

MEMBER NEWSLETTER



J. LOHR

WINE CLUBS

MEMBER NEWSLETTER

Fall 2019

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GREETINGS FROM STEVE PECK

Fall
2019

“This fall members’ release is extra special, as it includes the debut of a brand new wine for us: the J. Lohr Pure Paso™ Proprietary Red Wine.”

— Steve Peck

Dear Friends,

Happy Fall! As you are reading this, we are well into the J. Lohr 2019 harvest in Monterey, Paso Robles, and Napa Valley.

The 2019 growing season has certainly had some ups and downs, but it eventually settled nicely into normal patterns as we approached the start of crush. You’ll remember the substantial storms we experienced in California earlier this year, through the winter and into early spring. While rain is always welcome in the Golden State, the late lingering storms affected the vines’ bloom period and fruit set, fostering smaller bunches and quite a few “hens and chicks” (uneven bunches). Happily, our vineyard team’s long experience in our appellations means they know how to focus the vines’ efforts on the fruit to produce excellent results, albeit somewhat lower in overall yields. The summer saw consistent warm temperatures for ripening. Even so, it’s proven to be a later-than-usual harvest. The first grapes of the 2019 harvest were Sauvignon Blanc, picked at our partnering F & G Vineyard in Monterey’s Arroyo Seco during the third week of September. In Paso Robles, Syrah from our Buena Vista Vineyard was the first red variety brought in. Bottom line? Our early assessment of the 2019 vintage is that we’re seeing slightly lower yields but with focused fruit and very good to excellent quality. We will keep you posted as the 2019 crush finishes up and the young wines develop in the cellars.

This fall members’ release is extra special, as it includes the debut of a brand new wine for us: the J. Lohr Pure Paso™ Proprietary Red Wine. It is a Paso Robles-grown blend of Cabernet Sauvignon from our Shotwell Vineyard and Petite Sirah from our Home Ranch. You’ll read more in this issue regarding J. Lohr Pure Paso, but suffice to say that it is the embodiment of our more than thirty years’ experience in the appellation. We look forward to your input on this exciting new wine.

You’ll also notice dramatic new labels on our Vineyard Series wines, including the 2017 J. Lohr Hilltop Cabernet Sauvignon. The Lohr family and team worked hard to strike just the right balance between honoring our Vineyard Series wines’ history while also striving for an elegant, new direction. The 2017 vintage of our beloved Hilltop Cabernet is the first red wine to display the new label. Let us know what you think!

As we wrap up the harvest and head towards the holiday season, I hope to see you soon at a J. Lohr event or in one of our Wine Centers. As always, from everyone at J. Lohr, our gratitude for your friendship and your support of our winegrowing efforts.

Cheers!



Steve Peck

Director of Winemaking

GREETINGS

J. LOHR PURE PASO™

Proprietary Red Wine Debuts



J. Lohr and Paso Robles winegrowing are synonymous. Over thirty years ago, Jerry Lohr and his team recognized the potential of the Paso Robles region. Today, J. Lohr sustainably farms more than 2,600 acres throughout the appellation. Paso Robles is home to the J. Lohr red wine portfolio's state-of-the-art winery and our popular wine center for visitors. It is fitting, then, that J. Lohr's first proprietary red wine release directly reflects our commitment to Paso Robles. We are proud to share this exciting new wine with our valued club members.

The new J. Lohr Pure Paso release is exactly what the name suggests: authentic Paso Robles winegrowing history captured in a bottle. The wine artfully blends Cabernet Sauvignon and Petite Sirah – two J. Lohr benchmark varieties – into a unique proprietary red wine. The two varieties have long been intertwined with J. Lohr's winegrowing history and, in particular, the Lohr family's pioneering efforts in the Paso Robles region.

The very first J. Lohr commercial release in 1974 was a Petite Sirah. And it was the search to find ideal conditions for growing Cabernet Sauvignon that led Jerry and his team to Paso Robles in the mid-1980s. More than thirty years of Family, Place, and Craft in Paso Robles have given J. Lohr a unique perspective on the region. That experience allows us to explore projects like this one that speak directly to the appellation's history, character, and sense of place. The bottle's classic, dramatic silk-screened label, as well as the wine inside, recalls Paso Robles' frontier ethos. J. Lohr Pure Paso is a culmination of a long history of innovation in Paso Robles.

"A milestone wine for J. Lohr that harnesses our history with Cabernet Sauvignon and Petite Sirah from Paso Robles." – Steve Peck, Director of Winemaking

It is a delicious, proprietary tribute to one of the world's great winegrowing regions – a special place that J. Lohr is proud to call home.

