY BEST

First impressions matter. Everyone will remember the perfection of your patio party if you begin by welcoming guests with a glass of bubbly or J. Lohr Estates Falcon's Perch Pinot Noir for red wine lovers, and some small bites. Passed appetizers are always a wonderful idea, or a fine cheese and charcuterie station while folks are waiting for the main attraction.

PATIO PARTY TIP 13



"CHARM" YOUR GUESTS

Regardless of how small or large the guest list, someone will inevitably end up misplacing their glass. To minimize confusion (and the number of wine glasses you'll have to wash later), rent your glasses and provide identifying wine charms. Bonus points if they are personalized for each guest!



LET THE GAMES BEGIN

Did you invite a lot of your friends that you know well, but who don't know each other? Set up a games area, where they can interact with a beanbag toss, badminton, or horseshoes. A ping pong table or old-fashioned croquet on the lawn will have them chatting like old acquaintances in no time.

PATIO PARTY TIP 15



PROTECT YOUR PARTY

Plan ahead. If your food station is outside, think about the best way to keep thigs fresh. Does it need to remain refrigerated? Could it use one of those protective nets to keep pesky insects at bay? Tools like the Simply Genius Pop-Up Mesh Food Tents at [Amazon.com](https://www.amazon.com) are invaluable.

PATIO PARTY TIP 16



MAKING LASTING MEMORIES

Want to preserve the day or evening's memories but don't feel like being photographer, in addition to all your other hosting duties? Station disposable cameras throughout your patio. One by the wine station, of course. Ok, maybe two! Be sure to let your guests know that they're for everyone to use, and that you will share the event's pictures once they are developed!

PATIO PARTY TIP 17



HEATING UP THE PARTY

As the evening continues and the sun sets on the perfect patio party, your guests may want to stay. This is a perfect opportunity to show that you've thought of everything – break out the wraps or blankets, and turn the heat up a little. Heat lamps or an outdoor fire pit will keep guests warm and happy. Plus, it provides an opportunity for a final glass of fireside wine.

PATIO PARTY TIP 18



EVERYONE LOVES A GIFT BAG!

Sure, you've already thrown the party of your life, but it does not have to end there. Have something for your guests to take with them - preferably something that will remind them of your great time together. Use your imagination; perhaps a special spice or herb mixture that was featured in the food. Or a copy of the music set list that you created for the party.

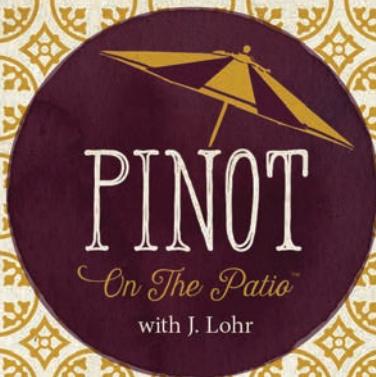
PATIO PARTY TIP 19



RESPONSIBLE HOST EQUALS SUCCESSFUL PARTY

As the party winds down, make sure that all your guests have a safe way home. Designated drivers, taxis, and digital ride-hailing and ride-sharing services should be part of the game plan. Paying attention to and moderating you and your guests' alcohol consumption is a big part of any host's responsibilities.

PATIO PARTY TIP 20



J. LOHR
VINEYARDS & WINES

Learn more about J. Lohr Vineyards & Wines
at www.jlohr.com