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SECOND-GENERATION OWNER CYNTHIA LOHR TO SERVE AS TRADE AND BRAND ADVOCATE FOR J. LOHR VINEYARDS & WINES

Senior Marketing Director Rhonda Motil promoted to VP Marketing

San Jose, Calif. – February 10, 2016– Effective February 15, 2016, current J. Lohr VP Marketing Cynthia Lohr will assume the role of trade and brand advocate for J. Lohr Vineyards & Wines. At the same time, current Senior Marketing Director Rhonda Motil will be promoted to the role of VP Marketing.

Lohr has served as VP Marketing for the past six years, and has been with the family-owned and operated business since 2001. In her new role, Lohr will leverage her leadership position among trade groups, and as a visible second-generation family owner, to support J. Lohr among trade and consumer audiences. “I have a passion for brand advocacy, particularly in support of building awareness for organizations such as the Paso Robles CAB (Cabernet and Bordeaux) Collective, and *Women of the Vine*, whose efforts champion regional varietal education and the advancement of women in wine and spirits, respectively,” said Cynthia Lohr. “While the entire J. Lohr team devotes considerable time in support of the wine industry, in this dedicated position, I will be able to direct my energy to more actively advocate for our family business, as well as to bring greater impact to industry organizations where I am currently serving in a leadership role.”

“Cynthia’s areas of continuing focus are consistent with our family commitment to give back to the wine industry. Industry leadership and philanthropy are a huge part of the Lohr history, so I am proud that Cynthia has actively embraced the ideology that is at the heart of J. Lohr,” said Founder Jerry Lohr.

Motil, who joined J. Lohr in 2013, after 11 years as executive director with the Monterey County Vintners and Growers Association (MCVGA), has been an integral part of J. Lohr for the past three years. “We’re fortunate to have a roster of high-caliber industry leaders on the J. Lohr team, and Rhonda Motil is no exception,” said J. Lohr President/COO and Director of Winemaking Jeff Meier. “Her energy, acumen and attitude are infectious, and made an imprint on us when Jerry Lohr first hired her to lead the MCVGA in 2002. Since joining J. Lohr in 2013, she’s transformed how we approach retail and distributor programming, among many other high-ROI facets of our business. We’re truly fortunate to have both Cynthia and Rhonda in their respective capacities, along with Jerry, Steve and Lawrence Lohr, all of whom continue to drive our success.”

About J. Lohr Vineyards & Wines

Founded four decades ago by Jerry Lohr, and still family-owned and operated today, J. Lohr Vineyards & Wines makes a full line of internationally recognized wines from its 3,700 acres of sustainably-farmed, estate vineyards in Paso Robles, Monterey County’s Arroyo Seco and Santa Lucia Highlands appellations, and St. Helena in the Napa Valley. Offering an expressive range of styles, J. Lohr produces four tiers of signature wines showcasing its estate grapes – *J. Lohr Estates*, *J. Lohr Vineyard Series*, *J. Lohr Cuvée Series* and *J. Lohr Gesture*.

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