We look forward to our club members' input on this exciting new addition to the J. Lohr portfolio.

2017 J. Lohr Pure Paso™ Proprietary Red Wine

Vineyards: Shotwell and Home Ranch

Cepage: 70.5% Cabernet Sauvignon, 26.5% Petite Sirah, 2% Merlot, 0.5% Petit Verdot, 0.5% Malbec.

Cooperage: Aged 18 months in French and American oak barrels.

Winemaker's Notes: "Classic Cabernet Sauvignon, with its savory notes, are wrapped in the dark fruit character of Petite Sirah. Pairs well with tomato-rice dishes like paella or a creamy risotto. Exquisite with prime rib or a dense monkfish. Accessible now but will improve with proper cellaring through 2025."
– Steve Peck,
Director of Winemaking



Crispy Patatas Bravas

Here's a traditional tapas potato recipe that is equal parts delicious and easy to make. A perfect choice for last-minute fall guests. Pair with the 2017 J. Lohr Hilltop Cabernet Sauvignon.

Ingredients

For the potatoes:

- 1½ pounds fingerling potatoes, halved lengthwise
- ¼ cup olive oil
- ½ teaspoon salt

For the aioli:

- ½ cup good quality mayonnaise
- ¼ cup roasted piquillo peppers, seeds removed and coarsely chopped (can substitute roasted red pepper)
- ¼ teaspoon salt

Prep Time: 15 min.

Cook Time: 40 min.

Servings: 4

Directions

1. Preheat oven to 375°F. Arrange potatoes, cut-side down, on a rimmed baking sheet, spaced evenly apart. Pour in enough water to cover baking sheet with a thin layer, about 1½-2 cups. Cover baking sheet very tightly with foil, crimping against the sides of the baking sheet to seal and trap in the steam.
2. Bake until a fork slides easily through potatoes, about 20 minutes. Let potatoes cool slightly and increase oven temperature to 425°F. Peel back the foil on one corner and pour off any remaining water. Remove foil and drizzle olive oil over potatoes. Season with salt and toss to combine.
3. Arrange potatoes cut-side down and evenly spaced. Roast until tops are golden and bottoms are deeply browned, about 20 minutes more. Let potatoes cool slightly, then use a spatula to unstick them from baking sheet.
4. While potatoes are baking, make the aioli by combining mayonnaise, piquillo peppers and salt in a blender. Pulse until smooth and transfer to a bowl. Serve with the potatoes.

2018 J. Lohr F & G Vineyard Sauvignon Blanc



The grapes for this first-ever F & G Vineyard Sauvignon Blanc under our new-look Vineyard Series label were grown in the sand-laden cobblestone soils of the cool and windy Arroyo Seco AVA. The cool weather enhanced the flavors of grapefruit, passionfruit, and Meyer lemon in the Sauvignon Musqué clone fruit, while the afternoon winds helped slow maturity of the grapes and increase their texture. This wine is a blend of four different pick days, each capturing a unique facet of the harvest's variety and building complexity in the final blend.



2018 J. Lohr F & G Vineyard Pinot Blanc



Another new addition to our J. Lohr Vineyard Series. Historically, the Pinot Blanc grape was grown in France's Burgundy and Champagne regions. The variety is a white mutation of Pinot Gris, which itself is a lighter-skinned version of Pinot Noir. Winemaker Kristen Barnhisel: "This is true Pinot Blanc, sourced from our sustainably farmed F & G Vineyard joint venture. The grapes were handpicked in the morning and gently pressed to retain bright floral, pear, and apple aromas and vibrant acidity. Aging sur lie in a concrete "egg" and neutral French puncheons and barrels provided a creamy texture and long finish.



2018 J. Lohr Gesture Viognier



The grapes for J. Lohr Gesture Viognier are grown on our Gean Vineyard in the Adelaida District of western Paso Robles. Gean, planted in 2010, is the western-most vineyard in the appellation. With a climate nearly identical to that of the Northern Rhône, this vineyard's terroir is a perfect match for Viognier. We harvested Block 14 and Block 5 in mid-September last year. The 2018 Gesture Viognier is a blend of both blocks, each contributing its own individuality to the final wine's exotic aromas and flavors of jasmine, white peach, lemon custard, and spice.





2017 J. Lohr Gesture Mourvèdre



Mourvèdre is a historic red variety well-known in Spain and France’s southern Rhône Valley. The source for our Mourvèdre is the Gean Ranch, home to many of our members-only *Gesture* wines. To intensify flavor, the farming plan on this unique property brings the crop to just one cluster per shoot prior to veraison. The wine saw sixteen months aging in French oak puncheons on light lees. Director of Winemaking Steve Peck: “Our Mourvèdre shows complex aromas and a deep fruit core, with firm tannins, bright acidity, and a long finish.”



