



Contact:
Miriam Pitt
J.A.M. PR
miriam@jam-pr.com
510-280-5795

J. LOHR VINEYARDS & WINES DEBUTS NEW PACKAGING FOR THE ACCLAIMED J. LOHR VINEYARD SERIES

San Jose, Calif. – August 13, 2019 – J. Lohr Vineyards & Wines is pleased to unveil new packaging for its acclaimed J. Lohr Vineyard Series tier. The vivid new package reflects the importance of these wines in the J. Lohr portfolio, while also clearly differentiating them from the winery’s popular J. Lohr Estates wines.

To convey the elevated position of the super-premium J. Lohr Vineyard Series wines, the new pressure-sensitive labels feature a rich olive label for white wines and plum label for red wines, the fanciful name in elegantly stylized gold script, and an easy-to-read appellation designation in white, all balanced with the winery’s iconic J. Lohr logo. This new packaging will appear in markets in August with the release of the 2017 J. Lohr Hilltop Cabernet Sauvignon, and will continue to roll out throughout 2019 and 2020 with the release of each new vintage.

J. Lohr launched the Vineyard Series tier in 1998 with the release of Arroyo Vista Vineyard Chardonnay and Hilltop Vineyard Cabernet Sauvignon. In the years since, the Vineyard Series has grown to include Carol’s Vineyard Cabernet Sauvignon, Tower Road Petite Sirah, October Night Chardonnay, Fog’s Reach Pinot Noir, Highlands Bench Pinot Noir and the J. Lohr Late Harvest White Riesling. Nurtured to “The Essence of Place, Expertly Crafted,” the limited-production wines of the J. Lohr Vineyard Series showcase the highest-caliber fruit in J. Lohr’s 4,000 acre, certified sustainable estate vineyard program.

“While our J. Lohr Estates wines have earned their reputation as benchmark expressions of Monterey County and Paso Robles winemaking, our small-lot J. Lohr Vineyard Series wines focus on carefully delineated, small vineyard blocks that we have farmed for decades within both regions,” said Founder Jerry Lohr. “Before we embarked on this redesign, we sought input from trade partners, sommeliers and customers. They gave us clear feedback that our new packaging should enhance the exceptional quality of what’s in the bottle, and that it should be easy to differentiate the J. Lohr Vineyard Series from J. Lohr Estates. There is a timeless elegance to the new design that achieves both goals.”

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.

###