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**J. LOHR VINEYARDS & WINES UNVEILS NEW J. LOHR PURE PASO™  
PROPRIETARY RED WINE**

Paso Robles, Calif. – July 10, 2019 – J. Lohr Vineyards & Wines is pleased to announce the inaugural release of the 2017 J. Lohr Pure Paso Proprietary Red Wine, which will begin shipping in July and is set to debut in select states in August of 2019. The new J. Lohr Pure Paso Proprietary Red Wine pays tribute to J. Lohr’s history of sustainable grape growing and winemaking in Paso Robles by showcasing the winery’s most popular varietal, Cabernet Sauvignon, in a blend with Petite Sirah. J. Lohr Pure Paso represents an exciting new wine in the J. Lohr portfolio, while honoring J. Lohr's past. Family owned and operated since 1974, the winery's first wine was a Petite Sirah, which inspired the J. Lohr 40th Anniversary Red Wine, a memorable blend of Cabernet Sauvignon and Petite Sirah. The J. Lohr Pure Paso Proprietary Red Wine will enter national markets at a suggested retail price of \$26.99.

“The bold, intense flavors for which J. Lohr is known have become defining characteristics of winegrape growing in the Paso Robles region,” said Lawrence Lohr, co-owner. “The continual fine-tuning and nurturing of our estate vineyards support our winemaking team’s passion for crafting the highest-quality Cabernet Sauvignon. Our commitment to advancing the Paso Robles appellation reflects the authenticity of our J. Lohr Pure Paso Proprietary Red Wine and our father Jerry Lohr’s vision when he first set foot in Paso Robles so many years ago.”

Since planting its first estate vineyards in Paso Robles in 1986, J. Lohr has continually championed the region and has played a pivotal role in earning its status as one of the world’s great wine appellations. Today, the J. Lohr estate program includes more than 2,600 acres in Paso Robles, with over 2,100 acres of Cabernet Sauvignon and 115 acres of Petite Sirah. The Cabernet Sauvignon for the 2017 J. Lohr Pure Paso comes primarily from J. Lohr’s 266-acre Shotwell Vineyard in the El Pomar District of Paso Robles, with the Petite Sirah sourced from J. Lohr’s Home Ranch in the warmer Paso Robles Estrella District.

“J. Lohr Pure Paso is a wine that has been decades in the making,” said J. Lohr Vineyards & Wines Director of Winemaking Steve Peck. “Jerry Lohr has been a tireless advocate of Paso Robles for more than 30 years, and his passion for the appellation has been embraced by the entire second generation of the Lohr family. To create the ideal sensory balance between the two core varieties, we harvest the Petite Sirah from the warmer Region III climate of the Paso Robles Estrella District, where it develops beautiful jammy dark berry notes. The Cabernet Sauvignon grows in the slightly cooler Region II climate of the El Pomar District, which provides sophisticated savory elements. In the winery, our extraction techniques include whole berry fermentation at elevated temperatures combined with early pressing to accentuate the velvety mouthfeel and supple palate structure that we prize in our Paso Robles reds.”

The 2017 J. Lohr Pure Paso Proprietary Red Wine is a 100% *vinifera* blend, composed primarily of Cabernet Sauvignon and Petite Sirah, with small amounts of Merlot, Petit Verdot and Malbec. To frame the duality of the Cabernet Sauvignon and Petite Sirah flavors, Pure Paso was aged for 18 months in barrel, with 20% new oak overall. While the package provides a dramatic new look that immediately establishes a visual presence for Pure Paso, the design also takes inspiration from Jerry Lohr’s iconic signature from the winery’s original 1977 Cabernet Sauvignon label.

#### **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](http://jlohr.com).

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