2017 J. Lohr Gesture Syrah



The two growing sources for the 2017 *Gesture* Syrah are the Terra Bella Vineyard and the G2 Vineyard. The Terra Bella planting is in Paso Robles’ Adelaida district at 1,800 feet elevation. The G2 vineyard is a property in the middle of the Willow Creek District that we have worked with for over a decade. Fifteen months aging in 60-gallon French oak barrels added the polish and final touches to the wine’s sensational fruit structure. Director of Winemaking Steve Peck: “The bright nose displays cranberry and blueberry, with a hint of white pepper; those characters are echoed on the palate, where the dark fruit component is framed by fine-grained tannins and a nice touch of minerality.”



2017 J. Lohr Shotwell Vineyard Cabernet Sauvignon



Shotwell Vineyard is located in the El Pomar District of Paso Robles. This bottling represents the second crop ever to be harvested from blocks 14 and 16, which were planted in 2014 to Cabernet Sauvignon ENTAV clone 412. The wine spent eighteen months in 60-gallon French oak barrels, 10% new. Director of Winemaking Steve Peck: “The debut 2017 J. Lohr Shotwell Vineyard Cabernet Sauvignon is a pure expression of a noble variety from young vines on a single vineyard. Black currants, anise, and tobacco shape the nose. Firm structure on the palate gives way to a long finish of red fruit.”

2016 J. Lohr Highlands Bench Pinot Noir



For lovers of Pinot Noir, our latest release from the famed Santa Lucia Highlands appellation is pure pleasure. A variety of Pinot clones (Dijon 777, 115, 828, Pommard 4, Joseph Swan) contributed to the wine’s complex, layered character. Director of Winemaking Steve Peck: “The 2016 Highlands Bench Pinot Noir has a lovely wild strawberry varietal character with a touch of sage and dried orange rind. The full palate abounds with fruit with a nice touch of warm vanilla and toast from the center-of-France French oak cooperage.”



2017 J. Lohr Home Ranch Petit Verdot



Petit Verdot is one of the classic five red varieties of the Bordeaux region in France. While primarily used in Bordeaux and here at J. Lohr as a blending grape to add color, aroma, and structure to Cabernet Sauvignon-based wines, Petit Verdot is also capable of making its own statement. We have 92 acres of Petit Verdot planted throughout our vineyards in Paso Robles, including at our Home Ranch that surrounds the Wine Center. This release spotlights the variety’s heady aromas of blackberry and plum, and deep core of black fruit and spice. The sturdy tannins suggest the wine will continue to evolve with proper cellaring.



2017 J. Lohr Home Ranch Cabernet Franc



The Cabernet Franc grape is one of the five traditional red varieties in France’s Bordeaux region. This first-ever dedicated J. Lohr Cabernet Franc release was grown on the J. Lohr Home Ranch in the warmer Region III Estrella District of Paso Robles. The 2017 J. Lohr Home Ranch Cabernet Franc displays lots of ripe black plum and fresh red fruit jumping from the glass on the nose and palate. A supple mouthfeel and a structured finish with savory undertones are bound together by a barrel signature of coffee, vanilla, and spice notes.





2011 J. Lohr Hilltop Cabernet Sauvignon - Library Release



A very special release from the Lohr family's library. The 2011 Hilltop Cabernet Sauvignon was grown on a handful of select vineyard sites in the Paso Robles AVA. The Cabernet vines were naturally stressed in the dry, often very gravelly soils. Water is at a premium in these vineyards, enabling the viticulturist to fine-tune irrigation, producing the darkest fruit with resolved tannins. The 2011 J. Lohr Hilltop Cabernet Sauvignon shows aromas of violet and ripe black plum. The dense but approachable mid-palate is followed by a round, intense fruit finish. Six years of cellaring has brought this lovely wine to full maturity.



2017 J. Lohr Hilltop Cabernet Sauvignon



Our iconic Hilltop Cabernet Sauvignon is primarily grown at three of J. Lohr's vineyards in Paso Robles. Approximately 60% is from our Shotwell Vineyard in the El Pomar District. The Beck Vineyard, located at a 1,700 feet elevation in the Creston District, supplies 25% of the fruit. The balance is from our Gean Ranch in the Adelaida District along with a collection of other small sites in the Paso Robles AVA. The wine was aged eighteen months in French oak, 70% being new wood. Director of Winemaking Steve Peck: "The 2017 Hilltop shows splendid ripe fruit, cocoa powder, and graphite on the nose. The palate comes across dense, chalky and soft, with layers of black currant, mineral, and notes of toasted pastry."



