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**J. LOHR VINEYARDS & WINES ANNOUNCES KEY HOSPITALITY
AND DIRECT-TO-CONSUMER ADDITIONS**

San Jose, Calif. – September 17, 2019 – J. Lohr Vineyards & Wines is pleased to announce two key additions to the family-owned company’s hospitality and direct-to-consumer division. Jessica Kollhoff has been named director of hospitality and direct sales, and Kasey Martin joins the company as wine club and member services director. Both Kollhoff and Martin operate out of J. Lohr’s Paso Robles facilities.

Kollhoff joins J. Lohr from compliance agency Compli Beverage (recently acquired by Avalara), where she was VP client services, managing beverage alcohol compliance services, while meeting company business objectives. Previously, Kollhoff was general manager of Adelaida Vineyards & Winery in Paso Robles from 2010 to 2018, where she led staff and operations through a period of rapid growth and transition while maintaining oversight of high-touch, direct-to-consumer experiences and staff enrichment. From 2003 to 2008, Kollhoff held positions at Adelaida, including director of wine club and e-sales manager. Kollhoff also served as board director with the Paso Robles CAB Collective from 2012 to 2014, and again from 2016 to 2017. In this newly-created role, Jessica will align J. Lohr brand messaging and hospitality standards with oversight of the direct-to-consumer strategies that poise J. Lohr for continued elevation and consumer sales.

Martin was most recently DTC program manager at Adelaida Vineyards & Winery, where she directed all aspects of consumer engagement strategies and programs for sustainable growth. Prior to Adelaida, Martin was e-commerce manager & wine club coordinator at DAOU Vineyards & Winery from 2013 to 2016, where she managed wine club operations and delivered enhanced customer experiences through all member touchpoints. Martin also worked at Tablas Creek Vineyard where she was a tasting room associate, and spent time as a lab and cellar intern for Constellation Brands in New Zealand. Martin will lead the J. Lohr Wine Clubs, with a focus

on providing exceptional member and guest services in addition to driving direct-to-consumer growth through the wine club channel.

“We couldn’t be happier with Jessica and Kasey joining our extended family,” said Steve Lohr, CEO, J. Lohr Vineyards & Wines. “Their hospitality leadership and direct-to-consumer expertise complement our focus on appellation education and the family stories behind our vineyard-driven wines. We look forward to their contributions as we continue to shape experiences at our original winery in urban, downtown San Jose, and our facility nestled among our estate vineyards in Paso Robles.”

About J. Lohr Vineyards & Wines

Founded forty-five years ago by Jerry Lohr and still family owned and operated today, J. Lohr Vineyards & Wines crafts a full line of internationally recognized wines from its 4,000 acres of certified sustainable estate vineyards in Paso Robles, Monterey County’s Arroyo Seco and Santa Lucia Highlands appellations, and St. Helena in Napa Valley. Offering an expressive range of styles that showcase its estate fruit, J. Lohr produces six tiers of award-winning wines: J. Lohr Estates, J. Lohr Vineyard Series, J. Lohr Cuvée Series, J. Lohr *Gesture*, J. Lohr Signature Cabernet Sauvignon and the J. Lohr Pure Paso™ Proprietary Red Wine. The J. Lohr Wine Centers in Paso Robles and San Jose welcome visitors daily, and the company’s online home is jlohr.com.

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