2012 J. Lohr Cuvée PAU - Library Release



Here's a sensational release from the Lohr family's library. Primarily Cabernet Sauvignon (76%) from our Paso Robles properties, the 2012 Cuvée Pau also includes 10% Malbec, 8% Merlot, 5% Petit Verdot, and 1% Cabernet Franc. Director of Winemaking Steve Peck on the 2012 J. Lohr Cuvée PAU: "On the nose, the wine blends savory Cabernet and blue fruit Malbec aromas with a hazelnut-like barrel bouquet. The bright palate is dense with ripe fruit, offering notes of violet, anise and black tea. Plum fruit on the finish speaks to the Malbec and Merlot in this Bordeaux-style blend."

2015 J. Lohr Cuvée PAU



The inspiration for this blend comes from the Grand Cru wines of the Pauillac district of Bordeaux, which are traditionally composed primarily of Cabernet Sauvignon. This vintage's Bordeaux-style blend reflects that philosophy with 72% Cabernet Sauvignon, 13% Merlot, 13% Petit Verdot, and 2% Malbec. It was aged eighteen months in French oak barrels, with a large percentage of new wood. Director of Winemaking Steve Peck: "The 2015 J. Lohr Cuvée PAU shows savory cassis, black fruits, and earthy forest notes on the nose with a classic oily palate of plum, anise, and graphite."



2017 J. Lohr Pure Paso™ Proprietary Red Wine



As you can read in the accompanying article, the debut of J. Lohr Pure Paso is very special for us – encompassing, as it does, our decades of experience and history with Cabernet Sauvignon and Petite Sirah in Paso Robles. The wine's Cabernet Sauvignon component was sourced largely from our Shotwell Vineyard in the cooler Region II El Pomar District of Paso Robles. Here the climate is strongly influenced by marine air drawn in from the Pacific Ocean just seventeen miles away. This ranch is predominantly planted to ENTAV clone 169 Cabernet Sauvignon on calcareous Linne-Calodo soils with slopes reaching a challenging 25% grade. The Petite Sirah hails from our Home Ranch in the warmer Region III Paso Robles Estrella District.



FALL RELEASES & PRICING

WINEMAKERS' SELECTION



	RETAIL	CLUB
2018 J. Lohr F & G Vineyard Sauvignon Blanc	\$25.00	\$21.25
2017 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$29.75
2017 J. Lohr <i>Gesture</i> Mourvèdre	\$30.00	\$25.50
2017 J. Lohr Pure Paso Proprietary Red Wine	\$27.00	\$22.95
<i>subtotal</i>	\$117.00	\$99.45
<i>CA shipment (shipping \$12)</i>	\$111.45*	
<i>Outside CA shipment (shipping \$15)</i>	\$114.45*	
<i>San Jose Pick-ups</i>	\$108.65	
<i>Paso Robles Pick-ups</i>	\$106.66	

BARREL SOCIETY



Assorted

2018 J. Lohr F & G Pinot Blanc	\$35.00	\$28.00
2018 J. Lohr <i>Gesture</i> Viognier	\$30.00	\$24.00
2017 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2017 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$28.00
2017 J. Lohr Shotwell Vineyard Cabernet Sauvignon...	\$45.00	\$36.00
2017 J. Lohr Pure Paso Proprietary Red Wine	\$27.00	\$21.60
<i>subtotal</i>	\$202.00	\$161.60
<i>CA shipment (shipping \$12)</i>	\$173.60*	
<i>Outside CA shipment (shipping \$15)</i>	\$176.60*	
<i>San Jose Pick-ups</i>	\$176.55	
<i>Paso Robles Pick-ups</i>	\$173.32	

Reds Only

2017 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$28.00
2017 J. Lohr Shotwell Vineyard Cabernet Sauvignon...	\$45.00	\$36.00
2016 J. Lohr Highlands Bench Pinot Noir	\$35.00	\$28.00
2017 J. Lohr Home Ranch Petit Verdot	\$45.00	\$36.00
2017 J. Lohr <i>Gesture</i> Syrah	\$30.00	\$24.00
2017 J. Lohr Pure Paso Proprietary Red Wine	\$27.00	\$21.60
<i>subtotal</i>	\$217.00	\$173.60*
<i>CA shipment (shipping \$12)</i>	\$185.60*	
<i>Outside CA shipment (shipping \$15)</i>	\$188.60	
<i>San Jose Pick-ups</i>	\$189.66	
<i>Paso Robles Pick-ups</i>	\$186.19	

*sales tax dependent
on ship to location

VINEYARDS SELECT SOCIETY



	RETAIL	CLUB
2017 J. Lohr Home Ranch Cabernet Franc	\$60.00	\$48.00
2017 J. Lohr Shotwell Vineyard Cabernet Sauvignon...	\$45.00	\$36.00
2011 J. Lohr Hilltop Cabernet Sauvignon	\$47.00	\$37.60
2017 J. Lohr Hilltop Cabernet Sauvignon	\$35.00	\$28.00
2017 J. Lohr Home Ranch Petit Verdot	\$45.00	\$36.00
2017 J. Lohr Pure Paso Proprietary Red Wine	\$27.00	\$21.60
2012 J. Lohr Cuvée PAU	\$56.00	\$44.80
2015 J. Lohr Cuvée PAU	\$50.00	\$40.00
<i>subtotal</i>	\$365.00	\$292.00
<i>CA shipment (shipping \$12)</i>	\$304.00*	
<i>Outside CA shipment (shipping \$15)</i>	\$307.00*	
<i>San Jose Pick-ups</i>	\$319.01	
<i>Paso Robles Pick-ups</i>	\$313.17	



UPCOMING J. LOHR WINE CLUB EVENTS



J. LOHR WELCOMES NEW HOSPITALITY AND WINE CLUB DIRECTORS

Please welcome to the J. Lohr team new Director of Hospitality and Direct Sales Jessica Kollhoff and new Wine Club and Member Services Director Kasey Martin.

Prior to joining J. Lohr, Jessica Kollhoff most recently worked as VP Client Services for Compli Beverage. Some of our members may know Jessica from her eight-year tenure as General Manager for Adelaida Vineyards & Winery in Paso Robles. Kasey Martin was recently DTC Program Manager at Adelaida Vineyards & Winery, where she directed all aspects of marketing and ecommerce. Prior to Adelaida, Kasey was Ecommerce Manager & Wine Club Coordinator at DAOU Vineyards & Winery.

J. Lohr is very fortunate to have secured the services of two such experienced wine industry professionals to oversee our all-important hospitality and members' services. They look forward to interacting with our club members; you can reach them at jkollhoff@jlohr.com and kmartin@jlohr.com respectively.



Jessica Kollhoff



Kasey Martin

Annual Wine Club Harvest Outing

Saturday, October 12, 8:30 am to 2:30 pm

J. Lohr Paso Robles Wine Center

Join our CEO, Steve Lohr, for a harvest outing in Paso Robles. Experience Family, Place, and Craft through a hands-on vineyard and winery tour, barrel tasting, and wine seminar.

The day will start with breakfast in our J. Lohr Paso Robles tasting room, overlooking our estate vineyards. From there, Steve will guide guests through a hands-on vineyard tour to observe harvest in action.

Upon returning from the vineyards, we'll tour the J. Lohr Paso Robles winery. Steve will bring his barrel thief and give guests the opportunity to taste wines at their various stages of fermentation and aging. A sit-down tasting seminar of our new winery exclusive releases will follow. We will complete the day with lunch on the wine center patio.

Tickets are \$140 for J. Lohr wine club members and \$165 for non-members. Space is extremely limited; please reserve your spots by calling 805.226.3642 or emailing kim@jlohr.com.

Harvest Wine Weekend Club Member Tasting

Saturday, October 19, 11 am to 3 pm

J. Lohr Paso Robles Wine Center

Complimentary walk-around tasting for club members and two guests. Enjoy library wines, barrel samples, and artisan cheeses.

J. Lohr Wine Club Member Appreciation Evening – Paso Robles

Saturday, November 16, 6 pm to 8 pm

J. Lohr Paso Robles Wine Center

Join the Lohr family, winemakers, and team as we thank our most important patrons – our members! A tasting of exclusive vintages and a buffet dinner are included in the festivities. Space is limited; only two people per membership please.

RSVP to wineclubs@jlohr.com.

J. Lohr Wine Club Member Appreciation Evening – San Jose

Date and site TBD

Join the Lohr family and team as we honor our Silicon Valley-area members. A sampling of special J. Lohr wines will be perfectly paired with passed appetizers. Space is limited; two people per membership please.

RSVP to wineclubs@jlohr.com.

J. LOHR
VINEYARDS & WINES

J. Lohr San Jose Wine Center | 1000 Lenzen Ave, San Jose, CA 95126 | (408) 918-2160

J. Lohr Paso Robles Wine Center | 6169 Airport Rd, Paso Robles, CA 93446 | (805) 239-8900

wine club email: wineclubs@jlohr.com

JLohr.com